

**ODOT Region I Alliance  
Outreach, Marketing, and Recruitment Workgroup  
December 16, 2005**

**Outline of Marketing Strategy**

**Phase I**

**Agency/Organization Networking**

- Create a message
- One-on-One marketing (Commitment from Partners)
- Develop an insert
- Develop a storyboard for video with partner assistance

**Phase II**

- Ramp it up
- Cable access
- Video
- Newspaper for local approach
- Ads

**Phase III**

- Expanded market
- Big Ads (dependent on need)
  - 1) Larger newspapers
  - 2) Larger TV market
  - 3) Radio

**Phase IV**

- Skilled Worker
  - 1) Retention
  - 2) Recycling