

2023 Seattle Jewish Film Festival

Due Date	Start Date	Name	Section/Column	Audience	Marketing Channel
2022-11-04	2022-10-13	SJFF Donor Solicitation Letter	Content Creation	SJCC Community	Direct Mail
2022-11-15		SJFF Solicitation Letter In House	Advertising and Promotion	SJCC Community	Direct Mail
2023-01-04		SJFF Film Write-ups Completed	Content Creation		
2023-01-17		SJFF Event JotForms Dues	Content Creation		
2023-01-18		Email: SJFF Solicitation	SJCC Email Marketing		
2023-01-23		SJFF Content Final Drafts For Approval	Content Creation		
2023-01-30		SJFF Website Launch/Content Complete	Content Creation		
2023-01-30		SJFF Brochure Final Draft Due	Content Creation		
2023-02-01		SJFF Key Event Release Draft Complete	Content Creation		
2023-02-02		Announce SJFF Highlights	Public Relations	Film Enthusiasts	
2023-02-02		Email: SJFF Main Event Announcement	SJCC Email Marketing		
2023-02-03		SJFF Posters, Brochure to printer	Content Creation		
2023-02-08		SJFF Tickets On Sale - Feb. 8	Marketing Strategy	General Public	Social Media, Email Marketing, Influencer Marketing, Online Advertising
2023-02-08		SJFF Tickets On Sale	Public Relations	Film Enthusiasts	
2023-02-08		Email: SJFF Tickets On Sale	SJCC Email Marketing		
2023-02-13		SJFF Brochure to Post Office	Content Creation		
2023-02-17		SJFF Audience Awareness - Direct Mail	Marketing Strategy	SJCC Community	Direct Mail
2023-02-20		Passes/Signs to Printer			
2023-02-22		Mercer Island Reporter - SJCC to host	Public Relations	General Public	Print Advertising
2023-02-22		Email: SJFF Sunday Line-up	SJCC Email Marketing	Film Enthusiasts	Email Marketing
2023-02-22		Seattle Times - Subscriber Rewards Offer	Advertising and Promotion	Film Enthusiasts	Email Marketing
2023-02-23		Seattle Gay Scene - Another Festival to go to	Public Relations	LGBTQ+	Online Advertising
2023-02-27	2023-02-27	New Audience Cultivation - DDM - STMS	Marketing Strategy	Film Enthusiasts	Email Marketing
2023-02-27		SJFF Passes, Signage + misc collateral	Content Creation		
2023-02-27		SJFF Lineup + Schedule Finalized + Locked	Content Creation		
2023-02-27		SJFF Partner List Due	Content Creation		
2023-02-27		STMS DDM - Experience SJFF	Advertising and Promotion	Film Enthusiasts	Online Advertising
2023-02-28		The Stranger Art + Performance	Public Relations	General Public	Online Advertising
2023-02-28		Seattle Met - Things to Do	Public Relations	General Public	Online Advertising
2023-03-01		Email: Arts email with SJFF	SJCC Email Marketing		
2023-03-02		Seattle Times - Things to do	Public Relations	General Public	Print Advertising
2023-03-05		The Ticket - Top Picks for the weekend	Public Relations	General Public	Online Advertising
2023-03-05		EverOut Seattle - Top Events This Week	Public Relations	General Public	Online Advertising
2023-03-06		Fox 13 - Studio 13 Live	Public Relations	General Public	Broadcast Media
2023-03-07		EverOut Seattle - Guide to Spring Arts	Public Relations	General Public	Online Advertising
2023-03-08		KING5 New Day NW Live	Public Relations	General Public	Broadcast Media
2023-03-08		Email: SJFF Begins Saturday	SJCC Email Marketing	Film Enthusiasts	Email Marketing
2023-03-08		Seattle Times - Subscriber Rewards Offer	Advertising and Promotion	Film Enthusiasts	Email Marketing
2023-03-09		The daily - SJFF is Cinemanna	Public Relations	General Public	Print Advertising
2023-03-09		KUOW - Mike's Adventures Feature	Public Relations	General Public	Broadcast Media
2023-03-09		Email: SJFF and March Arts	SJCC Email Marketing	Film Enthusiasts	Email Marketing
2023-03-11		Opening Night: Karaoke	Event + Programs		
2023-03-12		Sephardic Spotlight: Alegria	Event + Programs		
2023-03-12		Sunday Brunch Film: The Art of Silence	Event + Programs		
2023-03-12		Bring-A-Teen Screen: My Father's Secrets	Event + Programs		
2023-03-12		LGBTQIA+ Spotlight: Concerned Citizen	Event + Programs		
2023-03-13		Email: SJFF Virtual Screenings	SJCC Email Marketing	Film Enthusiasts	Email Marketing
2023-03-16		Crosscut (online) - SJFF feature	Public Relations	General Public	Online Advertising
2023-03-16		Email: SJFF Thursday In Person	SJCC Email Marketing	Film Enthusiasts	Email Marketing
2023-03-17		65+ Matinee: The Jewish Jail Lady + The Holy Thief	Event + Programs	Adults + Seniors	
2023-03-17	2023-02-27	New Audience Cultivation - Social Campaign - STMS	Marketing Strategy	Film Enthusiasts	Social Media

2023-03-18		Israel@75 Spotlight: One More Story	Event + Programs		
2023-03-18		Screenings at the J: The Replacement	Event + Programs		
2023-03-18	2023-02-27	Target Audience - Online Digital Campaign - STMS	Marketing Strategy	Film Enthusiasts	Online Advertising
2023-03-18	2023-02-22	STMS Programmatic Display (digital display ads)	Advertising and Promotion	Film Enthusiasts	Online Advertising
2023-03-19		Screenings at the J: Farewell, Mr. Haffmann	Event + Programs		
2023-03-19		Screening at the J: Four Winters	Event + Programs		
2023-03-19		Screenings at the J: Where Life Begins	Event + Programs		
2023-03-19		Closing Night + Israel at 75 Celebration: America	Event + Programs		
2023-03-20		Email: SJFF Final Week	SJCC Email Marketing	Film Enthusiasts	Email Marketing
2023-03-20	2023-02-24	YouTube Digital Ad Campaign	Advertising and Promotion	Film Enthusiasts	Online Advertising
2023-03-23		Email: Arts email with SJFF	SJCC Email Marketing	Film Enthusiasts	Email Marketing
2023-03-26	2023-02-27	Greater Seattle Awareness Campaign with RCB Communications	Marketing Strategy		
2023-03-26	2023-02-23	<a href="#">SeattleTimes.com</a> Banner Ad Campaign	Advertising and Promotion	Film Enthusiasts	Online Advertising
2023-03-26	2023-02-22	Facebook SJFF Ad Campaign	Advertising and Promotion	Film Enthusiasts	Social Media
2023-03-28		Email: SJFF Thank You	SJCC Email Marketing	Film Enthusiasts	Email Marketing
2023-03-30		Short Film Program: Saying Kaddish	Event + Programs		
2023-04-03		Email: SJFF Survey	SJCC Email Marketing	Film Enthusiasts	Email Marketing
2023-04-11		Email: Arts with Survey Reminder	SJCC Email Marketing	Film Enthusiasts	Email Marketing
2023-04-15	2023-01-16	SJCC Audience Awareness Campaign - Email Campaign	Marketing Strategy	SJCC Community	Email Marketing
2023-04-20		Email: SJFF Final Survey	SJCC Email Marketing	Film Enthusiasts	Email Marketing
2023-04-30		SJCC Audience Awareness Campaign - Social Media	Marketing Strategy	SJCC Community	Social Media
2023-04-30	2022-12-01	Social Media Campaign	Social Media Management	SJCC Community	Social Media
2023-05-01		Pr Campaign - RCB Communications Report	Analytics and Reporting		
2023-05-01		STMS Campaign Report	Analytics and Reporting		
2023-05-01		Mailchimp Email Report	Analytics and Reporting		