

Annual Enrollment Communications

Delivery Date	Communication	Channel	Audience	Content	
Week of 9/27/2022	AE is Coming Postcard	Direct US Mail	All Employees	AE Dates	
10/6/2022	AE Edition Wellbeing eNewsletter	Email	All Employees	Annual Enrollment	
10/6/2022	Digital Signage	Digital Signage	All Employees	AE is Coming	
10/6/2022	AE Content on the AT&T Benefits Center website available	Benefits Center Website	All Employees	Content available on the Benefits Center	
10/6/2022	Insider	Corp Comm - Insider	All Employees	AE is Coming	
10/6/2022	High Impact Email #1 – AE is Coming	Email	Future Bargained Retirees	AE is Coming	
10/11/2022	AE is Here	Mailer	Active Bargained/Future Retirees	AE is Here	
10/17/2022	High Impact Email #2- AE is Here	Email	Inactive & Active Bargained/Future Retirees (with email on file)	AE is Here	
10/17/2022	AE is Here (letter)	Direct US Mail	Active Bargained	AE content and dates	Print version of the AE is Here email (included in attachment)
10/17/2022	Text Message #1- AE is Here	Opt-In Text Message	All Employees	AE is Here	
10/17/2022	Digital Signage	Digital Signage	All Employees	AE is Here	
10/28/2022	EG Conference Virtual Booth	Booth	All actives attending virtual conference	AE is Here and Wellbeing information	
11/7/2022	Text Message #2- Last week of AE	Opt-In Text Message	All Employees (who have not enrolled)	Last week to enroll reminder	
11/8/2022	AE targeted reminder	Email	Active Bargained	Reminder – AE Ends Soon	
After close of AE/TBD	Post AE targeted comms.	Direct US Mail/Email	Active Bargained (based on current participation)	AE comms i.e. surcharges, notifications, Ancillary/Supp Benefits	