

## **PR/Advertising/Communications Report August 2010**

**June 2010:** Continued communications with Bob Kasun on PANWTF press release for PGC changes to fall turkey season, including contact people for interviews.

**June 2010:** Continued communications with Bob Kasun on \$5m promo.

**June 2010:** Bob Kasun sent press release on PANWTF position on PGC changes to fall turkey season.

**June 2010:** \$5m promo put in Summer 2010 Turkey Talk

**July 2010:** Contacted Bob Kasun on incorporating PANWTF's achievement of raising/spending \$5,012,307.69 through Hunting Heritage Super Fund with the \$5m promo.

Don H. & Scott W. Provided feedback to Bob on what we're looking to accomplish.

**July 2010:** Contacted outdoor editor of The Morning Call regarding PANWTF's achievement of raising/spending \$5m+ through Hunting Heritage Super Fund. This information was

published in the 07/13/10 paper.

**July 2010:** Continued communications with Aaron Wolf at PA Outdoor News regarding the possibility of advertising the \$5m promo. Indicated that we had not made a decision yet.

**July 2010:** Bob Kasun sent press release on \$5m promo and PANWTF achievement of raising/spending \$5,012,307.69 through Hunting Heritage Super Fund. Sent to statewide

media & POWA. Bob wanted to send it to local chapter presidents & will communicate with Joe Drolet to do so.