

## Turkey Talk Committee Report January 2011

- November/December – Committee compiled, and edited articles/photos for winter 2011 issue.
- December – Committee designed and reviewed the winter publication prior to printing. Thank You to all committee members, board members and staff for contributing articles and reviewing the issue.
- **Reminder the spring issue deadline is 3/10/11.**

The Committee would like to discuss the following at the Board Meeting:

### Turkey Talk Advertising

- Extreme lack of sales from Tribune Direct
- 2011 Turkey Talk Contract with Tribune Direct includes an option of PANWTF in-house sales revenue where we retain 100% of the revenue sold. This is a great opportunity we need to pursue. The ad rates for this year have been included with this report.
- Website/Turkey Talk joint advertising.
  - Committee proposes we offer website advertisers a free  $\frac{1}{4}$  or  $\frac{1}{2}$  page ad in Turkey Talk. This bonus could possibly create more interest to other advertisers to run in Turkey Talk.
  - If this is a viable option. What would the timeframe of the free add be? One issue? Two or four?