

PR/Advertising/Communication Committee Report August 2012

Submitted by Katrina Skrapits

On a Local and State Level:

- The local leading newspaper media in South Eastern PA has a publication called the *Community Guide* that is free for all organizations to list information about themselves and contact information. I took advantage of this free source to list what NWTF is, local contact information for two chapters, Northampton and Lehigh Counties and also listed our states website. The deadline for this was tight....next years I will ad more chapters. It will be printing today....hopefully I can bring samples this weekend for you to share with your chapters.

- See attached document "SuperFundInfo". This SuperFund informative flyer was sent out with our Walking Purchase Chapter's banquet. Bob's awesome article tells our story and we hope to gain additional attendees and committee members through this. Please share this idea with your assigned chapters. I can provide this document that has space for chapters to put their business card/chapter information on themselves at their request. This can also be used at any promotional or outreach events to gain members.

- Another idea for chapters to promote NWTF is to work with their local newspapers and a few supporting businesses to run a group page. See "NWTFad" attached. Although the sales team at The Morning Call did not sell enough ads to create the NWTF vendor tab project, I was able to ask a few of our past chapter supporters to contribute to run this full color half page ad in our Tuesdays Outdoor section. Very good PR in our circulation area.

This idea can also be used for Outreach events or Banquets. Drum up some underwrites and run an ad in the local paper with the businesses logo in the ad. This was done with our local WITO event and we also comp'd the business some tickets....the event tripled it's numbers.

On a State Level:

- The Committee is developing a marketing plan to obtain many of our Strategic Plan Goals and we are asking the Board to put action into reaching these goals. If we are going to reach and educate turkey hunters that are not members and non-hunters, we need to advertise our mission, accomplishments and drive people to get more information.....to PANWTF.org.

On a National Level:

- Shannon Rikard is no longer with the NWTF, but Brent Lawrence is still our main PR contact in Edgefield. NWTF press releases are still going out to newspapers and media across the state and chapters should still continue to build relationships with their local

media.