

PR/Advertising/Communication Committee Report August 2012

Submitted by Katrina Skrapits

Advertising/Branding Campaign in PA Outdoor News

Touched base with sales PA Outdoor News representative Aaron Wolf to reserve ads to promote our state chapter. There are 3 half page, full color ads that will be running in 2012.

- September 14th Edition – 5M Promotion**
- October 26th Edition (this edition will be featuring Fall Turkey Hunting) – Safety Message**
- November 9th Edition – Rendezvous Banquet Promotion**

All ads will have our membership form on them.

A 2013 schedule is being planned to continue our branding and building membership. Some ad ideas include our PA State WITO event, Turkey Hunters Care....how many turkeys we donated in 2012 to the needy in PA, Spring Safety Message, Outreach, Habitat/Wildlife, Fall Safety Message, Rendezvous.

** Pennsylvania Outdoor News is published every 2 weeks and has 40,000+ PAID subscribers. Plus a survey was conducted last fall and learned that each copy is read by 3 sportsmen therefore tripling our readership and placing our number of readers around 120,000.*

Eastern Sports Show Feb 2013

\$3,000 was budgeted in August to purchase a promotional package at the Eastern Sports show to promote our state chapter. The prices of the different packages ranged from \$3,300 to \$4,500. We contacted Doug Saunders in Edgefield and he committed to the \$1,500 to get the premium package, additional signage and displays for the booth and 500 \$25 Bass Pro card as an incentive for membership. He will also see about getting a few \$150 Bass Pro Cards as well as an incentive for those that may be interested in purchasing a sponsor membership.

Jerry Nelson and Walt Bingaman met with Chris from the show and with the package, they committed to a larger more prominent space for the booth and the Take Aim Trailer. They also committed to underwriting the Rendezvous in the amount of \$1,500 and the MYB local chapter banquet in the amount of \$500.

We will need some commitment from the BOD to assist during the show as traffic at the booth will be much higher than in the past. More details to follow in the week/months ahead.

Wraps for RD's Trailers

The RD's trailers are essentially mobile billboards and need to be updated with our current info/logos. Currently, we are in the dark as to how much this will cost. Edgefield will create the design but it looks as though we may have to shop prices to get the wraps created and then installed at the RD's convenience.

Turkey Hunting Success and Safety Brochure

I was able to get a decent quote from The Morning Call to print our updated Turkey Hunting Success and Safety Brochure. These will be available at the Oct. 7th board meeting. We will need avenues to distribute. I will be able to print more as we need them. Just let me know!

Positively Identify Your Target Flyer

I updated our current "Identify your Target" message with the FALL Hunting dates and areas on the back. Copies of these flyers, along with another flyer design will be available at the board meeting.

Avenues to pass the message needed from the board.

This flyer is also available on PANWTF.ORG to download.