

PR/Advertising/Communication Committee Report January 2013

Submitted by Katrina Skrapits

Advertising/Branding Campaign in PA Outdoor News

Designed and reserved 2 ads with PA Outdoor News to promote our state chapter and our goals as stated in our Strategic Plan/Mission Statement.

- January 4th Edition –Hunting Heritage Banquets**
- February 1st Edition – PA State Chapter's March WIO Event**

A 2013 schedule is being planned to continue our branding and building membership.

Eastern Sports Show Feb 2013

Our 75,000 pieces are designed, printed and cut....ready to hand out at the Harrisburg show. I will bring them to the Rendezvous for the lucky person to take to them to the show. 16 boxes.

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. See Jerry or Woj for sign up sheet.

Walt/Woj/Jerry will give updated from National participation at our meeting.

Positively Identify Your Target SPRING Flyer

I updated our current "Identify your Target" message with the SPRING Hunting dates and areas on the back. This flyer is available on PANWTF.ORG to download.

Hunters Digest Ad for PGC

Contact was made to the PGC to run our previous Safety Message in the 2013-2014 Digest at no charge. Question was brought up to pay for the ad so we can add our membership form. This will need to be discussed at our board meeting and a decision needs to be made so the ad can be re designed and sent to the printer by the deadline in March.