

FEATHER RIVER RAIL SOCIETY – AGENDA REPORTS

DATE: October 1, 2012
FROM: Eugene Vicknair, Director
ITEM: New Business 4
SUBJECT: **Media Day**

Designate May 17, 2013 as a Media Day at the museum. Starting in February or March, begin inviting media outlets from Reno, Plumas County, Sacramento and the Bay Area to the museum on that date. Arrange for tours, interviews with directors, rides (caboose train and speeder) and RALs for the media representatives.

The goal is to promote the museum in the media and encourage informative, positive stories to encourage visitorship and awareness of the FRRS and its mission.

This event would be coordinated by an ad-hoc committee chosen by the President and including our Advertising Manager and at least 3 other persons with some experience in event management and media.