

FEATHER RIVER RAIL SOCIETY

DATE: June 2016
ITEM: Event Report
FROM: Eugene Vicknair
SUBJECT: **Media Day**

Our Media Day event was held on Friday, May 27. We had about 18 reporters and local political figures attend, including a radio reporter from Auburn, reporters from the Portola Reporter, Sierra Booster, Tahoe Magazine and others. City Manager Robert Meacher attended along with Supervisor Terry Swafford and council member Phil Oels. An aide to state representative Brian Dahle and members of the Chamber of Commerce were there as well.

The reporting team from the Reno Gazette Journal had to cancel at the last moment, but asked for photos and a press release to run and if they could attend their own media event later in the season.

Thanks to a lot of work by many volunteers, we were able to show the attendees an excellent event. Thank yous to Steve Habeck, Bil Jackson, Charlie Spikes, Fritz Elems, Ethan Doty, Ali Barbato and Kerry Cochran for their work prepping for and during the event. The lunch service was prepared and served by Eugene Vicknair, Mary Ann Vicknair, Paul Hennenhoefer, Tom Carter, Alicia LaBrecque, Paul Finnegan and Patty Clawson. Our train crew gave an excellent ride and photo run-by and included David Epling, Paul Finnegan, Charlie Spikes and Steven Perry with Steve Habeck and Eugene Vicknair along as docents. Extra special thanks to Patty and Michael Clawson of Big Fish Creations for all their hard work on this.

Eugene and Patty conducted the walking tour of our grounds and equipment and the discussion included extensive information about our mission, goals and our archives. Michael Clawson was documenting the day in photos for use by the media and for our own archives and promotional materials.

The feedback from the media and political attendees was overwhelmingly positive. We heard many comments about what an important asset the FRRS and its management and volunteer teams are and commitments from the local representatives for our future vision and goals. Another event is being planned to have more of our local and state elected officials attend and discuss the future needs of the organization and how they can help.

Thank you to everyone who made this possible. This is a big step in raising the visibility and profile of the FRRS and our historic preservation and outreach programs.