

FEATHER RIVER RAIL SOCIETY – AGENDA REPORT

DATE: March 12, 2014
FROM: Tom Carter – Director / Eugene Vicknair – Director
ITEM: Event Report
SUBJECT: 2014 WPRM Media Day

As approved by the Board in 2013, we are proposing to host a WPRM “Media Day” to invite several members of the Reno-Tahoe area media (television news stations, newspapers, & radio stations) to the museum on a weekday in mid May to showcase the museum in the hopes that it will entice them to publicize the museum through their respective media outlets.

We are proposing that we use WP GP20 2001 as a centerpiece item for the event, since it looks the best, or SP GP9 2873, since it has a fairly roomy cab, conducive to photography. We would offer each member of the media the opportunity to take a spin out and back on an engine. This would be in conjunction with an abbreviated guided tour pointing out and focusing on pieces of our collection that have a “human interest” element, such as the Silver Plate, the Rotary, WP 805-A, Troop Sleeper, etc. Basically, we’d showcase the pieces of the collection that would have the most interest in the eyes of the General Public.

The calendar for this year shows the date for this already as May 16th, however, in conferring with Gail and thinking about media schedules, we feel that a weekday might be best to do this, as we would rather avoid impacting caboose train operations and a weekday will be easier for the media to do. May 9th is a possibility as it would also feature the WP 165 crew working on the steam engine.

We would need a call of “All hands on deck” to make the place as picturesque as possible and that will include switching some of our better looking equipment to 1 and 2 rail at the East End of the shop, as well as a thorough cleaning of the shop, making sure the gift shop is set (and that Gail has enough help to do so) and some general grounds clean up out front. Basically, we need to “shove all of the clutter and trash under the bed and in the closet” so the place looks good.

There have been other ideas floated regarding the event, however, being that the media has notoriously short attention spans, not to mention demanding schedules, we would need to keep the event as short as possible but as thorough as we can make it in a reasonable time frame.

If this works out, we would like to branch it out to include additional “Media Days” to invite Sacramento & Valley area media outlets, and even a “politicians wine & dine” type of event whereby we would invite some of the local politicians (no, we are being serious here) in the hopes that they *might* give us a few minutes of their time to see what they *might* be able to do to help us (quit laughing, we are being serious. It doesn’t hurt to ask).

REQUESTED ACTION: Board consensus to proceed with planning, invitation and scheduling. Any monetary requests will come back to the Board for approval.