

FEATHER RIVER RAIL SOCIETY

DATE: June 2019
ITEM: Marketing Report
FROM: Eugene Vicknair

I have been having discussions with Patty Clawson about reengaging Big Fish in our marketing. In particular, we are looking at heavy RAL promotion and getting advertising out for the WP Celebration in August.

One area they want to expand on is our social media use. Big Fish would start posting items several times a week on social media for both the August event and RAL. This would include our Facebook account and other social media areas and adding our operations and events to regional event calendars.

We would increase our use of eMail blasts for RAL promotion and have eMail advertising in the weeks leading up to the August event.

Patty wants to arrange for an article by Lauren Westmoreland on the WP Celebration as soon as possible to promote it place of Railroad Days.

She is also looking at radio PSAs in the local area and Reno. We also discussed having Greg and / or Steve go on local Reno radio / TV to talk about RAL and events.

We need to keep Patty updated on which locos are RAL operational.