



# Publicity and Advertising

Steering Committee Report  
Oct 4, 2012

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# Publicity and Advertising



- ***Local Media***

- Newport Daily News Feature Article 10/1,
- Sakonnet Times - Several Posts
- PBN - Article 10/1
- Portsmouth Patch – disappointing
- Portsmouth Plunge – Bob H sent out PR for volunteers
- PEG Ch 18/ YouTube

- ***Electronic Media***

- Web Site, Facebook (112 Likes, weekly reach 125)
- Twitter
- eMail – compiling list

- ***Word of Hand/Eye/Mouth***

Bumper Stickers (ordered?)

Tee Shirts (plan in progress)

Banners?

Coins and Ornaments (getting quote)

# Publicity and Advertising

## Local/ Media



- Newport Daily News
  - Feature Article 10/1, Meeting Announcements
- Sakonnet Times - Several Posts
- PBN - Article 10/1
- Portsmouth Patch – disappointing
- Individual Event Articles
  - Portsmouth Plunge – Bob H sent out PR for volunteers
- Contact Newport Vis Bureau (Evan Smith)
- PEG Channel 18
- You Tube
- Channel 6 and 10
- PROJO

# Publicity and Advertising Electronic Media



- Web Site,
- Facebook (112 Likes, weekly reach 125)
- Twitter
- eMail – compiling list “Friends of the 375<sup>th</sup>”

# Publicity and Advertising

## Word of Hand, Eye, Mouth



- Bumper Stickers (ordered?)
- Tee Shirts (plan in progress)
- Banners?
- Coins and Ornaments (getting quote)
- Buttons
- Color Brochure/map

# Publicity and Advertising

## National Exposure



- Travel Magazines
  - Yankee Magazine
- Nationally – recognized personalities
- National Historic Associations
- National Public Interest Stories
- Senator/Congressman Office