



# Publicity and Advertising

Steering Committee Report  
Sept 20, 2012

Rich Talipsky

# Types of Publicity



- ***Local Media***

- Newport Daily News
- Sakonnet Times
- Projo
- RI Monthly
- Portsmouth Patch
- PEG NCTV 18
- Bcst TV ( CH 10 and 12)
- Calendars

- ***Electronic Media***

- Web Site
- Facebook
- Twitter
- YouTube
- eMail
- LISTSERV

- ***National Media***

- ***Word of Mouth***

- Bumper Stickers
- Banners
- Buttons

# Local Media

- *Media Feature Stories (Jim Johnson, NDN)*
- *Sakonnet Times*
- *Periodic Community Events Sections in Local Print Media (NDN, Sakonnet Times, Patch)*
- *Liaison with Newport County Visitors Bureau*
- *RI Monthly*
- *Spots on NCTV -18 PEG TV*
- *Channels 10 and 12*
- *PROJO*
- *Community Calendars*



# Electronic Media

- Web Site (Coordinator – Rich Talipsky)
  - Need Page “leaders”
    - Events Page – Bob Hamilton
    - Donate and Supporters Pages - ??????
    - Calendar - ??????? (Emil ?)
    - Meetings/Notes Pages – Secretary ???????
  - Logo links on other Web Sites
- Facebook/Twitter (Coordinator ??????)
- E-Mail (Coordinator ??????)
  - Distribution lists
  - RSS Feeds

# What can we get that cost a little money?

- *Give Away or “Sell”?*
- *Provide to Donors*
  - *Bumper Stickers*
  - *“Membership” Cards*
  - *Recognition Certificates*
- *Banners*
- *Magnetic Signs*
- *Sell to Public (Ideas?)*
  - *Bumper Stickers*
  - *Tee Shirts*
  - *Buttons*
  - *Commemorative Coin*
  - *Commemorative Christmas Ornament*



# Recognition

Certificate for  
High Level Donors

“Membership” Card  
For All Supporters



# Ornament and Coin



# What will Cost us some “Money”

## Weight Cost vs Return

- *Local/National Paid Advertisements*
  - *Travel magazines*
  - *Travel Web Sites*
- *Quality brochures/maps/guides*
- *Support \$\$ for major events (Paid performers, etc.)*
- *Large Posters/Banners*

