

Publicity and Advertising

Steering Committee Report Sept 20, 2012

Rich Talipsky

Types of Publicity



Local Media

- Newport DailyNews
- 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

Word of Mouth

Bumper Stickers

Banners

Buttons

National Media

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

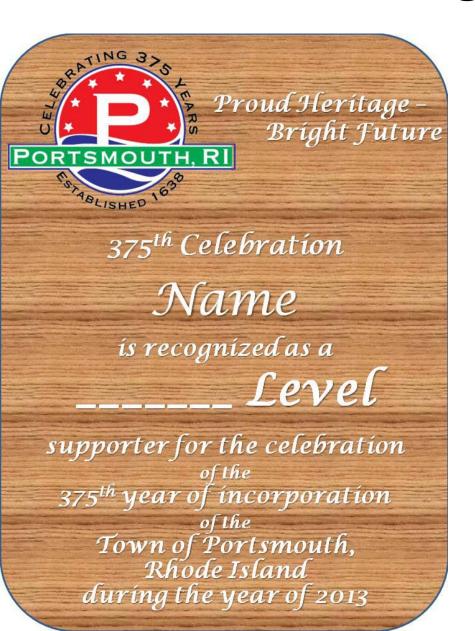
- Web Site (Coordinator Rich Talipsky)
 - Need Page "leaders"
 - Events Page Bob Hamilton
 - Donate and Supporters Pages ?????
 - Calendar ?????? (Emil ?)
 - Meetings/Notes Pages Secretary ??????
 - Logo links on other Web Sites
- Facebook/Twitter (Coordinator ?????)
- E-Mail (Coordinator ?????)
 - Distribution 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 perfromers, etc.)
- Large Posters/Banners

