

**Elrond Lawrence - NRHS  
PR/Media Activity Report  
May 2013**

| <b>Activity Milestones</b> |  |
|----------------------------|--|
| <b>Date</b>                | <b>Activity</b>  |
| 5/12-31                    | <p><b>Dues Increase/Membership Letter</b><br/>           Email discussions re: membership unrest. Counseled need for message prior to mailing of dues renewals.<br/>           Co-wrote letter to members that will mail in June.<br/>           Joined in 5/30 planning call.</p>   |
| 5/2-14                     | <p><b>Seattle Times special section – Rail story</b><br/>           Spoke with new project mgr. at MediaPlanet/<i>Seattle Times</i> &amp; finalized interview questions. Coordinated email interviews with Bart Jennings and Ed Berntsen. When Ed did not respond after multiple attempts, located new source for editor (Steve Sweeney at <i>Trains</i>).<br/>           Need to ask editor for a PDF of the final section.</p> |
| 5/30-31                    | <p>Wrote story for <b>Maxwell &amp; Wood BOD resignations</b>, submitted to NRHS News.</p>   |
| 5/29-31                    | <p><b>2013 Railway Heritage Grants</b><br/>           Reviewed winners and profiles with Greg &amp; Nathaniel. Began writing story for <i>NRHS News</i> (*was sent to Charles on 6/3).</p>   |
| Across month               | <p><b>Alaska Convention</b><br/>           Assisted with Alaska ad for <i>Railpace</i>. Reviewed Alaska meeting summaries from Greg.<br/>           Wrote updated Alaska story for Roanoke chapter newsletter, sent to editors 5/25 (*they acknowledged).</p>  |

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|--------------|---|
| Across month | Continued managing NRHS Twitter account; we have <b>201 followers</b> as of June 11.<br><i>*Checking with Steve to add Twitter icon / link to NRHS home page.</i><br>Assisted with Facebook posts as needed.  |
| Across month | <ul style="list-style-type: none"> <li>-At Risk List: Discussions, feedback on positioning EBT preservation groups</li> <li>-Reviewed April issue of NRHS News; sent edits &amp; fixes to Charles</li> <li>-Produced April report &amp; media recap</li> <li>-Reviewed NRHS Google news alerts</li> <li>-Monitored daily HARO media query service for possible opportunities</li> </ul> |

## June Activities

- Finalize June membership-dues letter
- Complete 2013 Heritage Grants story for News; plan press release & media distribution
- Prepare announcement for PR/marketing assistance to chapters
- Resume Alaska convention publicity – contact ARR, plan next press release & pitching
- Review Flickr gallery situation, plan/recruit for 2nd gallery