

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

Activity Milestones	
Date	Activity
10/10-10/28	<p>Trains Preservation Award – North Florida Chapter/ACL1504</p> <p>Edited submission by N Florida chapter and area railfan groups for Trains' annual preservation award.</p> <p>Learned from Jim Wrinn that ACL 1504 project won; discussed joint announcement. Wrote press release draft, made revisions when CSX matched the \$10K award.</p> <p>Posted press release to newswire on Oct. 22.</p> <p>PRWeb stats: 53,812 headline impressions 889 reads 128 media pickups Deliveries to media outlets: 3,993</p> <p>Sent release to Jacksonville/north Florida newspapers & regional TV outlets. Story & photo appeared in <i>Florida Times-Union</i>: http://members.jacksonville.com/news/metro/2013-10-27/story/no-1054-steam-toward-restoration-after-20000-grants#.Um5KOEtnqyY.email</p> <p>Responded to media call from Amanda Warford at Action News CBS/Fox in Jacksonville. Connected her with John Holmgren at N. Florida chapter; followed up with each to coordinate interview. No connection had been made as of early Nov., so encouraged John to try her again.</p> <p>Revamped ACL 1504 press release into website story and article for <i>NRHS News</i>.</p>
10/31	<p>Most At-Risk List</p> <p>Held planning call with Greg & Nathaniel to discuss timing & submission process for next year's list. Agreed to follow up with key people for their input and participation.</p>
10/3	<p><i>Lion Gardiner</i> project – Made revisions to guest column for Trains.com, located photos from Ernest Hunt, and submitted to Jim Wrinn for his review. No word yet on when it will appear (will circle back to him for feedback).</p>

Across month	<p>Sent thoughts/feedback to Gary about NRHS communications strategy and online presence, for use with board meeting.</p> <p>Wrote response to NW member's comments about convention and NRHS national activities.</p> <p>Edited Gary's end of year letter.</p> <p>Assisted Dave Barringer at Nevada County Narrow Gauge Museum with possible grants to help them cover their collection.</p>
Across month	<p>Social Media</p> <p>Continued posting to NRHS Twitter account with ongoing posts... our follower total has risen to 347 as of Nov. 11.</p> <p>Posted stories on FB page about ACL 1504 w/links to press release and news coverage. More than 1,500 combined reads as of Nov. 11.</p> <p>Posted FB/Twitter links to Nathaniel's interview with Ron Bernthal, host of the "Lost & Saved" preservation segment on WJFF-AM (NPR), which aired on Oct. 11.</p>
Across month	<p>-Misc emails</p> <p>-Reviewed NRHS Google news alerts</p> <p>-Monitored daily HARO query service for media opportunities</p> <p>-Produced September report & media recap.</p>

Planned November Activities

- RailCamp – finalize pitch and begin sending news to national and regional media.
- Outreach to Jim Wrinn-Trains & Paul Hammond-CSR for 2014 Most At-Risk list.
- Follow up on *Lion Gardiner* column submission to Trains.