

**Elrond Lawrence - NRHS  
PR/Media Activity Report  
February 2014**

<b>Activity Milestones</b>	
<b>Date</b>	<b>Activity</b>
Across month	<p><b>2014 Arkansas Convention</b>            Rewrote press release for convention to emphasize A&amp;M, local and public events including Amtrak exhibit train. Revised draft per edits from Bart. Sent to reporters at Arkansas newspapers and Arkansas Tourism staff.</p> <p>Responded to media query about convention from Jill Rohrbach, travel writer for the Arkansas Department of Parks and Tourism. Confirmed details with Bart and sent her locally-focused press release and photos. She planned to write a story about our convention; haven't seen story, so will circle back to her with updated details.</p> <p>Worked with Tom Duggan at Arkansas-Boston Mtns. Chapter with his local publicity efforts at the 2/22 Train Show as well as ongoing convention PR with local press.</p> <p>Misc emails w/Bart and Greg.            Reviewed details of Vermont 2015 convention.  <i>(* 5 hours dedicated to Convention work.)</i></p>
Across month	<p><b>RAILCAMP</b>            Reached out to City of Tacoma PR contacts with pitch for RailCamp Northwest. Located Chris Gleason in PR office and pitched him the latest RailCamp release to promote.</p> <p>Promoted Bill &amp; Bud's appearance on Let's Talk Trains (FB &amp; Twitter)</p> <p>Agreed to create flyer for Winterail that would spotlight RailCamp &amp; convention, plus grant programs. Began writing copy (*designed in March).</p>
2/12	<p><b>Chapter Relations</b>            Work w/ Tom Duggan (see above)</p> <p>Responded to call for help from Ken Rattenne of Central Coast chapter. Helping Ken write a piece for <i>NRHS News</i> about past &amp; future trips; will help them promote their upcoming Yosemite Mtn RR and <i>Virginia &amp; Truckee Explorer</i> trips.</p>

2/24-25	Proofread stories in April <i>NRHS News</i> layout. Gathered new convention photos for Charles.
Across month	Continued managing and posting to NRHS Twitter account. Since mid-February we've climbed from 437 to <b>490</b> followers (as of 3/21).  Assisted with Facebook posts as needed.
Across month	<ul style="list-style-type: none"> <li>- Misc emails</li> <li>- Reviewed NRHS Google news alerts</li> <li>- Monitored daily HARO query service for media opportunities</li> <li>- Produced January report &amp; media recap.</li> </ul>

### March 2014 Activities

- RailCamp – continue promotional campaign
- Increase PR campaign on Arkansas convention, esp. public trips
- Designed NRHS Winterail flyer
- Resumed work for 2014 Most At-Risk list