

PROMOTION/PUBLICITY PLAN

"It's not your father's American Flyer!"

1. Expose S to the larger hobby community

1.1. Shows

1.1.1. Examples:

- Regional NMRA meets
- World's Greatest Hobby (WGH) shows
- Railroad Prototype Modelers
- Steam Era groups (twice a year)
- Road-specific conventions, e.g., SP, NYC

1.1.2 What to show:

- Enter model contests, no matter what you think of your skills. Why? Visibility.
- Give scale-specific clinics with real hands-on examples. The SIG BOD will design a clinic that could be used by anyone to present.
- With cooperation from vendors, have goods available for show AND sale at no cost to them.
- Printed handouts. Include web links to S scale layout videos.
- Create a SIG power point presentation for Clinic presentation at non-S-specific shows, e.g., NMRA meets.

1.1.3. How to accomplish these things:

Fly the flag at as many train shows as we can.
Encourage members to enter contests

- Explain the procedure
- Suggest the item to be entered
- Mentor the entrant.

- Document the process to encourage others to give it a try.

1.2. Exposure in the non-S press

1.2.1. Articles. How to get more articles to a wider audience:

- Reduce the expert modeler's fear of cohesion/syntax/grammar exposure. Offer free editing and photo services.
- Submit articles to *NMRA Magazine*, *RMC*, *MR*, *MRH*. Avoid S-specific pubs. Besides, you'll get paid!

1.2.2. Print ads (consistently appearing, not one-shot)

- Choose least expensive options. Perhaps *MRH*? Maybe small ad in every issue of *NMRA Magazine*?

1.3. Exposure on the Internet

1.3.1. Our SIG website

Encourage/accept vendor ads from S-scale-friendly companies on our website, no charge.

1.3.2. Facebook, YouTube, podcasts (reach the millennials)

We need more exposure on the web. Get eyes looking at S scale.

1.3.3. Other FREE exposure

When posting a message to a modeling forum, our signatures should contain some reference to the S SIG with a link, regardless of the modeling forum where we are posting.

1.4. Exposure at all S-related conventions

- Table/booth at all S-oriented model railroad conventions.

- Joint table with NASG if needed (send them our materials for display). Some new scale modelers do come from the ranks of AF high-railers.

1.5. OpSIG events

- Participate as host layouts. Examples:
 - BayRail (California Bay Area)
 - SoundRail (Washington state's Puget Sound area)
 - VanRail (Vancouver Canada area)
- How:
 - At least one of our Board members is a member of OpSIG. This OpSIG member could contact S scalers in those areas who have operating layouts and ask them to volunteer to host op sessions at the next regional OpSIG meet.

2. Continuing Support

2.1. Resume newsletter

How: Need to find a no-cost venue.

2.2. Mentor both new and veteran S scalers.

How: Make mentorship a more obvious benefit on the sscale.org website. Offer on-line services. Also in person if convenient, else by proxy via skilled SIG members.

2.3. Forum

How: Continue as is.

3. Encourage new product development

3.1. Dialogue with vendors

How: Promo member of Board needs to develop and execute a plan for this.

3.2. "Front money"

"Donation" button is on the website. Initiate a Forum discussion about planned use of donations.

3.3. Foster close semi-personal relationships with key employees of Lionel, MTH, Sunset Models, etc.

How: Talk to these people at every meet where they have a booth. Gradually insinuate yourself into their confidence.

3.4. Our most-needed product is a No. 6 motorized turnout [*a la* Peco, Atlas]).