

Report of the Marketing-Media Relations Committee to the 28th IGRA Annual Convention

Called to order at 2 pm by co-chair Tom Sheridan.

Attendee list 14 people.

Tom Sheridan	ILGRA	Y
Curtiss Lewis	NGRA	Y
Weston Fisher	NGRA	N
Drew Davidson	ARGRA	Y
Nick Ball	IAGRA	Y
Brian Fleury	SGRA	Y
Mark Scammell	SCCGRA	Y
Brian Lindley	GSGRA	Y
John Hill	CGRA	Y
Keith Swanson	CGRA	N
Gary Williams	DSRA	Y
Kurt Wendelborg	GSGRA	N
Mike Fulk	TGRA	Y
Scott Korff	MIGRA	Y

The committee passed no action items, but did make several suggestions including:

1. Developing an IGRA Marketing and PR Strategy
2. Create IGRA Web Site Alerts and Press Releases
3. Improved Communication with Consistency
4. Discussion on Media Relations at IGRA University
5. IGRA must do a better job of defining who we are before we are defined by others
6. Perform Search Enhancements and Video Tags

Questions were raised on some issues:

1. How Associations have better Web Sites
2. Stats to Publish on Gay Rodeo
3. Create Proactive Positive Stories
4. IGRA Web Site Understanding Committee Needs Info Added

Respectfully submitted,
Tom Sheridan
Brian Helander