

## The Marketing and Public Relations Committee Report

25<sup>th</sup> Annual IGRA Convention held in Toronto, Ontario, Canada

The Committee Chair was unavailable for this meeting, so President Brian Helander requested Roger Bergmann to Chair the meeting. The meeting came to order at approximately 3:15 pm. There were 13 individuals present; representing 9 Member Associations.

Question came up as to whether IGRA has any legal or public relations assistance. Specific request for assistance has to do with ongoing negative publicity.

IGRA does not have any paid legal staff, but donated legal services have been used before for researching information and providing guidance to the Association. Also, the Board of Directors has appointed Shaun Sewell as the IGRA Public Relations Spokesperson. It was suggested that Shaun may be able to provide Member Associations assistance with any media related issues in their areas.

Also suggested that the Member Association President or Trustee notify the IGRA President and Board of Directors for possible suggestions on how to deal with the issue.

The majority of the meeting was spent discussing “marketing.” Not just marketing rodeos, but how to market IGRA and Member Associations to increase membership.

The DVD that has been made available to Member Associations was discussed. Several delegates indicated that they have had difficulty getting local bars to show the video during their busy hours. Delegate from ARGRA stated that they used the DVD in a stand-up, three-part, fold-out display that incorporated a digital display photo frame. Additional printed material was on the fold-out display, and it generated a lot of interest from attendees to the various events where it has been used.

Providing additional member benefits, such as merchant discounts was mentioned, also.

The need for standardized promotional material from IGRA to assist with educating the local communities about IGRA Mission was discussed. An example was the tri-fold handout that IGRA prepared for use at the New York GLBT marketing exhibit. The indication from committee delegates was that Member Associations would be willing to cover publishing expenses for materials they can use to outreach to their local communities. Standardized materials in addition to tri-folds, could include block advertisement with IGRA logo and website with space available to include Member Association logo and website info. Such ads may be published in college newspapers, or sent to college gay groups or other community gay organizations.

The committee voted in favor of having the following statement added to the duties listed in Exhibit B – The IGRA Public Relations Spokesperson Position Description:

**16. develop standardized marketing materials which can be reproduced by Member Associations for outreach within their communities.**

Another marketing tool that was discussed was publishing a listing of currently approved IGRA events which are hosted by Member Associations. Back in the 1990's (a previous century), the IGRA Board of Directors approved a resolution that within their Rodeo Programs each Member Association Hosting an IGRA Sanctioned Rodeo would publish a full page listing of all upcoming IGRA Rodeo Events for the next 12 months. Over the years, this resolution has been forgotten, as various outside publications, such as "RoundUp Magazine," "Genre," and "Instinct Magazine" have done this for IGRA. The committee feels that listing of upcoming events in event programs is a good way of marketing to people who are already attending an IGRA event and may want to begin planning their next vacation. The following motion was passed by the committee:

**RODEO RULES**

**Rule I. Association Requirements**

**New 18. A non-revenue full page ad listing all currently approved IGRA events shall be published in each IGRA event program. The list shall begin with the next approved event and end with any approved event up to one year in the future. The ad will be provided to each Host Association by IGRA and will include the IGRA logo and website information.**

The motion was taken to the Rodeo Rules Committee for review, and several modifications to the wording were suggested. The Rodeo Rules Committee voted on the revised motion, and has incorporated the revised version into their package for presentation to the Convention Floor.

Sincerely,

Roger Bergmann