

FEATHER RIVER RAIL SOCIETY – AGENDA REPORT

DATE: May 8, 2014

FROM: Tom Carter - Director

ITEM: New Business Item

SUBJECT: **“Railroad Alaska” TV Show joint marketing & cross promotion**

We were contacted last month by Laura Giacalone of Discovery Networks regarding a marketing and promotion idea due to their popular TV show “Railroad Alaska” being picked up for a 2nd season on their “Discovery America” network. “Railroad Alaska” features Alaska Railroad freight and passenger operations as well as Maintenance of Way challenges relating to railroading in Alaska in the Winter time. The show also features several people who live “off the grid” out in the middle of the wilderness, relying on the Alaska Railroad for much needed supplies and transportation to survive. While this is your typical “Discovery Channel Reality Show”, it has proven to be fairly popular amongst not only the rail buff crowd, but the general public as well. Our own Mike Mucklin is currently working on the Alaska Railroad as a Seasonal Conductor and is very familiar with the show and its production. Currently the show is being broadcast as re-runs on both “Discovery America” channel and their “Animal Planet” channel.

Ms. Giacalone has proposed a marketing and promotional partnership with the museum and on Thursday, May 1st, I had a phone conference with her and Miles Aghajanian, her boss, at the Discovery Channel regarding their expectations. Attached is a “one sheet” (as they call it) that outlines what they are proposing. No part of this partnership will see money exchange hands from either party, so this is free to us and them. Discovery Networks will provide physical signage to display in our shop, visible to visitors and volunteers, electronic media to display on our Facebook Page, Blog and Website, “trinkets” and literature to hand out to guests, and a possible screening of the premier of their Season 2 (first episode) at the museum, if our schedule allows for it (Season 2 premieres in October). In return, they will link our museum to the “Railroad Alaska” website at www.destinationamerica.com with electronic banners linking to our website and Facebook, links on their Facebook page, with maps and directions to the museum, provide a link on DA.com driving (which is a mobile app available to travelers as I understand it), inclusion in marketing E-mail blasts they send out, and a press release from the network announcing the partnership. We would be one of approximately 4-6 museums around the country that they would be working this partnership with.

Typically, once a Discovery Network show gets picked up for a second season, they heavily increase the online presence for it, with a new game(s) made for the show for the public to play, trivias, interviews and Q&A sessions with the cast and personalities of the show, fan interaction with the cast, and heavy social media promotion. This would get the mission of the WPRM out globally (demographics are in the attached “One sheet” from Discovery Networks.)

REQUESTED ACTION: Board discussion, approval to act on behalf of the FRRS/WPRM and sign contract for agreement between FRRS/WPRM and Discovery Networks.



Destination America's & Western Pacific Railway Museum - *Railroad Alaska* Partnership

Overview:

All Aboard! Destination America is looking to partner with like-minded brands on our returning hit series **RAILROAD ALASKA** for fall 2014. The goal is to reach train and Americana enthusiasts to cross promote each of our unique platforms. A partnership could look like:

Destination America:

- Create materials available for museum screenings including the show and print materials
- Promote WPRM on DA's website and social platforms
- Logo inclusion on email blast
- 300x267 tile banner on Railroad Alaska show site
- Provide a link on DA.com driving
- Press release talking about the partnership

Western Pacific Railway Museum:

- Promotion of screening
- Email push to members
- Railroad Alaska signage in the museum
- Placement of web banners on site (if applicable)
- Push on social media platforms

About the Series:

Following an elite crew of workers-- brakemen, engineers, construction crews, mechanics and train drivers -- Destination America's series, **RAILROAD ALASKA** illustrates the battle against ferocious weather and treacherous terrain to keep the State of Alaska's critical 650-mile long railroad rolling to deliver life sustaining supplies. Homesteaders living miles from roads or towns and surrounded by wild animals - from bears to moose and wolves - can flag down the passenger train in the middle of nowhere to get what they need. But if the train doesn't get through, they can be stranded without resources or help. Celebrating America's last great pioneers who literally put life and limb on the line, **RAILROAD ALASKA** follows the dangers of living a cold and isolated life surrounded by dangerous beauty. From controlled avalanches to prevent catastrophe to fascinating characters, like Jim James, the one-handed handy man, learn what it takes to keep this train on track.

Season 2 to premiere this fall.

Promo: <https://discovery.box.com/s/gfuz28msusseb4rjfc3y>

About Destination America:

Destination America is the only television network to celebrate the people, places, and stories of the United States. The inclusive network targeting Adults 25-54 is available in more than 60 million homes, emblazoning television screens with the grit and tenacity, honesty and work

ethic, humor and adventurousness that characterize our nation. Destination America features travel, food, adventure, home, and natural history, with original series like *BBQ Pitmasters*, *A Haunting*, *Epic*, and *Buying Alaska*. For more information, please visit DestinationAmerica.com, facebook.com/DestinationAmerica, or twitter.com/DestAmerica. Destination America is part of Discovery Communications (Nasdaq: DISCA, DISCB, DISCK), the world's #1 nonfiction media company reaching more than 1.8 billion cumulative subscribers in 218 countries and territories.

The DA Audience:

- Men (60/40 split)
- Median age 41 years old
- Predominantly White (88%)
- Slightly higher than average Blue Collar (35%, 116 index)
- Above Avg. Median Income (\$69,599, 107 index)
- Fewer College Graduates (4+ Years College: 28.6%, 87 Index)
- More Small Town America than city or larger suburb (A Counties: 32.8%, 84 Index, B Counties: 32.1%, 102 Index, C Counties: 16.6%, 115 Index, D Counties: 18.6%, 123 Index)
- More Middle America than Coastal (Northeast: 18.6%, 90 Index, Southeast: 16.4%, 89 Index, East Central: 18.9%, 130 Index, West Central: 18.6%, 123 Index, South Central: 13.5%, 86 Index, Pacific: 14.0%, 91 Index)