

NORTH AMERICAN TRAIL RIDE CONFERENCE  
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PUBLICITY IDEAS

1. Contact your County Extension Agent. He handles 4-H. They are receptive to clinics/video presentations, especially during winter months. NATRC office or regional organization can help out with videos and literature.
2. Contact local horse councils. Some publish directories. Be sure NATRC (with a local contact) is listed.
3. Cultivate local newspapers--don't forget weeklies. Frequent articles about local riders keeps NATRC's name in print. See enclosed press release form for suggestions.
4. Go on talk shows, radio or TV. Call your local stations.
5. Use free advertising--calendars in local/regional horse publications. List upcoming rides or clinics.
6. Keep or start a file of good quality photos (especially black and white) to accompany articles.
7. Put fliers in tack stores. Include local ride schedule. Add your ride's name and date and a local contact person. Have copies made locally. Also, see if your tack stores have mailing lists and what it would cost to include NATRC information when they send out mailings. They might do it for nothing.
8. Use local classified ads to promote rides or clinics. Put your ad in the "horse" section.
9. Give a copy of "Sample Press Release" to riders' to request their help.