

Puget Sound Scapers
Abridged Minutes of December 11, 2004
Round Table Pizza, Seattle

Agenda/Minute Notes

Puget Sound Scapers:

Name - Members not just from Seattle, more Western Washington

Mission - Two main objectives of PSS –

- 1) Host fun events for socializing, PSS member growth and PSS advertising; and
- 2) Get more Farscape with Save Farscape oriented projects (Operation Syndication, DVD/CD advertising, DVD donation with Library, Military & FireScope projects)

PSS Communication:

Main communication will be via Yahoo Groups email and occasional group meetings. Although we may post event announcements on popular forums, we will post our day-to-day communication and project planning with the Yahoo group.

We currently have a short web page set up off of Avenue Potter's site (<http://www.avenuepotter.com/PSS>). This is a very basic page! It is intended as a brief resource area for our group. We will post upcoming event/project reminders, past meeting minutes and handouts.

Current Project: Operation Syndication

Farscape will soon be for sale to local broadcast stations for syndication. The company selling FS will have an exhibit at the NATPE (National Association of Television Programming Executives) convention: January 25-27, 2005. This has a fast approaching deadline so it has been pushed forward as a current project.

At this time two suggestions have been made:

- Letter writing campaign. Individuals may email or write programming directors of local stations asking them to purchase Farscape (See handout: *Operation Syndication: Farscape in the NW*).
- Send key stations (4-6) a media pack

Media Pack Objectives:

- Introduce Farscape
- Notify that area viewers want FS
- Introduce PSS (active group with free marketing)
- Debmar Studio's contact info (NATPE Con)

Media Pack Theme: "Take a vacation from the ordinary" or "Adventure Travel Package" (i.e. Farscape is exciting and full of adventure)

Possible enclosures:

- Invitation notecard
- Plane ticket & ticket sleeve (Scaperair?)
- Theme-park brochure (Scaperland, 'Ride the Wormhole?')
- "Admission/ride ticket" Debmar Studio's business/contact card
- Display in travel document holder (leather?) and/or suitcase or trunk styled box.
- All theme literature would have pertinent syndication details (What is Farscape?, introduce PSS, Debmar contact, etc.)

We are doing follow-up research on Debmar's marketing plan, how best to market to TV programming directors and security protocols for package deliveries.

Upcoming Event:

Possible February event – ~~Sci-Fi Fantasy Ball~~

12/14/04 – Due to scheduling conflicts, this idea has been tabled. We may revisit it for a later event.

Future Meetings:

Sunday, January 2nd or Monday 3rd?

~~Anytime between Dec. 27th – 30th?~~ Not as necessary now.

sign* will post poll on Yahoo group page

Other business:

ADV is re-releasing Farscape on DVD as the Starburst Edition. (DeepDiscountDVD - \$15, Best Buy - \$12.99)

PSS Logo – For stationery, advertising and group swag (beavhunt19 will work on some designs).

[Meeting Moderators: sign* & Avenue Potter]