



WELCOME TO TUCSON!

We're very pleased that you've selected Tucson for your event! The Public Relations Manual was created as a resource to assist you in promoting your meeting, tradeshow or event in the Tucson area. Please feel free to include us on your media mailing list. E-mail press releases to kschmitz@visittucson.org.

The following information is included for your reference:

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As an added service, the following free resources are available through our Convention Services Department. Contact us at jroxbury@visittucson.org or (520) 770-2144 for information.

- Download images of Tucson from our Image Gallery at www.visitTucson.org/photos.
- Request 25 to 350 word descriptive copy of Tucson
- Be listed on our city-wide events calendar and major events calendar (subject to restrictions)
- Tucson Official Visitors Guides for your Press Room

Thank you again for selecting Tucson for your upcoming event. We look forward to welcoming you to our unique and beautiful city!

Have Event Need Publicity
by
Kimberly Schmitz, Director of PR & Communications, MTCVB

The most frequently asked question I am asked is “How do I get publicity for my event?” This is a question I generally answer with more questions before I get to advice on tactics.

As elementary as it sounds, before you start publicizing your event, you’ve got to have your basics in place. Think of it as answering those familiar old questions: Who, what, where, when, and why. What is the event (it should have a nice catchy name)? Who do you want to come to your event? When and where is it? And finally, why will people want to attend? Once you’ve got these answered, you’re all set to start planning. Yes, planning.

Budget for communication. It’s important that you not only budget money for certain communication tactics, but you must budget time. Plan backward from your event date and schedule dates for timely communications. I’m still a big fan of the save the *date*, *invite*, *e-vite* strategy. E-mail invitations are an inexpensive and effective way to communicate and draw attendees to events but, if you’ve got the budget for it, invitations sent through the mail are still a nice touch and quite effective.

Place an advertisement in appropriate geographic, trade, or topical publications *if* you have the resources to make a lasting impression with size and frequency. Don’t hesitate to contact publishers of newsletters. If you’re not already doing so, this is the time to begin integrate social media tools like Twitter, Facebook, and Linked into your communication strategy help spread the word. These can be a little time consuming, but well worth the effort if done correctly.

Get out into the community. Offer to speak at community group functions about your organization and event. Don’t hesitate to plug an event when introducing yourself at community meetings that you attend. Don’t leave home without a few invitations in your pocket. You never know when you’ll meet someone interested in attending or promoting your event!

Contact the media. Send an invitation to some of your contacts. This is a great way to get initial attention. A press release is always a great way to do the same thing. Keep in mind that you should specifically target the recipients of your communications. For example, a sports journalist may not be interested in a biotechnology conference’s star speaker. When presenting information to the media include an interesting angle. Mention charitable organizations benefiting from the event or include a unique personal story attached to an attendee or presenter. We all love to hear the story of the school groups that rallied to raise money to send a representative to a national meeting. These stories are out there. It’s up to you to find them and make sure the media is aware of them.

Be available to answer questions. If the media can’t find you, they can’t tell your story. The availability of a knowledgeable contact is as essential as the initial communication and the audience. Be sure to include an after-hours contact number in your communications. Have statistics related to your group or cause ready to go when the phone starts ringing. Good journalists and an interested public will always want the deeper story. Ensure they have access to it. If you are not the subject matter expert, make sure one is available for comment, appearances, or interviews before and even at the event.

In essence, the answer to the question I so often receive is “communicate, communicate, communicate”. It’s a tragedy to see good events lack in attendance because the word didn’t get out. Finalize your details, invite your public, advertise if possible, drum up a good catchy story and get the word out there!

Kimberly Schmitz is the Director of Communications and Public Relations at the Metropolitan Tucson Convention and Visitors Bureau and the current President of the PRSA Chapter of Southern Arizona.

Press Release Writing: a Handy 10-Step Summary

As a handy reminder of some of the most important points in press-release writing, the following 12-step-summary can be used as a handy/basic guideline for writing press releases. Remember that excellent grammar, spelling and punctuation are almost as important as the message. If these things are lacking in a release, it may distract from the message or cause the release be ignored completely.

1. Use a succinct and informative title.
2. Get your take-away message across in the first few sentences of the first paragraph.
3. Create an angle of interest.
4. Use active verbs.
5. Follow rules of grammar and style as you would for any piece of writing.
6. Use timely information, preferably related to current events or trends.
7. Make every word count and count every word.
8. Include accurate contact information: name, address, phone, after-hours phone, fax, email, Web site.
9. Deal with the facts; avoid fluff.
10. Avoid excessive use of adjectives, adverbs and fancy language.
11. Keep the length to a maximum of one page unless absolutely necessary.
12. Do not include attachments.

Press releases are generally e-mailed. If you are sending one release to many different recipients, BCC the recipients rather than listing them all in the TO: field for all to see. Post your press releases to a dedicated media page on your event's website so that it can be found easily. On your social media outlets, if appropriate, make reference to the release and provide the link so that your community can stay informed and connected.

The importance of providing targeted communications – only sending the information to members of the media who work with the topic – is very important. Research and target the appropriate recipients of your message.

FOR IMMEDIATE RELEASE

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January 6, 2010

**THE WORLD'S LARGEST TREASURE HUNT RETURNS
TUCSON WELCOMES 2010 GEM MINERAL & FOSSIL SHOWCASE**

Tucson, Ariz., January 6, 2010. Buyers, sellers, collectors, and admirers of nature's treasures in almost every form imaginable gather in Tucson for the 56th annual Tucson Gem, Mineral, & Fossil Showcase **January 30-February 14, 2010**. This year there are **44 individual shows at 42 different venues** throughout the Metropolitan Tucson area. Thousands of individual vendors from all over the world are participating.

Anybody looking for treasure will find it in one of many, many vendor booths at this world-renowned event. Finished jewelry, loose gems, geodes, raw minerals, carvings, baskets, beads, chimes, clothing, furniture, or million year-old fossils will change hands and dazzle audiences of all ages and origins! A complete listing of shows and locations is at www.visittucson.org/gemshow.

CORNERSTONE SHOWS

The two cornerstone shows are the American Gem Trade Association (AGTA) Gem Fair™, which is wholesale-only, and runs February 2-7, and the Tucson Gem & Mineral Show, which is open to the public and runs February 11-14. Both shows are at the Tucson Convention Center (TCC).

The AGTA GemFair™ Tucson is the world's premier tradeshow for colored gemstones. Featuring the greatest array of colored gemstone and cultured pearl dealers from the US and Canada. According to organizers, "AGTA GemFair is where colored gemstone trends are born, where new discoveries are shared, and where the jewelry industry meets..."

This year's theme of the Tucson Gem & Mineral Show™, The Main Show, at the TCC is "Gem and Gem Minerals". The show is run by the Tucson Gem & Mineral Society (TGMS), and started 56 years ago in the parking lot of an elementary school. All other "satellite" shows developed as a result of the popularity and fame of the TGMS show throughout the years. Lectures and seminars are held Thursday through Sunday during show week at the TCC and are open to the public and free of charge. Visit www.tgms.org/2010show for details.

THE IMPACT

The Tucson Gem, Mineral, and Fossil Showcase contributes \$100 million to the Tucson area's economy and brings in at least 50,000 out of town visitors.

Economic Impact from Tucson's big events:

- Gem Show – \$100 million
- El Tour de Tucson – \$20-30 million
- La Fiesta de los Vaqueros – \$16 million
- World Golf Championships – Accenture Match Play Championship (EEI is Undetermined)

The MTCVB is an independent, non-profit organization dedicated to promoting the Tucson-area as a convention, visitor, and film production destination. It is financially supported by the City of Tucson, Pima County, the Town of Oro Valley and its nearly 800 individual and business members. Visit the MTCVB website at www.visitTucson.org or call 1.800.638.8350 for further information.

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Basic Tucson Media Contact List

Full Name	Company	Description	Email	Phone
Jane White	Arizona Daily Star	Opinion writer	jwhite@azstarnet.com	
Dry Heat	Arizona Daily Star	general / event features	accent@azstarnet.com	
Bonnie Henry	Arizona Daily Star	Columnist -human interest	bhenry@azstarnet.com	520-434-4074
Dave Wichner	Arizona Daily Star	Assistant Business editor	dwichner@azstarnet.com	520-573-4181
Kathy Allen	Arizona Daily Star	Assistant Features Editor	kallen@azstarnet.com	520-573-4179
Poli Corella	Arizona Daily Star	Metro editor	pcorella@azstarnet.com	520-573-4101
Maria Parham	Arizona Daily Star	Features editor	mparham@azstarnet.com	
Phil Villareal	Arizona Daily Star	Sr. Reporter - general assignment	pvillarreal@azstarnet.com	
Coley Ward	Arizona Daily Star	Reporter / General Assignment / events		
Norma Coile	Arizona Daily Star	Business editor / team leader.	ncoile@azstarnet.com	
Arizona Daily Wildcat (UofA)	Arizona Daily Wildcat		news@wildcat.arizona.edu	
Phyllis Braun	Arizona Jewish Post		pbraun@azjewishpost.com	
AZ Business Magazine - Editorial	AZ Business Magazine - Editorial	Glossy business magazine	editor@azbusinessmagazine.com	
AZ Business Magazine - Events	AZ Business Magazine - Events	Glossy business magazine	events@azbusinessmagazine.com	
Tim Runestad	Aztec Press - Pima Community College		aztecpres@pima.edu	
Tammy Clark	Desert Airman		desert.airman@dm.af.mil	
Mary Swiergol	Desert Leaf Monthly Newspaper	Editor	mary@desertleaf.com	
Bob Richardson	FOX 11 News	Assignment editor	brichardson@kmsb.com	520-884-4643
Deanna Morgan	Fox11	Weekend anchor - weekday assignment / General.	dmorgan@kmsb.com	520-770-5470
Kathleen Engle	Green Valley News & Sun Newspaper	Managing Editor	kengle@gvnews.com	
David Hatfield	Inside Tucson Business (weekly)	Editor	dhatfield@azbiz.com	520-295-4237
Guy Atchley	KGUN9 News (ABC)	anchor - Pro tourism & Tucson	gatchley@kgun9.com	
MaryAnn Martinez	KGUN9 News (ABC)		mmartinez@kgun9.com	
Herb Crowe	KIIM - Citadel Communications	Morning Personality & Program Manager	herb.crowe@citcomm.com	520-887-1000
Paul Birmingham	KNST	KNST radio news producer & KOLD assignment editor.	tucsonnewsman@yahoo.com	520-618-2100
Dan Marries	KOLD TV 13	Evening Anchor - Tourism supporter & friend	dmarries@kold.com	520-744-6397
Mark Stine	KOLD TV 13	Weekend anchor - weekday assignment / General.	mstine@kold.com	520-744-1313

Metropolitan Tucson Convention & Visitors Bureau
 100 S. Church Ave., Tucson, AZ 85701
 800.638.8350 or www.visittucson.org

Full Name	Company	Description	Email	Phone
Mike Knott	KOLD TV 13	Weekday Assignment director	mknott@kold.com	520-744-6397
Tracy Thornton	KOLD TV 13	Weekday Assignment director	tthornton@kold.com	520-744-6397
Bill Buckmaster	KUAT Tv	Host of Arizona Illustrated	buckmast@u.arizona.edu	520-621-1315
Tony Paniagua	KUAT Tv	Another big tourism supporter	tpaniagua@kuat.org	520-621-1861
Cathie Batbie	KVOA	Assignment editor	cbatbie@kvoa.com	
J. Fenwick	KVOA	Reporter / General Assignment / events	Jfenwick@KVOA.com	520-617-4725
News Tips	KVOA		newstips@kvoa.com	
Tom McNamara	KVOA	Anchor	tmcnamara@KVOA.com	520-792-2270
Kathlene Choal	KVOA TV 4 (ABC)	Assignment editor	Kchoal@kvoa.com	520-624-2477
Lupita Murillo	KVOA TV 4 (ABC) Impact	assignment reporter / General / events / hard news.	lmurillo@kvoa.com	520-624-2477
Quinn Schuler	KVOA TV 4 (ABC) Interview	Assignment reporter	qschuler@kvoa.com	520-624-2477
Josh Benson	News-4	Morning Anchor	jbenenson@kvoa.com	520-617-4708
Kristina Dunham	Northwest Explorer Newspaper		kdunham@explorernews.com	
Dulce Mascarena	Tucson 12	Award Winning -reporter	DULCE.MASCARENO@TUCSONAZ.GOV	520-791-2582
Scott Barker	Tucson Lifestyle	Editor	scott@tucsonlifestyle.com	520-721-2929
Sue Giles	Tucson Lifestyle Magazine	Editor	barbara@tucsonlifestyle.com	520-721-2929
Jimmy Boegle	Tucson Weekly	Editor	jimmyb@tucsonweekly.com	520-792-3630
Joan Schuman	Tucson Weekly	event listings, etc.	listings@tucsonweekly.com	