

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. Fax Press Releases to 520-884-7804.

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 kpatterson@visitTucson.org or (520) 770-2144 for information.

- Download images of Tucson from our Image Gallery at www.visitTucson.org/photodownload.
- 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 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, MTCVB

The most frequently asked question left on my machine and in my inbox is “How do I get publicity for my event?” This is always a fun question because I get to answer it with more questions. Once the inquisition is through, I’ll usually have some sound advice and new ideas that organizers may not have considered.

First things first. 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 backwards from your event date and schedule dates for timely communication releases. I’m still a big fan of the save the *date*, *invite*, *e-vite* strategy. E-mail invitations have become an increasingly popular way to communicate and draw attendees to events but, if you’ve got the budget for it, invitations sent through the mail are still an extremely effective tool.

Place an advertisement in local publications. If you’ve got the resources to place advertisements in larger local and regional publications, go for it. If your budget is a little more restrictive, seek out more cost-effective alternatives. Contact publishers of newsletters, community publications, and websites that your audience reads.

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. Of course, a press release is always a great way to do the same thing. 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, you make sure one is available for comment, appearances, or interviews before or 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 12-Step Summary

As a handy reminder of some of the most important points in press-release writing, the following 12-step-summary can be printed out and posted on your computer or your wall or anywhere you can access it easily. Use it as your press release primer.

1. Keep the length a maximum of one page unless absolutely necessary.
2. Tell about your products or services in one or two clear sentences.
3. Create an angle of interest.
4. Attract your reader with your title.
5. Use active verbs to enliven your release.
6. Follow rules of grammar and style as you would for any piece of writing.
7. Use timely information, preferably related to current events or trends.
8. Make every word count and count every word.
9. Make sure your releases get broad coverage with national and regional publications, radio and television stations, Internet publications, and all potential clients.
10. Include ample contact information: name, address, phone, after-hours phone, fax, email, Web site.
11. Deal with the facts; avoid fluff.
12. Avoid excessive use of adjectives, adverbs and fancy language.

Brought to you by PRW (www.press-release-writing.com)

FOR IMMEDIATE RELEASE

METROPOLITAN TUCSON CONVENTION & VISITORS BUREAU

**100 S. Church Avenue
Tucson, Arizona 85701
Relations
800.638.8350**

**Kimberly Schmitz
Director of Communications & Public
520.770.2143**

August 18, 2006

MTCVB TO HOLD ANNUAL REPORT TO THE COMMUNITY

Tucson, Ariz., August 18, 2006 – The Metropolitan Tucson Convention and Visitors Bureau will hold a report to the community on September 21, 2006, 11 AM – 2 PM, at the Doubletree Hotel Tucson at Reid Park. The public is invited to attend.

This year the *Tourism is Tucson: A Report to our Champions* event will feature Gary Sain, chief marketing officer/partner of Yesawich, Pepperdine, Brown & Russell, who will offer insight on what the traveler/consumer has in mind when making travel decisions. YPB&R has built a well-earned reputation as one of the leading sources on consumer behavior. Before and after Mr. Sain's presentation, MTCVB department heads will be stationed at informational booths to assist attendees in learning how the MTCVB promotes the Tucson area as a convention, visitor, and film production destination. Visitors to the booths will become acquainted with convention services, international marketing, Mexico marketing, and the Tucson Film Office.

Event Details:

Thursday, September 21
Doubletree Hotel Tucson at Reid Park
445 S. Alvernon Way

11 AM – 12 PM – Visit MTCVB department booths
12 PM – 1 PM – Lunch and speaker Gary Sain
1 PM – 2 PM – Visit MTCVB department booths

The cost to attend the event is \$25 for MTCVB partners and \$35 for non-partners. RSVP online at www.visitTucson.org/partnerRSVP or call 520.624.1817 x186 by September 18.

To secure a media pass or schedule an interview with Gary Sain; Jonathan Walker, MTCVB president/CEO; or Rick Vaughan, MTCVB Sr. VP of marketing, contact Kimberly Schmitz at 520.770.2143 or kschmitz@visitTucson.org.

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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100 S. Church Avenue
Tucson, Arizona 85701
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800.638.8350

Kimberly Schmitz
Director of Communications & Public
520.770.2143

Contact:

Joan Liess
(520) 881-8256
JLiess@aol.com

February 2, 2006

COWBOY UP-- IT'S RODEO TIME IN TUCSON

Tucson, Ariz., February 2, 2006 – The 81st Annual La Fiesta de Los Vaqueros Tucson Rodeo is blowing into Tucson once more! Rodeo festivities begin Saturday, Feb. 18 and end with a bang on Sunday, Feb. 26, 2006 with the exciting final events. Dust, sweat, determination, and pride clash when some of the best rodeo athletes strive to hold their own with some of the finest livestock in the world.

Watch the heart-stopping action as Matt Austin fights for eight seconds on a spinning bull. Sit on the edge of your seat while Trevor Brazille, three-time All-Around Champion tie-down and team roper, streaks out of the chute after the big prize. Or share the exhilaration with barrel racer, Kelly Kaminski as she tightens up that third turn and charges at break-neck speed toward the time line. Catch all this action and so much more at this year's La Fiesta de los Vaqueros Rodeo.

Of course, no rodeo week would be complete without a Rodeo Parade. The Fiesta de los Vaqueros parade isn't just any parade; it's the longest non-motorized parade in the *world*. This year the parade committee can boast the nomination of the world's only Vassar-educated opera major Grand Marshal. Our 2006 Grand Marshal is world-renowned rodeo photographer, Louise Serpa, the first woman sanctioned by PRCA to photograph from inside the rodeo arena. Serpa has documented rodeos and other equine events through her lens for over 40 years. Grand Marshal Serpa is definitely one in a million and Tucson is honored to have her lead this beloved event. To learn more about the rodeo parade and Ms. Serpa, visit www.tucsonrodeoparade.com.

For more information on the Rodeo, Call (520) 741-2233, or (800) 964-5662 or visit www.tucsonrodeo.com.

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Local Tucson Media Reps

TV	Affiliate	Rep	Phone	Fax	Cell	Email
Area Code 520						
COX Media	Cox/Comcast					
KGUN	ABC		290-7700	733-7079	360-0632	kgun9news@kgun9.com
KHRR	Telemundo	Gabe Tapia	322-6888	881-7926	977-5673	gabriel.tapia@nbc.com
KMSB	FOX	Robin Snyder	770-5442	629-7185		rsnyder@kmsb.com
KOLD	CBS	Mike Knott	744-6397	744-5234	954-0847	mknott@kold.com
KTTU	UPN	Robin Snyder	770-5442	629-7185		rsnyder@kmsb.com
KUAT	PBS	Lisa Stark	626-4913	621-7635		lstark@kuat.arizona.edu
KUVE	Univision	Ramon Martinez	622-0984	620-0046		rmartinez@univision.net
KVOA	NBC	Renee Bathe	884-4618	624-5983		rbathe@kvoa.com
KWBA	WB	Katie Prince	202-5826	202-5861	730-7615	kprince@kwba.com

PRINT	Rep	Phone	Fax	Cell	Email
	Sharon				
TNI	Ggoodman	573-4422	573-4407		sgoodman@tucosn.com
Arizona Daily Star	Tim Stellar	573-4336	573-4144		tstellar@azstarnet.com
Tucson Citizen	Cara Rene	573-4627	573-4569		crene@tucsoncitizen.com
Tucson Weekly	Jimmy Boegle	295-4253	294-4040		newsbag@tucsonweekly.com
Inside Tucson Business	David Hatfield	295-4237	294-4040		dhatfield@azbiz.com
Desert Leaf	Mary Swiergol	881-5188	881-5388		mary@desertleaf.com
Explorer News	Gerry Bolkcom	797-4384	575-8891		gbolkcom@explorernews.com
	Lesley				
Tucson Home (Madden)	Kontowicz	322-0895	322-9438		kontowicz@maddenpublishing.com
Tucson Lifestyle	Fran Katz	721-2929	721-8665		fran@tucsonlife.com
Green Valley News	Betty Meisner	405-6507	625-8046		bmeisner@gvnews.com

Radio	Rep	Email
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Clear Channel

KNST/KWMT	Julia Young	juliayoung@clearchannel.com
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Citadel

KIIM-FM	Jody Cabezas	jody.cabezas@citcomm.com
KHYT-FM	Trudy Neter	trudy.neter@citcomm.com

Lotus

English Stations			
KFMA/KLPX	Shanda Power	407-4600	spower@azlotus.com
KFMA Interviews	Sherm		sherm@kfma.com
Spanish Stations	Carlos Gonzales	407-4600	cgonzales@azlotus.com
PSAs	John Couch	407-4600	jcouch@azlotus.com

Journal Broadcast Group

KMXZ-FM	Cathy Green	327-2260	green@journalbroadcastgroup.com
KZPT-FM	Jennifer Nunn	327-2260	nunn@journalbroadcastgroup.com

Promotions
Manager

Larkin Gassman

lgassman@journalbroadcastgroup.com