



WEBINAR WILL BEGIN SOON

MEDIA & PUBLIC RELATIONS 101

February 8, 2022

South Dakota



MEDIA & PUBLIC RELATIONS 101

February 8, 2022

South Dakota

The Midwest's Best Winter Escape Isn't Where You Think It Is

Have the stunning Black Hills all to yourself.

By [Matt Meltzer](#)

Updated on 11/1/2021 at 6:30 PM

DESTINATIONS

With tourist spots filled to capacity, vacationers seek out under-the-radar attractions



WHAT IS PUBLIC RELATIONS?

The Ultimate South Dakota Road Trip Itinerary: Where to Stop, What to Do, and More

Discover Mount Rushmore, Badlands National Park, Custer State Park, Sioux Falls, and more on a road trip through South Dakota.

By [Scott Bay](#)

September 07, 2020



CREDIT: COURTESY OF SOUTH DAKOTA DEPARTMENT OF TOURISM

Editor's Note: Travel might be complicated right now

PHEASANT HUNTING IN SOUTH DAKOTA: OUTFITTED VS DIY-STYLE ON PUBLIC LAND

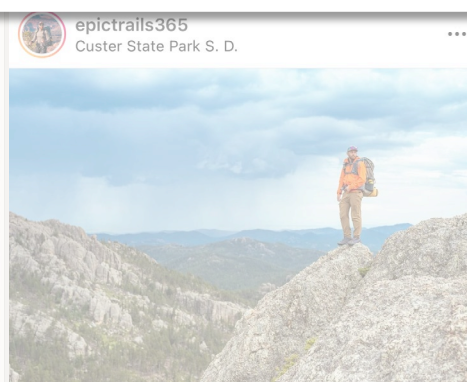


Posted by [Travis Smola](#)
December 3, 2021

SHARE



South Dakota is a pheasant hunter's dream no matter



the Black Hills is sometimes a misnomer. | Photo courtesy of Travel South Dakota

It was seemingly a setup for a horror movie: A tiny, empty coffee shop set on a frozen, abandoned street in a town designed for

Common PR Terms

WRITING

- Pitch
- Press Release
- Media Alert
- AP Style



Common PR Terms

MEDIA

- **Earned Media**
- **Editorial Assignment**
- **Beat**
- **Editorial Calendar**
- **News Syndicates**
- **Pay to Play**



THE MEDIA LANDSCAPE



NEWSPAPERS



ONLINE NEWS & LIFESTYLE SITES



MAGAZINES



BLOGS



BROADCAST / RADIO



STREAMING



INFLUENCERS



PODCASTS



HOW TO PITCH MEDIA?

STRATEGY & TIPS

South Dakota

WHAT IS NEWSWORTHY?

- Seasonal Happenings
- Major festivals and events
- Travel trends
- Human interest stories
- Milestones (50th annual of..; 75th anniversary of...)
- Pop –culture tie-ins
- Current events
- Strong tie-in to local, regional or national news
- Some awards and honors, but not all





TARGET DEMOGRAPHICS

- Age (Millennial, Gen Z, Boomer, Gen X)
- Geographic location (local/regional/national)
- Niche interests (outdoor recreation, travel, food, parenting)
- Race (Black, White, Hispanic, Asian-American, Native American, etc.)
- Consumers or travel trade
- Stakeholders (government officials, community leaders, etc.)

South Dakota

SAMPLE PITCH – SHORT LEAD MEDIA

Hi {{First Name}},

Marking the completion of his visits to all 50 states, Food Network powerhouse Guy Fieri has brought his signature show, “[Diners, Drive-Ins and Dives](#),” to [South Dakota](#)’s largest city, [Sioux Falls](#). With a series of episodes that kicked off on Jan. 1 and will last throughout the month, Guy explores the diverse and often overlooked culinary scene of Sioux Falls, finding plenty of “flavor-bombs” along the way. Travelers who want to check out his recommendations, including a stop for the state’s signature dish, chislic, should be sure to dine at the following Sioux Falls mainstays:

- [Urban Chislic](#): Urban Chislic is all about South Dakota’s signature dish with a twist. Guests can customize their order by picking their meat and sauce or rub, with selections like Asian Bourbon, Chipotle BBQ, Bone Dust, and more. To sample what Guy tried, order the pork chislic BBQ sandwich and the Regret Burger.
- [Lalibela Restaurant](#): The oldest Ethiopian restaurant in the city, Lalibela has been a longtime favorite in the Sioux Falls foodie community. Serving up dishes in the traditional style, on shareable platters served with injera, Guy sampled Lalibela favorites, doro wot and misir wot.
- [‘O’ So Good](#): ‘O’ So Good offers small-town diner flair that combines comfort food and seafood with a southern twist. On the show, viewers will see Guy try the restaurant’s signature jerk chicken dinner, shrimp cheesy hot plate and a side of collard greens, which had Guy encouraging owner Omar Thornton to “change my name from O So Good to 'Collard Greens and Cornbread Palace,'" according to the [Argus Leader](#).
- [Look's Marketplace](#): Known by locals as a “foodie’s paradise,” Look’s Marketplace boasts multiple kitchens serving up a wide variety of eats such as tacos, pizza, sausage, baked goods, ice cream, an extensive dinner menu and a signature beer brewed in-house. While you’re waiting for your food you can also walk through their marketplace and shop meats, take-and-bake meals, seasonings, freshly baked bread, and more.

Please let me know if this is of interest for any upcoming coverage. I would be happy to answer any questions or share additional imagery.

Regards,

{{Your Name}}

SAMPLE PITCH – LONG LEAD / EVERGREEN

Hi {{First Name}},

Winter is setting in and the great outdoors are calling for snow sports enthusiasts. Often overlooked as a winter sports destination, scenic [Spearfish](#), South Dakota offers travelers an opportunity to get lush forests and snow-capped hills to themselves from first snowfall to mid-spring.

Fat biking: Among the endless snowy birch trees, unspoiled scenery and gentle mountain terrain, cycling enthusiasts can enjoy 84 fat biking trails throughout the Black Hills region.

Snowshoeing: Stunning Spearfish Canyon experiences an average of 70 inches of snowfall per year, making the winding trail system perfect for snowshoeing. Pick up rental gear at High Mountain Outfitters for a day or week-long trip. Stop by South Dakota's [Custer State Park](#) for complimentary snowshoe rentals, available for the day or weekend.

Snowmobiling: Climb aboard a horse-powered sleigh and go dashing over 350 miles of marked, mapped and groomed snowmobile trails just south of Spearfish. Most of the 1.2-million-acre [Black Hills National Forest](#) permits snowmobiling, but the enhanced trail system gives the Black Hills a national prominence. At 6,000 feet, trails develop a five-foot snow pack each winter, carrying you through snowy pine forests and deep into canyons that lead to summit lookouts or untracked meadows and play areas with top-notch powder-floating.

Cross-Country Skiing: Ski back in time, along the 109-mile [George S. Mickelson Trail](#). As South Dakota's first "rails to trails" outdoor project, the park was built along a former railroad corridor. Eagle Cliff Trails is another great option, with intertwining loop and dead-end trails for classic and skate skiing.

Please let me know if you're interested in including South Dakota in any upcoming winter coverage and I'm happy to discuss further.

Thanks,
{{Your Name}}

A person's hands are shown typing on a laptop keyboard. The person is wearing a dark, speckled long-sleeved shirt. In the foreground, there is a white notepad with a silver pen resting on it. The background is a light-colored desk. The text "PRESS RELEASES & MEDIA ALERTS" is overlaid in the center in a large, bold, white font.

PRESS RELEASES & MEDIA ALERTS

South Dakota



FOR IMMEDIATE RELEASE: Tuesday, January 25, 2022

CONTACT: [Kathryn Svendsen](#), Global Media & Public Relations Director, South Dakota Department of Tourism

South Dakota Great Finds Passport Launched for Residents and Visitors

PIERRE, S.D. – The South Dakota Department of Tourism announced the launch of a free **South Dakota Great Finds** mobile exclusive pass that highlights all areas of South Dakota.

The Great Finds pass encourages users to explore and experience the many hidden treasures found throughout South Dakota. With the pass, visitors and locals can check in at designated Great Finds locations to unlock a range of South Dakota prizes and receive discounts at participating businesses. The pass showcases more than 100 locations, including restaurants, retail businesses, outdoor activities and local parks for passholders to discover.

"This mobile experience will allow us to better highlight what truly makes up the great state of South Dakota," said Jim Hagen, Secretary of the Department of Tourism. "Showcasing rural America, unexpected businesses and parks, and getting people off the beaten path to discover something new is a great opportunity, especially for rural communities."

The pass can be accessed through [TravelSouthDakota.com](#) and delivered to mobile devices, with no app download necessary. The program is free, and there is no cost to participate.

South Dakota Great Finds will continue to expand by adding new partners, locations and businesses from across the state, with a goal of showcasing at least one hidden gem in every community. Participating locations and businesses will be indicated as South Dakota Great Finds on [TravelSouthDakota.com](#) and in the South Dakota Vacation Guide.

As part of this program, the Department of Tourism partnered with a technology company called Bandwango. Bandwango has successfully launched successful gamified check-in programs with destinations across the United States and Canada.

The South Dakota Department of Tourism is comprised of Tourism and the South Dakota Arts Council. The department is led by Secretary James D. Hagen.

-30-

Media Notes:

- Images of rewards offered for different levels of the passport program can be found [here](#).
- Website for the passport program is: <https://www.travelsouthdakota.com/south-dakota-great-finds>.
- Media wishing to interview participants in this program may contact the following individuals. All are involved with the Bandwango program and are aware media may be in touch:
 - [John Lopez](#) // **John Lopez Studio**
 - **ANGLE:** John's studio is in a rural area. The Department of Tourism remains focused both on rural tourism and continued collaboration with artists across the state, knowing the arts is an important part of South Dakota's visitor industry.
 - [Carmen Evenson Bossman](#) // **Crystal Springs Rodeo Board of Directors**
 - **ANGLE:** The Department of Tourism is encouraging visitors to enjoy unique events and festivals located in rural areas of South Dakota, allowing them to get immersed in South Dakota's culture while experiencing rural tourism/agritourism.
 - [Nick Harrington](#) // **South Dakota Department of Game, Fish and Parks**
 - **ANGLE:** Part of this program is getting visitors to lesser-known state parks that have capacity for additional visitors.

[TravelSouthDakota.com](#)

WRITING PRESS RELEASES

THE DETAILS

- Grab attention with your headline
- Put all the most important information at the top
- Keep releases to one page, never more than two
- You don't always need a quote
- Include link for uploading images and a media contact
- Create a boilerplate to include information about your brand



Logo

Contact info

FOR IMMEDIATE RELEASE: Tuesday, January 25, 2022
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Dateline

Lede

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Headline

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Boilerplate

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WRITING MEDIA ALERTS

THE DETAILS

- Grab attention with your headline
- Break out information into sections: Who, What, Where, When and photo/interview opportunities
- List the spokespeople available for interview
- Provide specific information about obtaining press credentials, if relevant
- Provide a media contact and a day-of contact with a cell phone

MEDIA ALERT: Thursday, April 29, 2021

MEDIA CONTACTS:

[Ian Fury](#), Communications Director, Governor Kristi Noem

[Katlyn Svendsen](#), Global Media & Public Relations Director, South Dakota Department of Tourism



#PowerofTravel News Conference

What: Governor Kristi Noem and Secretary of the Department of Tourism James Hagen will hold two news conferences on Monday, May 3, 2021. The press conferences will recognize National Travel & Tourism Week, the "Power of Travel," and the impact of the tourism industry on South Dakota's economy.

When: Monday, May 3, 2021

Where: Press conferences will be at two locations:

- Mount Rushmore National Memorial, Keystone, at 9:30 a.m. MDT
- Falls Overlook Café at Falls Park, Sioux Falls, at 3 p.m. CDT

All media is welcome and encouraged to attend. Governor Noem and Secretary Hagen will take questions only on tourism related topics.

-30-

Created by Congress in 1983, National Travel and Tourism Week is in its 38th year and is an annual acknowledgment of the impact of travel on states, regions, cities, and the entire United States. During the first full week in May each year, communities nationwide unite to showcase the impact of travel.

The South Dakota Department of Tourism is comprised of Tourism and the South Dakota Arts Council. The department is led by Secretary James D. Hagen.

National Travel & Tourism Week Hashtag:
#nttw21

A man and a woman are hiking on a rocky trail in a desert landscape. The man is wearing a white t-shirt, dark shorts, a baseball cap, and a backpack. The woman is wearing a grey tank top, dark pants, and a backpack. They are both smiling and looking towards the camera. The background shows a vast, rocky desert landscape under a cloudy sky.

VETTING OPPORTUNITIES

South Dakota

VETTING MEDIA OPPORTUNITIES

HOW IT WORKS

- Confirmed assignment
- Review their portfolio of work
- Check their social media accounts
- Talk through story ideas
- Discuss travel expenses and complementary policy
- We're always here to help vet media





VETTING INFLUENCERS

HOW IT WORKS

- Ask for a marketing kit
- Review their demographics and followers
- Are they disclosing ads correctly?
- Are they authentic on their channels?
- Assess their engagement numbers
- Fees vs. barter

South Dakota

A person in a plaid shirt and jeans stands on a rocky ledge, looking out over a powerful waterfall. In the background, a bridge spans the river. The scene is overlaid with a dark blue tint.

EXAMPLES

SOUTH DAKOTA EARNED MEDIA

South Dakota

TRAVEL+ LEISURE

September 7, 2020

The Ultimate South Dakota Road Trip Itinerary: Where to Stop, What to Do, and More

Discover Mount Rushmore, Badlands National Park, Custer State Park, Sioux Falls, and more on a road trip through South Dakota.



Deadwood



Wall Drug Store



Badlands National Park



The surreal landscapes of Badlands National Park are South Dakota. From the rolling hills of the prairie land that quickly expand to the horizon. The formations look like they were carved with the slightest touch, but fear not, as they are solid rock formations of all ages. Check into a cabin at the [Cedar Pass Lodge](#) to watch the sunset. The next morning, continue driving the Scenic Byway to glimpse wildlife like bison, bighorn sheep, and prairie dogs.

Sioux Falls



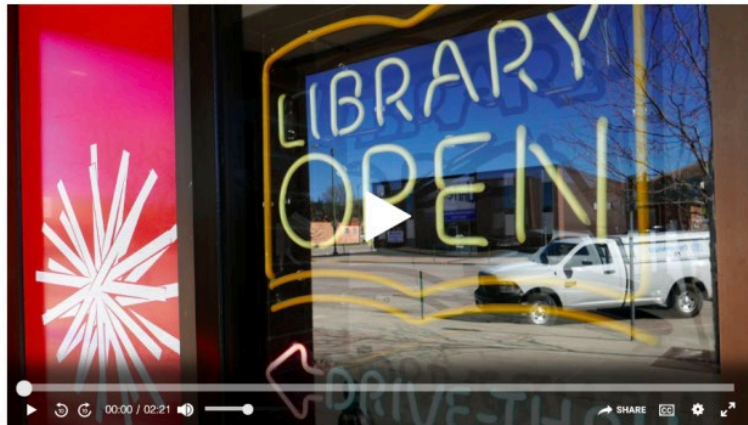
CREDIT: COURTESY OF SOUTH DAKOTA DEPARTMENT OF TOURISM

The state's largest city and likely the place where you'd fly into, Sioux Falls is the logical starting point for a South Dakota road trip. If you're driving west, follow this route, but if you're heading east, flip it. Sioux Falls is an ever-growing and extremely walkable city with lots of incredible food options. Stay at the [Hotel on Phillips](#) for an example of the posh direction the city is headed. After checking in and exploring the nearby falls the city is famously named after, grab a happy hour drink on the [PAve rooftop](#). [Phillips Avenue Diner](#) or [Crave](#) are the best spots for dinner. Plus, make sure to enjoy a cocktail at [The Treasury](#), an upscale bar conveniently located back at the Hotel on Phillips.



April 23, 2020

In South Dakota town, library's drive-thru becomes lifeline of storytelling



When the Rapid City Public Library in South Dakota installed a drive-thru window nearly 20 years ago, they never thought it would be used as the only way to get books to their community.

"Since lockdown and social distance and people trying to do the right thing, the drive-thru window has really become a lifeline," Terri Davis, the library's director told Fox News.

From borrowing books and movies to even printing via the library's Wi-Fi, the window that was used only on occasion is now on high demand for the nearly 110,000 residents in town.

The library currently is operating with only 11 of its usual 38 staff members.

"We have 'story time shorts' which are posted on Facebook and people can hear and view a story that way. We also have a 'dial a story' service, where people can call in and hear a story being read," Davis explained.

She added that they also have a service that "provides online animated stories so people can actually watch the story on their screen."

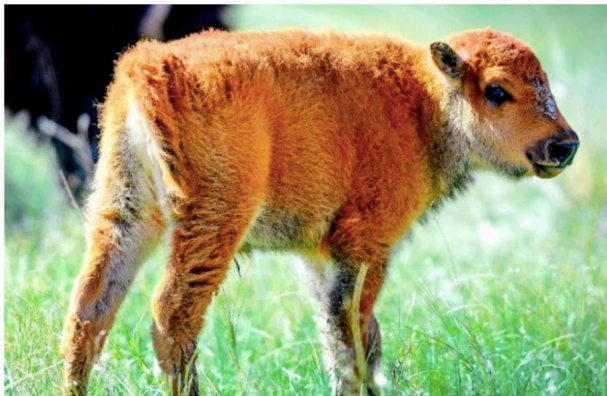
In addition to their efforts to keep storytelling alive, they are also 3D-printing masks for the local fire department who are on the front lines fighting the virus.

Although these measures have become the new norm for now, Davis says it's the support they receive from the community that really keeps their librarians going.

"We get online comments, we get phone calls, we get people coming through the drive through saying how much they appreciate us being open, even though it's not a normal open," Davis said. "We've had people dropping off cookies, just huge expressions of appreciation and gratitude."

Frommer's®

April 22, 2020



Custer State Park

WATCH: The Year's First Baby Bison Appear in South Dakota

By Zac Thompson
04/22/2020, 1:00 PM

A bison would make a good mascot for social distancing. Though the woolly animals may look invitingly pettable, getting too close can have disastrous consequences for humans—as the National Park Service made clear last summer with its ["Wildlife Petting Chart"](#) illustrating the best parts of a buffalo to touch (there aren't any).

Forbes

April 29, 2020

Spring Has Sprung In South Dakota's Custer State Park, A Prime Destination For Wildlife Viewing



This year has seen major success for Custer State Park's bison herds, with hundreds of newborn ... [+] GETTY



May 11, 2020

These baby animals were born during the coronavirus pandemic



(CNN) — What does a porcupette in Florida, a baby sea turtle in the Maldives and a bald eaglet from Catalina Island have in common?

These animals were all born during a pandemic.

Many zoos and animal parks around the world may be closed to visitors, but that hasn't stopped the circle of life from taking place within them.

Rapid City tourism exceeding expectations for 2021



Hill City continues to be popular Black Hills tourist destination



Historic Deadwood continues to attract visitors from near and far



Sturgis Motorcycle Rally roars into 81st y



Mitchell seeing record number of visitors this tourist season





OCTOBER 23, 2019

WILDLIFE

Catch the thrill of the Old West at South Dakota's annual bison roundup



 **Lauren Breedlove**
Oct 22, 2019

"THIS ONE'S GONNA HURT!" the driver warned us as we braced ourselves for some particularly gnarly terrain while riding in the bed of a pick-up truck.

I white-knuckled the roll bar with one hand and my camera with the other as I as-
squat position to avoid being ejected into the open fields of Custer State Park in
Dakota. It was the 54th annual Buffalo Roundup, and I was in the midst of it.

As it turns out, the buffalo aren't actually buffalo — they're bison. Bison have b-
buffalo do not. Once I overcame the shock of that fact, I dove headfirst into the
Wild West buzz surrounding this unique event.

What is it about seeing over a thousand bison rounded up that puts people in goo-
Perhaps it's the thrill, the portal into a bit of Western past, the dash of danger, or
unpredictability. I can't pinpoint it exactly, but I was totally there, caught up in
the best of spirits. I was to report from an open-air truck and had been told by the
rangers to come prepared for a hell of a ride.

Why are they rounding bison in 2019?



Photo: [HTurner/Shutterstock](#)

Although this large-scale corral has pragmatic purposes, serving as the yearly health
check-up for a sizable herd of about 1,300 bison, the initial draw for visitors is that of
getting a real-life glimpse into the old Wild West, which in South Dakota is very much
still a thing. The event itself has grown considerably over the years, starting with just 200
spectators in the mid-1960s to approximately 20,000 Roundup enthusiasts this year.


From a health standpoint, the Roundup makes pregnancy checks for the females,
branding of the calves, and vaccinations to help keep them disease-free, all possible. In
addition, it serves as a long-term sustainability method to control the population and
further the goal of saving the American bison. An exciting tradition? Yes. A necessary
tradition? Also yes.

The pre-roundup suspends builds



Photo: [Gabi Luka/Shutterstock](#)

The actual morning of the roundup was an early one, as promised. The weather switch
had flipped from summer to autumn seemingly overnight, dropping the temperature from
warm to morning frost and changing the leaves from lasting summer green to a radiant
yellow. Prior years had brought sunshine, cold, and even six inches of snow. The



MEASURING

HOW TO MEASURE COVERAGE AND RESULTS

South Dakota

COMMON PR TERMS

MEASUREMENT

- Readership & Circulation
- Viewership/Views
- UVPM
- Impressions/Reach/Audience
- Audience
- Engagement Rate
- Ad Equivalency Value (AEV)



MEASURING SUCCESS

HOW TO MEASURE COVERAGE

MEDIA

TYPE OF OUTLET AND AUDIENCE
DEMOGRAPHIC

KEY MESSAGING AND HYPERLINKS
TO THIRD-PARTY BOOKING SITES

NUMBER OF IMPRESSIONS OR REACH

SOCIAL

AMOUNT OF POSTS

PROPER HASHTAG OR TAG USAGE

VIEWS AND LIKES

FOLLOWER ENGAGEMENT OF 3%+





**Q&A
THANK YOU!**

South Dakota