

UNDERSTANDING THE MIND OF MEDIA

MEDIA MISSION STATEMENTS.

"We seek the truth and help people understand the world.

THIS MISSION IS ROOTED IN OUR BELIEF THAT GREAT JOURNALISM HAS THE POWER TO MAKE EACH READER'S LIFE RICHER AND MORE FULFILLING, AND ALL OF SOCIETY STRONGER AND MORE JUST."

"SOUTH DAKOTA MAGAZINE EXPLORES THE STATE, LOOKING FOR INTERESTING PEOPLE AND PLACES THAT DEFINE OUR CULTURE, HERITAGE, ARTS, NATURE AND COMMUNITIES."



The New York Times

UNDERSTANDING THE MIND OF MEDIA

WHAT THEY SAY.

DON'T EXPECT JOURNALISTS TO SHARE YOUR AGENDA.

56% OF JOURNALISTS THOUGHT ABOUT QUITTING THIS YEAR.

JOURNALISTS (AN RECEIVE 100-200 PITCH EMAILS ON A SUBJECT, SOMETIMES UP TO 400.

DEADLINES ARE NOT ARBITRARY SUGGESTIONS.

UNDERSTANDING THE MIND OF MEDIA

WHAT THEY SAY.

THE 5WS - WHO, WHAT, WHEN, WHERE, WHY - ARE STILL KING.

BUILD RELATIONSHIPS NOT LISTS.

DO YOUR HOMEWORK.

GET PERSONAL. MAKE A HUMAN CONNECTION.

TREAT PEOPLE THE WAY YOU WANT TO BE TREATED.

"YOU CAN MAKE MORE FRIENDS IN TWO MONTHS BY BECOMING INTERESTED IN OTHER PEOPLE THAN YOU CAN IN TWO YEARS BY TRYING TO GET OTHER PEOPLE INTERESTED IN YOU."

— DALE CARNEGIE, HOW TO WIN FRIENDS & INFLUENCE PEOPLE



GOAL: KNOW THE BASICS ABOUT HOW TO DEVELOP RELATIONSHIPS WITH YOUR LOCAL MEDIA.

KEY TAKEWAY: TAKE ACTION STEPS TO CONNECT WITH LOCAL/ REGIONAL MEDIA, AND DEVELOP AND MAINTAIN THOSE RELATIONSHIPS.

FINDING MEDIA

Where do you get your news?

What do your customers read?

Google it.

Social media hashtags + geolocations.

Blogs on WordPress, Blogger, Tumblr.

Investing in media databases such as Muckrack, Cision (\$\$\$).











Local examples

FINDING MEDIA: CONTACT INFORMATION

Check the platform: masthead, website, contact page, team bios.

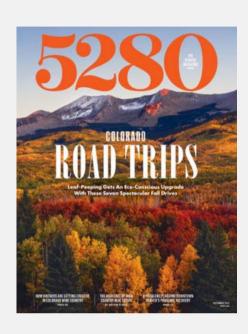
Personal websites.

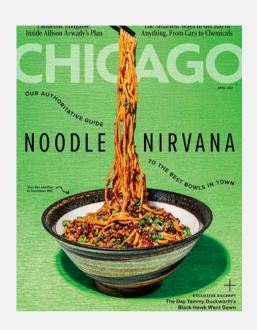
Social media channels.

LinkedIn.

Identify lead intelligence platforms + email search engines such as RocketReach, Apollo, Warmly.

Investing in media databases such as Muckrack, Cision (\$\$\$).













BUILD YOUR DATABASE

A	В	С	D	E	F	G	Н	1	J	K	L	М	N
Media outlets	First name	Last name	Title	Default email address	Location	Beats	Muck Rack URL, Previous Stories	X (Twitter) URL	Linkedin URL	Facebook URL	Instagram URL	Activity Log	Last activity date
Argus Leader	Shelly	Conlon	News Director and Content Coach		Sioux Falls	Education, U.S. Regional	https://muckrack.com/shelly-conlon	http://twitter.com/Shelly_ Conlon	https://www.linkedin.co m/in/shelly-conlon- 658bb62a	https://www.facebook. com/ShellyConlonJour nalist/		added an email log	November 9, 2021 a 11:49 AM
C-Suite TV, Freelance	Jeffrey	Hayzlett	Freelance Contributor, Primetime TV and Podcast Host		Sioux Falls	Business and Finance, U.S.	https://muckrack.com/jeffrey-hayzlett	http://twitter.com/JeffreyH ayzlett	http://www.linkedin.com/ in/hayzlett	http://www.facebook.c om/JeffreyHayzlett		added an email log	November 9, 2021 a 11:49 AM
Freelance, Little House Living	Merissa	Alink	Blogger, Freelance Writer		South Dakota	Arts and Entertainment, U.S.	https://muckrack.com/merissa-alink	http://twitter.com/LHLivin	https://www.linkedin.co m/in/merissaalink	https://www.facebook. com/LittleHouseLiving/		added an email log	November 9, 2021 a 11:49 AM
Freelance, Write Now with Sarah Werner	Sarah	Wemer	Founder, Executive Producer and Host, Freelance Journalist		Sioux Falls	Business and Finance, Technology, U.S.	https://muckrack.com/sarah-werner	http://twitter.com/SarahR heaWemer	https://www.linkedin.co m/in/sarahrwemer/	https://www.facebook. com/sarah.r.werner	https://www.instagram.co m/sarahrheawerner/?hl=e n	added an email log	November 9, 2021 a 11:49 AM
KELO-AM (Sioux Falls , SD), Midwest Communication s	Bill	Zortman	Host, Radio Host Marketing Consultant, Realtor		Sioux Falls	Arts and Entertainment, U.S. Regional	https://muckrack.com/bill-zortman	http://twitter.com/zortman	https://www.linkedin.co m/in/bill-zortman- 73b2126b/	https://www.facebook. com/bill.zortman.50	https://www.instagram.co m/explore/tags/billzortma n/?hl=en	added an email log	November 9, 2021 a 11:49 AM
KFF Health News	Arielle	Zionts	South Dakota Rural Health Reporter		Rapid City	Business and Finance, Health, U.S. Regional	https://muckrack.com/arielle-zionts	http://twitter.com/Ajzionts	https://www.linkedin.co m/in/arielle-zionts- 35b76054			added an email log	November 9, 2021 a 11:49 AM
News from the States	Seth	Tupper	Editor-in- Chief		n Rapid City	Business and Finance, U.S. Regional	https://muckrack.com/seth-tupper	http://twitter.com/SethTu pper	https://www.linkedin.co m/pub/seth- tupper/12/586/791	http://www.facebook.c om/Seth-Tupper- 61935297799		added an email log	November 9, 2021 a 11:49 AM
South Dakota Magazine	Michael	Zimny	Associate Producer, South Dakota Public Broadcasting		Rapid City	Business and Finance	https://muckrack.com/michael-zimny	http://twitter.com/SodakM ikeZ	https://www.linkedin.co m/in/michael-zimny- 6442ab114			added an email log	November 9, 2021 a 11:49 AM
Working Cows	Clay	Conry	Host		Mud Butte	Business and Finance, Environment, Food and Dining, U.S. Regional	https://muckrack.com/clay-conry	http://twitter.com/YPClay Conry	https://www.linkedin.co m/in/clay-conry- 41890628/				November 9, 2021 a 11:49 AM



ANATOMY OF LOCAL MEDIA

EVENT LISTINGS AND COMMUNITY CALENDAR

Things to do

Many have option to upload yourself

Regularly occuring

SEO rich

ARTS, ENTERTAINMENT, DINING, RECREATION

News driven, launches, openings, seasonality

First-person narratives

Human interest

BUSINESS

Success stories, expansion

Tensions, problem solving

Statistics, data

COLUMNS, SHOWS, OPINIONS, REGULARLY OCCURING CONTENT

Land of variety

Dining critic

Relaationship column



SOCIAL MEDIA,
MULTIPLE CHANNELS



SPORTS



HEALTH & EDUCATION



PHOTO OF THE DAY

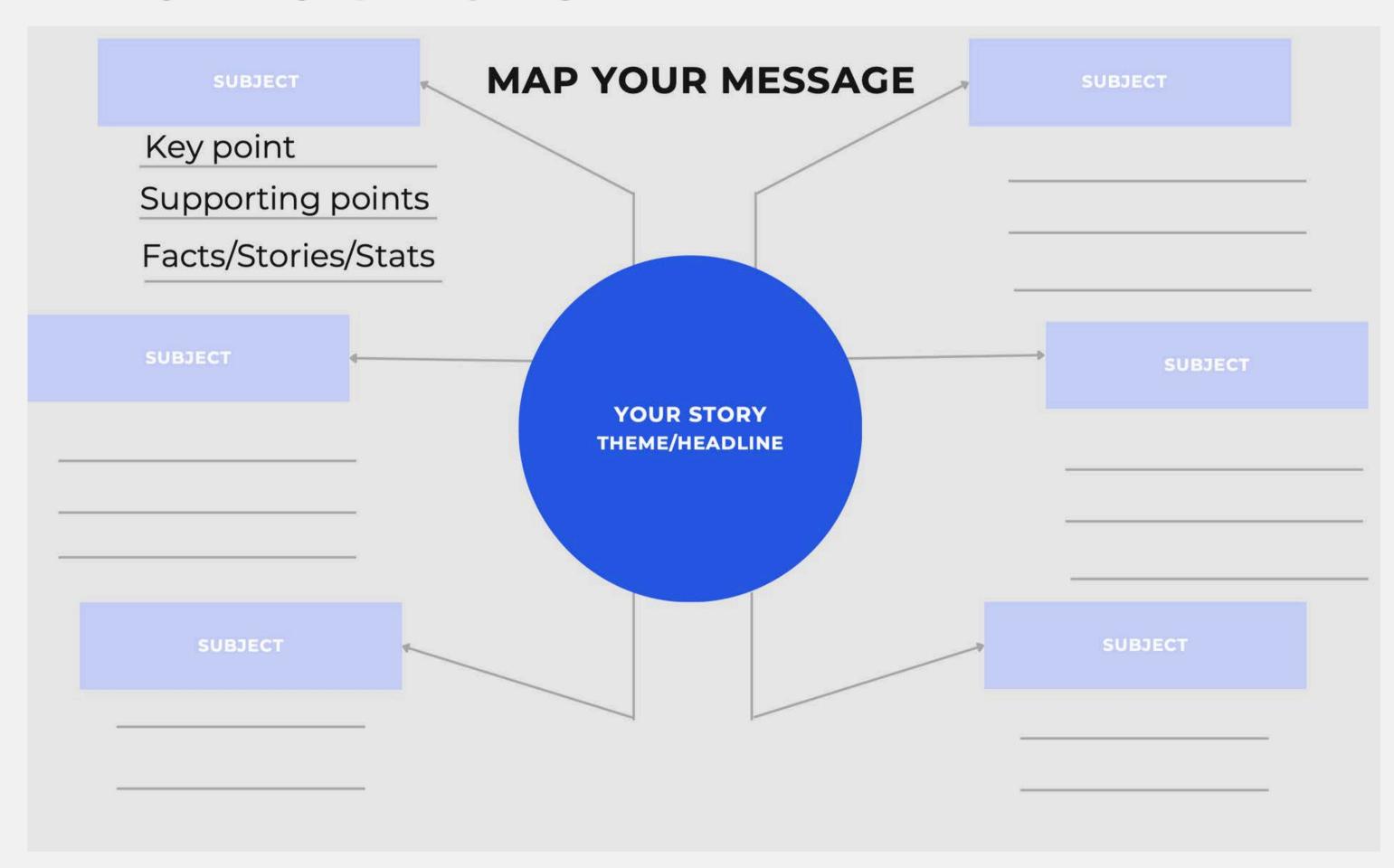


REGIONAL MEDIA





DEFINING YOUR STORY



DEFINING YOUR STORY

MAP YOUR MESSAGE SUBJECT SUBJECT Wildlife Encounters -This is an event where you get up close & Key point personal with wildlife. Supporting points -See one of the largest bison herds in the world, as well as the many other wildlife in + around the park. Facts/Stories/Stats -CSP boasts one of the most widely diverse wildlife ecosystems in existence from pronghorn, and bighorn sheep to wild turkeys. **Check off the** SUBJECT SUBJECT **Outdoor Adventure Bucketlist at the Basecamp for SD Exploration 60th Annual** -Action packed bucket list experience seeing cowboys -You can pack a lot of SD experiences into a trip roundup bison on horseback in Custer State Park. around the CSP Buffalo Roundup. **Custer State Park** -Not just a signature annual event, but so many -Great way to experience a 71,000 acre playground in Black Hills. **Buffalo Round Up** attractions within a 90 minute radius. -Something for all: hiking & biking, swimming, fishing, -Badlands, Windcave, Rapid City, Deadwood, jeep safaris, camping. Sturgis, Crazy Horse, Mount Rushmore and more.

Culture

- -Round up dives into history, heritage, tradition & melting pot of cultures.
- -Western and Native American entertainment and 150+ local businesses at the Arts Festival draw spectators from all over the world.
- -Meet the makers + rub shoulder with generational cowboys who consider the round up part of their family heritage.

SUBJECT

Conservation

- -Round up is a critical management tool for the holistic health and sustainability of Custer State Park.
- -Purposed to support herd health, population management to protect grasslands and conservation funding.
- -Veterinarians and biologists perform health checks, vaccinations, pregnancy checks; bison auction proceeds benefit the park.

PRESS FRIENDLY FORMAT

Press release.

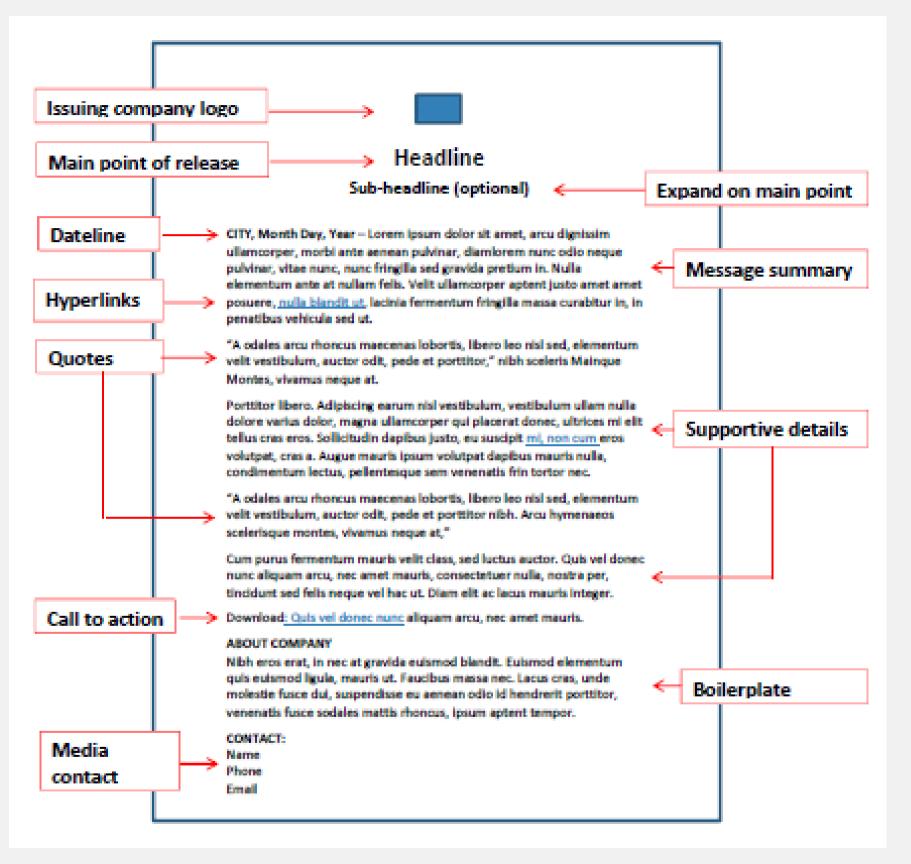
Newsletter (quarterly, monthly).

Pitch.

Invitation.

When it comes to relationship building + breaking the ice... possibly different.





BREAK THE ICE

SHOW GENUINE INTEREST WITHOUT ASKING FOR SOMETHING.

EXPRESS INTEREST IN THEIR WORK

I liked your recent article becuase

Your piece affected me this way

I went to this event, tried this dish, bought this item, visited this place becuase of your recommendation

Via Email, Social, Contact page, Snail Mail

MEDIA MAILER

Leave an impression, create an experience

No strings attached giving

Make it timely. Anniversary. Seasonality. Holidays.

Ask for their address, let them know to expect it

HOST A MEDIA EVENT, PARTY OR OPEN HOUSE

Invite media to get to know your team, experience, test products

Promotes face time, first hand experience

Invest without expectations

REQUEST A MEETING

Can I take you to a coffee, drinks?

Breakfast, lunch, dinner?

15-minute phone call?

What is relevant to your industry or world? i.e. the manicure meeting, a cycling class, entertainment or sports game tickets, get creative!



PARTICIPATE IN EDITORIAL AWARDS + LISTS



ATTEND NETWORKING EVENTS



INSTILL HOMETOWN PRIDE

Promote awards, accolades Merchandise national news

Media Mailer

WHAT EDITORS SAY.

"It's always lovely to get something that brightens my day, which can be something small and simple to a generous splurge."

"I really love originality and clever packaging."

"Simple is good—just the products, or something useful."

"Thoughtful, personalized gift boxes and/or practical gifts—Uber gift cards, Seamless gift cards, things of that nature. I love when we get to choose the gift that's going to come in the mailer."

"I once received a mailer containing personalized drawings of my two dogs and I literally cherish them! They're on display in my foyer."













EDITORIAL AWARDS, LISTS + SPECIAL ISSUES

PEOPLE YOU SHOULD KNOW

SIOUXFALLS.BUSINESS

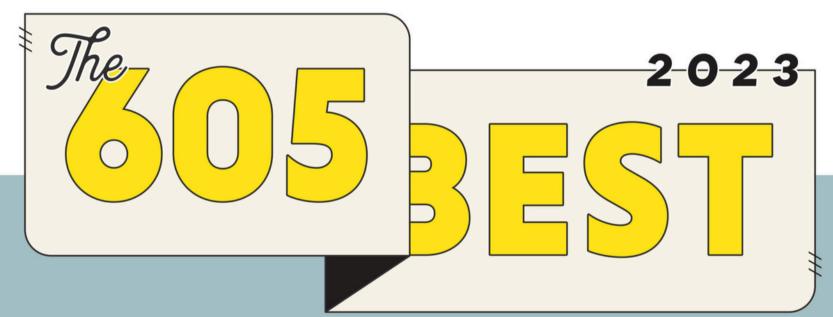
77 women nominated for SME Women of Excellence Awards



Diners' Choice: Best Overall restaurants in South Dakota



Looking for the best overall restaurants in South Dakota? You're in the right place. Each month, OpenTable analyzes nearly 2 million global diner reviews from the past four months. We sort the results by location and category to help you discover new favorite restaurants. It's a great partnership: you reserve, eat, and review. We listen...and deliver the results for all to benefit. Enjoy!













HOST A MEDIA EVENT

Make it experiential and engage all senses.

Consider cohosts to offset cost + create a holistic experience (F&B, music, gift bags)

Create a reason, i.e., anniversary or milestone, launch, theme or seasonal hook.

Develop a press kit (fact sheet, brochure, assets, bios) + know your talking points (map your message).

No strings attached.



INSTILL HOMETOWN PRIDE

Merchandise your accomplishments.



TRAVEL SOUTH DAKOTA TRIUMPHS AT INTERNATIONAL MARKETING AWARDS CELEBRATION

Travel South Dakota Is the Biggest Winner of the Evening, Garnering Two Platinum Awards, Including
One Coveted Best-of-Show

2/14/20

PIERRE, S.D. - Travel South Dakota was the most awarded entity of the evening at the Hospitality Sales and Marketing Association International (HSMAI) Adrian Awards celebration for travel marketing excellence on Feb. 13, 2024, in New York City, New York.

In addition to taking home five 2023 Adrian Awards as part of its prestigious international marketing competition, including two Platinum awards and the coveted Best of-Show recognition, Travel South Dakota's Katlyn Svendsen, Global Public Relations & Content Services Senior Director, was recognized within the Top 25 Extraordinary Minds for 2023 for her exceptional accomplishments.

Travel South Dakota's efforts were selected from more than 800 global entries submitted for 2023. The Adrian Awards recognize travel marketing organizations for innovative sales & marketing efforts in advertising, public relations, and digital marketing. Travel South Dakota, in partnership with Karsh Hagan and Lou Hammond Group, took home the following 2023 Adrian Awards:

Platinum and Best of Show: Travel South Dakota | South Dakota Celebrates the Corn I

When Tariq "The Corn Kid" gained global stardom across social media channels, the team at Travel South Dakota connected the dots quickly to convert the viral momentum into media results and actionable steps inspiring tourism to South Dakota. Through a variety of tactics, including securing an official proclamation from Governor Noem naming Tariq the state's "Corn-Bassador," the campaign generated 46.6 billion impressions, 2,329 earned media placements, more than 7 million views across social channels, and nearly \$70 million in media value. The gold award was fast-tracked to be honored with a Platinum and Best of Show distinction, which distinguishes the very best of the best campaigns.

Platinum President's Award: Travel South Dakota | "So Much South Dakota, So Little Time" Integrated Campaign (Business to Consumer)

With 180 million impressions to date, more than 2,700 flight bookings, 112,000+ hotel bookings, and more than \$28 million in hotel revenue, Travel South Dakota's "So Much South Dakota, So Little Time" campaign enhanced brand awareness and qualified traffic to TravelSouthDakota.com through behavior-based placement and strategic tactics designed to inspire mystery-starved travelers in their dream phase of vacation planning, ultimately influence bookings to South Dakota.

Top 25 Extraordinary Minds: Katlyn Svendsen, Travel South Dakota

Selected by a panel of top industry executives, the Top 25 Extraordinary Minds are high achievers who stand out through their creativity and innovation, cutting-edge campaigns, triumph in challenging situations, and efforts that resulted in dramatic gains. Since Svendsen joined the Travel South Dakota in 2011, her proactive approach to working with local, regional, national and international media has inspired travel to South Dakota and fueled wanderlust throughout the state. Her deep relationships with media friends over the course of her career, as well as the internal team she's developed, have kept South Dakota's tourism industry and its partners at the core of her work.

Silver President's Award: Travel South Dakota | "So Much South Dakota, So Little Time" Advertising (Connected TV/Streaming/Linear) South Dakota was positioned as a haven for laded, mystern-starved travelers with this campaign, "So Much South Dakota, So Little Time" earned 9.608.662

impressions, contributing to more than 29,000 hotel and flight bookings and fueling a larger integrated campaign that has generated more than \$28 million in hotel revenue.

Bronze: Travel South Dakota | "So Much South Dakota, So Little Time" Advertising (Print Collateral)

Celebrating South Dakota as an undiscovered and uncomplicated travel destination, print ads were designed to create a personal connection, inspiring the love for mystery and spontaneity during travel while daring audiences to take on a destination that lives outside of comfort zones. Ultimately, throughout the duration of the campaign, the ads helped bolster an integrated campaign that generated more than \$28 million in hotel revenue and surpassed a record-breaking 2019 for visitation and visitor spending. Placements reached more than 6.3 million potential visitors nationwide through publications like Outside Magazine and National Geographic.

Bronze: Travel South Dakota | "So Much South Dakota, So Little Time" Advertising (Brand Campaign)

Utilizing current data alongside "So Much South Dakota, So Little Time" integrated campaign elements like hand-drawn iconography and text, a media plan was executed involving TV & video, podcast & streaming audio, digital, social, and traditional targeting people to South Dakota who would stay longer, advocate for the state, and become repeat visitors.

"What an unbelievable evening. We are still basking in the glow of the ceremony. The Adrian Awards are the most prestigious marketing awards in the tourism industry. I am so incredibly happy for our team and our state. The team at Travel South Dakota, including all of our marketing agencies, are beyond passionate about South Dakota and work tirelessly to produce captivating marketing that catches consumers' attention and inspires visitation to The Mount Rushmore State," sall panes Hagen, Secretary of the South Dakota Department of Tourism. "Credively harnessing South Dakota's story while meaningfully engaging and expanding our priority audiences is something our team and partners take great pride in doing every day. It's humbling to see that work honored on an international level, Katlyn Svendsen has been such an integral part of our department's success for more than a decade, and we are thrilled to celebrate her achievements with the entire industry. We couldn't be more proud of her and grateful for the incredible talents she brings to the Travel South Dakota Feam."

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

Media Notes

For downloadable image assets representing the winning campaign, please click here. All can be credited to Travel South Dakota

About HSM

The Hospitality Sales & Marketing Association International (HSMAI) is committed to growing business for hotels and their partners and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as the Commercial Strategy Conference, Sales Leader Forum, and Adrian Awards. Founded in 1927, HSMAI is a membership organization comprising more than 5,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMAI at harmal.org.

CONTACT

From the "Corn Kid" to "So Much South Dakota, So Little Time" to Katlyn Svendsen's "Extraordinary Mind," Travel South Dakota has big wins at International Marketing Awards Celebration



















PRAIRIE BUSINESS

Travel South Dakota triumphs at international marketing awards celebration



Travel South Dakota wins international marketing competition award

INSTILL HOMETOWN PRIDE

Additional examples.

12 S.D. companies named to Inc. 5000 fastest-growing companies list



Aug. 14, 2024



Hy-Vee voted best grocery store in America by USA TODAY's 10Best



DAKOTA NEWSNOW

Sanaa Abourezk named finalist for **James Beard Award for best chef**



Sioux Falls Argus Leader

Published 2:27 p.m. CT March 29, 2023







Argus Leader.

Summerset restaurant wins award for best burger in South Dakota



The Pheasant Restaurant & Lounge brings home a James Beard **Foundation Award**

Kate Solberg of Visit Brookings

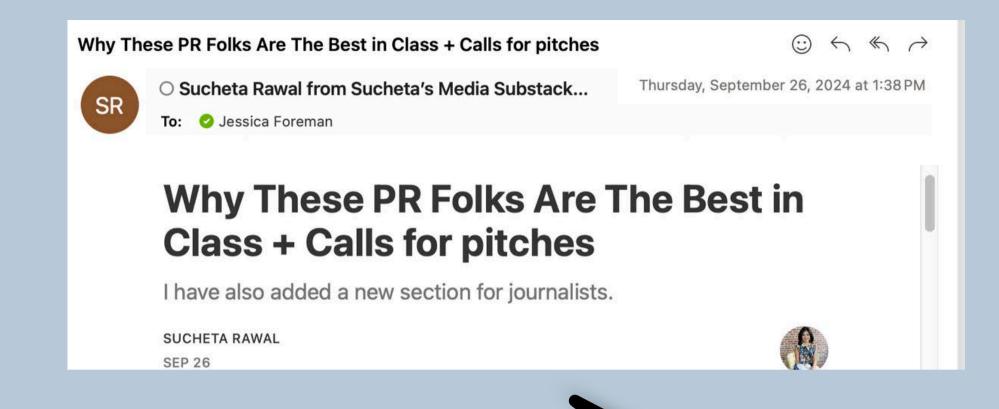
Published 4:02 a.m. CT June 13, 2024 | Updated 4:02 a.m. CT June 1



RELATION/HIP MAINTENANCE

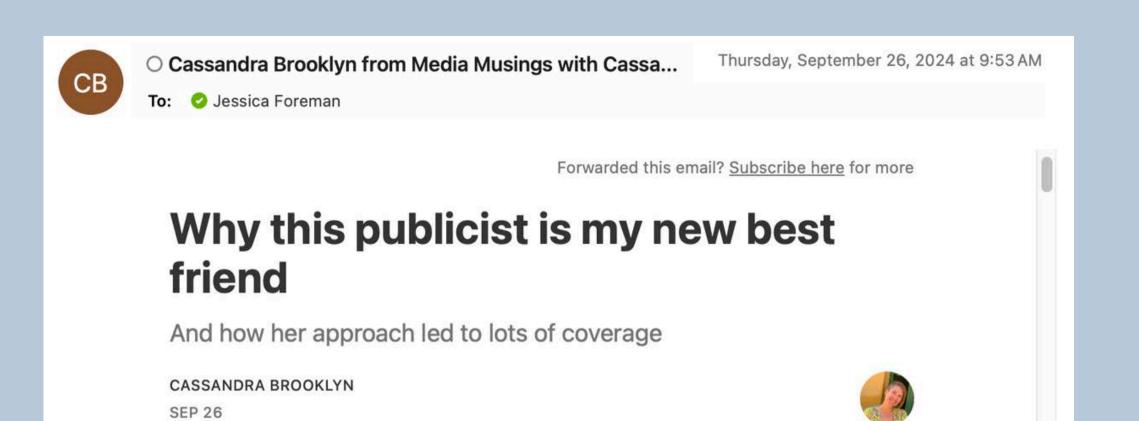
WHAT JOURNALISTS SAY.

"Appreciating. After a story is published, taking the time to send a thank you note, a shout out/tag on social media, or writing a testimonial on LinkedIn."



"Keeping up with the **relationship**." "Making Referrals.

Recommend the journalist with a story to an editor, to speak at a conference, or even to other colleagues."



RELATIONSHIP MAINTENANCE WHAT JOURNALISTS SAY.

"Connections, connections."

"Understanding my **specialties & interests**."

"Values my **time**."



RELATION/HIP MAINTENANCE

CHEAT SHEET.

Maintain your database. Celebrate promotions and new positions.

Read and engage with media stories and social channels.

Share <u>relevant</u> news from your company.

Reference previous work.

Add value.

Be an ambassador.







