



## **Marketing & Public Relations Assistance**

*(updated 6/30/18 - neh)*

### **Online – Website & Social Media:**

- **Visit Stillwater Website:** [VisitStillwaterOK.org](http://VisitStillwaterOK.org)
  - With over 20,000 views a month, our website and interactive online calendar are excellent resources to promote your event.
  - Please provide detailed information about your event including:
    - Event name
    - Event date(s)
    - Times (beginning and ending times)
    - Location
    - Contact name, phone number and email
    - Event website and/or Facebook address
    - Cost to attend
    - Lineup of Entertainment and/or details about the event
    - Associated image or logo
  - If complete event details are not available at the time your date is set, details can be added when they become available.
  - If you have questions about event uploading, contact:
    - Jinnie Potts, Director of Operations, [Jinnie@visitstillwater.org](mailto:Jinnie@visitstillwater.org)
- **Visit Stillwater Blogs:** [VisitStillwater.org/blog](http://VisitStillwater.org/blog)
  - With enough information provided (including photos, fliers, maps, etc.), we will write a blog feature about your event and how to attend or participate.
- **Visit Stillwater Facebook:** [facebook.com/VisitStillwater](https://facebook.com/VisitStillwater)
  - Facebook Status Updates promoting/mentioning your event within one month of event date.
  - Encouraged to post event information, updates, entertainment, changes, cancellations, etc. directly on Visit Stillwater Facebook page.
- **Visit Stillwater Twitter:** [twitter.com/visitstillwater](https://twitter.com/visitstillwater)
  - Tweets referencing your event and link for additional information about your event.
  - Retweet event information, updates, entertainment, changes, cancellations, etc. #VisitStillwater.
- **Visit Stillwater Instagram:** [instagram.com/visitstillwater](https://instagram.com/visitstillwater)
  - Share photos or videos representing your event @VisitStillwater.

### **Press Release Distribution:**

- Distribute accurately formatted press releases to local, regional, state and/or national media contacts.
- Contact Jessica Kincannon, Director of Marketing, at [Jessica@visitstillwater.org](mailto:Jessica@visitstillwater.org) for a press release template.

## **Television:**

- Visit Stillwater President/CEO co-hosts “The Morning Edition” on KWEM Tv-31 (Sudden Link Channel 3) live daily weekday mornings and coordinates guest appearances for each show:
  - Book your guest appearance at least 6-8 weeks in advance in order to guarantee availability.
  - Please provide guest name(s), topic, website address and phone number for TV monitor.
  - The show airs LIVE at 7:00am. Please arrive 10 minutes early.
  - Tv-31 Studio is located at 114 West 7<sup>th</sup> Avenue (Downtown Stillwater).
  - The show is divided into 4 segments:
    - Guests will most likely be on the middle 2 segments.
    - Each segment is approximately 5 minutes.
    - There is room on the set for 2 guests per segment (if you have 3 or 4 people, you can switch out at commercial break).
    - Wear what is appropriate for your topic - logo shirt, event T-shirt, suit & tie, costume, etc.
    - The interview is a very casual conversation and time will go by very quickly.
    - The show is rebroadcast again the same day at 8:00am, 12:30pm and 7:00pm.
    - The show airs in the Stillwater, Perkins, Cushing, and Drumright markets
    - Guests are booked on a first-come first-served basis.
    - Contact Cristy Morrison, President/CEO, at [Cristy@VisitStillwater.org](mailto:Cristy@VisitStillwater.org) for available days.

## **Radio:**

- The Radio Calendar Script\* exported directly from the Visit Stillwater website calendar. Therefore, the more detailed information included in your description, the better we are able to promote the specific details of your event.
  - **Monday:** Team Radio’s Triple Play Sports “Morning Scramble” from 7:35-8:00am concurrently on 105.1 FM, 1020 AM, and 1580 AM.
  - **Wednesday:** Stillwater Radio’s “Stillwater Magazine” 780 AM – 8:15-8:45am
  - **Thursday:** Team Radio’s Triple Play Sports “Morning Scramble” from 8:15-8:45am concurrently on 105.1 FM, 1020 AM, and 1580 AM
- Radio Calendar Scripts are left each week with radio personalities to refer to on air.

## **24/7 Visitor Information Center:**

- Post event fliers and posters in our 24/7 Visitor Information Center with over 100 travel brochures, magazines, fliers and event information – a first stop for many out of town visitors and Stillwater residents alike.
- Display event promotional publications such as brochures, rack cards, magazines and/or coupons in our 24/7 Visitor Information Center.
- Please see Melisa Davenport, Office Manager, who will place your posters and/or materials in the 24/7 Visitor Information Center for you.

## **Visitor Information Center Outdoor Banner Stands:**

- Display 3 x 8 event banners on a first-come, first-served basis.
- Contact Nicole Horn, Director of Sales, at [Nicole@VisitStillwater.org](mailto:Nicole@VisitStillwater.org) for banner placement availability.

For more information on event marketing consultation contact: Jessica Kincannon, Director of Marketing, 405-743-3697 or [Jessica@VisitStillwater.org](mailto:Jessica@VisitStillwater.org)