

**Public Relations
FY 2009 Marketing Plan**

OBJECTIVES

- Establish awareness of Mississippi's tourism product and increase media coverage of Mississippi's attractions in statewide and national publications.
- Develop relationships with national and international writers to further promote Mississippi through their media efforts.
- Develop profitable sharing relationships with instate CVB representatives and promotion of tourism products.

STRATEGY 1

- Establish a defined media program and editorial inventory.

ACTION PLANS

- Develop and maintain database of travel writers.
- Develop inventory of editorial content for use in submission to media outlets.
- Assist in the creation and development of press kit content for use in media efforts.
- Assist staff in respective program areas in the promotion of special events and efforts.

STRATEGY II

- Position program area as chief media source with CVBs throughout the state by developing and maintaining productive sharing relationship with each.

ACTION PLANS

- Meet regularly with CVB representatives to foster effective communication and establish State Tourism Public Relations presence.
- Conduct "grass-roots" meetings with CVB representatives to discuss media needs and changing tourism product in area.

- Assist CVBs with promotion of events, festivals, and other tourism-related activities through editorial and press release efforts.
- Provide on-going assistance to local communities in planning Media Tours for area.
- Pursue cooperative media tours with neighboring states of Louisiana, Tennessee, Alabama and Arkansas.

STRATEGY III

- To position Public Relations program area as primary and loyal contact of members of media in the development of story ideas and features for use in media efforts.

ACTION PLANS

- Establish membership in public relations and media associations with the dual purpose of fostering profitable relationships with PR counterparts and media and exchanging ideas and information for enhancement of media marketing.

Association Memberships:

SATW (Society of American Travel Writers)

PRAM (Public Relations Association of Mississippi)

PRSA-Travel&Tourism Section (Southern Public Relations Federation)

Travel South

STS-Southeastern Tourism Society

TIA-Travel Industry Association

- Frequently meet with travel writers upon arrival to Mississippi to discuss purpose of trip, establish relationship, and determine interest and goals in editorial content for Mississippi.
- Conduct two themed media tours per year.
- Attend association conferences and conventions for media program enhancement purposes:

Travel South Marketplace

SATW Central States Chapter meeting

SATW Annual Convention

PRAM/SPRF Conference