

Goals

- Drive increased awareness, appreciation and understanding of the vital role tourism plays in Idaho
- Secure media coverage that goes beyond urban markets into travel experiences in every corner of the state
- Build long-term, productive relationships with targeted freelancers and journalists across a broad spectrum of media channels
- Align with seasonal campaign themes and messaging
- Collaborate seamlessly with Idaho Commerce and Visit Idaho staff and marketing partners on telling the Idaho story

Priorities

- Identify targeted journalists and freelancers in key fly, drive and international markets and thematic coverage areas
- Increase sign-ups and engagement on stakeholder communication
- Drive media visits and coverage of Idaho's whitewater offerings, alongside The 3100 Documentary and Docuseries
- Build the reach and impact of Travel with Care activations
- Concept and launch The Power of Idaho Tourism
- Support brand refresh for Idaho Commerce and provide leadership trainings

Scope of Services

- Media Relations
 - Pitching: Seasonal development and news release support
 - Media outreach – identifying, vetting and pitching targeted media
 - Media mission – site-specific media engagement events outside Idaho
 - Media FAMs – managing media attendance at Idaho-based events
 - Media visits – developing and managing custom itineraries for media
- The 3100
 - Develop creative concepts for documentary premier
 - Manage documentary premier event
 - Develop media kit and news release
 - Identify, vet and pitch targeted media
 - Develop itineraries, conduct outreach, coordinate and secure media visits for Idaho whitewater trips
- Content Creation
 - Annual Travel Guide
 - The Inside Track media newsletter
 - Travel Pulse industry newsletter

- Travel with Care
 - Develop and manage annual activations to drive awareness, engagement and appreciation of responsible recreation and tourism pillars
- The Power of Tourism
 - Concept development and content creation for new industry portal
 - Roll-out and promotion of Phase 1
 - Concept development of Phase 2
- Historic Highway Markers
 - Partner engagement and coordination
 - Event concepting and management
 - Media relations launch plan
 - Media kit development
- International – content creation, itinerary development and tradeshow support
 - Great American West
 - Brand USA
 - Go West Summit
- Presentations, conferences and workshops
 - Quarterly ITC Meetings – attendance and presentations
 - Tourism Tours – attendance and regional presentations
 - ICORT – attendance, leading workshops, providing presentations
 - ESTO – attendance and networking
- PR Co-ops
 - Media relations best practices and foundational PR support for grantees
- Idaho Commerce
 - Develop agency crisis communication plan
 - Develop and moderate leadership retreat
 - Provide team Speaking with Strength trainings
 - Develop Message Matrix to supplement refreshed brand platform