

**SPREAD THE NEWS!**  
**PUBLICITY HELP FROM THE OKLAHOMA TOURISM AND RECREATION DEPARTMENT**

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**Tourism is Big Business in Oklahoma!**

As the marketing and promotions arm of the Oklahoma Tourism & Recreation Department, the Travel & Tourism Division's programs are designed to increase awareness of Oklahoma as a destination, while fostering understanding of the economic impact and importance of the state's travel and tourism industry. The division operates twelve Welcome Centers, oversees numerous public relations and information programs, runs the department's web site, [www.travelok.com](http://www.travelok.com), and coordinates the multi-million dollar "Oklahoma, Native America" advertising campaign, plus related cooperative advertising ventures.

Because tourism can be a vital economic development tool for rural and urban areas, the T&T Division is committed to providing assistance and maintaining productive partnerships with tourism organizations and businesses throughout the state. Following is a listing of various division programs and services—and the staff who coordinate them (telephone numbers and e-mail addresses are at the end of the bulletin)—available to tourism-related organizations, agencies, businesses and the public.

**Co-op Advertising Programs**

Travel and tourism-related organizations and businesses can optimize advertising dollars by taking part in the department's cooperative advertising programs. Program options include special inserts in publications like magazine, trade advertising, radio and television ads. All co-op ventures incorporate the state's "Oklahoma, Native America" theme for heightened cohesiveness and visibility. Questions are welcome. Contact: Lori Nelson, Director of Public Relations & Promotions.

**Press Releases/Feature Stories**

Staff writers regularly pursue news and feature stories about events and attractions in the state. Stories are distributed semi-monthly to state and national print and broadcast news media, state chambers of commerce, members of the legislature and other entities. Contact: Lori Nelson, Director of Public Relations & Promotions; Staci Hensley, Publications & Media Coordinator; or Kendra Fox, Public Relations Specialist.

**Press Tours**

Communities can show off their tourism assets to travel writers and other journalists by hosting these groups during media tours conducted by the division. Resulting news stories and magazine features can spread awareness of a community's tourism opportunities for years to come. Contact: Lori Nelson, Director of Public Relations & Promotions.

**Brochure Listings and Advertising**

Attractions and events may be listed free of charge in a variety of Oklahoma Tourism & Recreation Department publications, including comprehensive Oklahoma Travel Guide, Annual

Events Guide, Museums Guide, Lakes/Camping Guide, and other specialized brochures. Tourism brochures and booklets also offer an added bonus as excellent advertising vehicles for travel and tourism organizations. Reasonable rates and a specifically targeted readership promise results. Contact: Jim Buratti, T&T Division Assistant Director (advertising only); or Staci Hensley, Publications & Media Coordinator.

**Calendar of Events**

Up-to-date information about museum exhibitions, fairs, festivals and other events open to the public is available on the department's web site. This information is also distributed through a monthly calendar and comprehensive Annual Events Guide. Submission forms are available for those who wish to be included in the monthly calendar (mailed in camera-ready format to media outlets across the state). Deadline for submission of the annual event information is Aug. 31 each year. Contact: Sara Harper, Communications Coordinator.

**Multicultural Program**

This program emphasizes the development and promotion of Oklahoma's multicultural heritage. Staff work directly with interested communities and organizations to encourage tourism business development and the improvement/enhancement of historic town attractions, plus they assist these groups with marketing and promotion. Contact: Bryan Hotchkins, Multicultural Program Coordinator; or Patrick Redbird, Multicultural Program Coordinator.

**Traveler Response Information Program (TRIP)**

The TRIP program utilizes the latest in telecommunications to catalogue and chronicle customer inquiries. Specifically, this program incorporates the division's call center, fulfillment operations, database management and web site. Information from the database of more than 9,000 entries is available free to numerous industry members such as chambers of commerce, CVBs and regional tourism organizations through the department's Extranet partnership. Extranet partners are given access to event, attraction and lodging records for their local area to ensure that OTRD's web site displays timely and accurate information for statewide events and properties. This service is provided at no cost to the Extranet partner. Contact: Sara Harper, Database/Extranet Coordinator; or Deb Davis, TRIP Manager.

**Multicounty Tourism**

Matching funds appropriated by the state legislature are available to qualifying regional tourism promotion associations to encourage marketing efforts that coordinate with the state's plan. Contact: Keith Farris, Multicounty Coordinator.

**Bulk Brochure Orders**

Oklahoma highway maps and certain tourism department brochures are available in bulk quantities to all tourism-related

organizations. Though there is no charge, however non-profits are asked to pick up materials at the Oklahoma City distribution warehouse to save taxpayers freight and postage expenses. Quantities of many brochures may be limited and distributed at the division's discretion. For non-tourism entities, quantities are available for purchase; cost will include postage and freight charges. Contact: Jim Buratti, T&T Division Assistant Director; or Staci Hensley, Publications & Media Coordinator.

### **"Discover Oklahoma" Television Show**

Every weekend, television viewers around the state and beyond are treated to a half-hour program highlighting museums, events, restaurants and vacation spots in Oklahoma. Story ideas are welcome, and tourism businesses will find an excellent target audience for their advertising message. Contact: Jim Buratti, T&T Assistant Director; or Rick Buchanan, Public Information Officer.

### **Oklahoma Travel Minute Radio Public Service Announcements**

Events around the state are highlighted each week through 60-second taped radio messages. These "Travel Minute" tapes are professionally produced and delivered free to radio stations throughout Oklahoma. Contact: Jim Buratti, T&T Division Assistant Director; or Staci Hensley, Publications & Media Coordinator.

### **Welcome Centers**

Located at various points of entry to the state plus Oklahoma City, Tulsa and the State Capitol, Oklahoma's twelve Welcome Centers provide tourism materials and travel counseling to more than 1.3 million auto travelers every year. Businesses also may arrange to display their own promotional brochures at the centers. Contact: Jim Buratti, T&T Division Assistant Director.

### **Group Travel Development**

Talented group travel staff members are Oklahoma's link for direct sales and marketing to the domestic and international travel trade. Division staff members are ready to show communities ways to increase their share of tour bus and group travel business. Communities may also list their tourism attractions that can accommodate motorcoaches on the department's web site, [www.travelok.com](http://www.travelok.com). Contact: Freda Stone-Meacham, Travel Development Manager.

### **International Travel Development**

The Travel & Tourism Division participates in key international marketplaces to encourage international travel to Oklahoma. Travel development staff members are available to assist communities and tourism facilities with marketing and serving overseas travelers. Contact: Freda Stone-Meacham, Travel Development Manager.

### **Consumer Travel Development**

Consumers are reached through boat, sport and travel shows, and other consumer exhibitions in primary and secondary markets. Division staff help organizations incorporate travel shows into their marketing programs. Plus, staff maintain valuable contacts with the American Automobile Association and Canadian Automobile Association through direct mail, familiarization

tours and by telephone and Internet. Multicounty associations, chambers of commerce and other organizations can work with division staff to develop their own consumer marketing programs. Contact: Charlinda Walker, Consumer Travel Coordinator.

### **Web Site**

T&T's web site, [www.travelok.com](http://www.travelok.com), is the state's official site for Oklahoma travel and tourism information, featuring easy navigation for travelers and tourism industry members. Data on more than 9,000 Oklahoma museums, attractions, events, restaurants and lodging facilities is included on the site. Special pages are devoted exclusively to the media, group travel professionals and the tourism industry. Ongoing advertising opportunities are available. Contact: Deb Davis, Traveler Response Information Program (TRIP) Manager; or Craig Maturey, Webmaster.

### **How to Reach Us**

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