

## Media & Public Relations Team

Public and media relations are essential to maintaining a positive reputation. In order to uphold this positive image, the Media & Public Relations team focuses on telling the great stories of South Dakota to a variety of audiences, from domestic media to potential visitors, through traditional and digital public relations.



**Wanda Goodman**  
TEAM MANAGER

- \* Serves as the primary point of contact for news media inquiries
- \* Develops and implements public relations strategy and provides campaign messaging
- \* Coordinates the Office of Tourism's digital relations/social media efforts



**Joey Hockett**  
OUTDOOR MEDIA REPRESENTATIVE

- \* Promotes South Dakota as an outdoor vacation destination
- \* Organizes familiarization tours and individual writer hostings
- \* Coordinates public relations strategy for the Great Events campaign and shoulder season efforts

### TBD MEDIA RELATIONS REPRESENTATIVE

- \* Assists with overall public relations and digital relations efforts for the Office of Tourism, as well as department-wide projects
- \* Coordinates the multi-media press release co-op program
- \* Serves as a resource for South Dakota's film industry and promotes South Dakota as a filming location through marketing and public relations efforts

### Media Quotes

"I was almost disappointed in Mount Rushmore. Not in its magnificence, scale or sheer size, but in its shameless lack of tackiness. Unlike other heavily trafficked landmarks...the quartet of Presidents...was all rather elegant and restrained."

- Mark Ellwood, NY Post

"Touring across South Dakota last summer was a visual treat with endless sunshine bathing big sky grasslands."

- Barbara Taylor, Toronto Sun

"We have been coming to South Dakota for two years now for our archery antelope event and I have to say it is one of the highest success areas we have ever had for "The Sport of Filming Hunts." We will definitely be back!"

- Jeremy Leu, Co-Host & Marketing Manager, Campbell Outdoor Challenge

### Highlights

#### Multi-Media Press Release Co-op

In 2008, the Media & Public Relations Team worked with Lawrence & Schiller to develop a multi-media press release format. In 2009 the MPR team was able to offer the new format as a cooperative opportunity for the industry. Ten partners took advantage of the co-op which, overall, generated more than 80 articles and broadcast clips for the state and reached an audience of more than 500,000 in local and regional markets. In addition, these releases made their way into numerous Twitter, Facebook and blog posts.

#### Social Media Efforts

In April, 2009, the Media & Public Relations team began working on a social media campaign, which would eventually grow to include two Facebook accounts, three Twitter accounts, two blogs, a YouTube Channel and a page on Flickr. The campaign also includes social media monitoring, in which the team responds to blog posts and forums mentioning South Dakota Tourism.

#### 2009 FANS & FOLLOWERS

Twitter fans – 1,207  
Facebook followers – 2,308

#### FY09 DOMESTIC EARNED MEDIA

\$867,138.45

#### FY09 HOSTINGS

Film Industry – 11  
Domestic Press – 50

#### 2009 FILMING HIGHLIGHTS

- \* South Dakota Film Festival, Kevin Costner appearance
- \* Best of America by Horseback, RFD TV SEE America Mobile Travel Show, Sprint Exclusive Entertainment (SEE)
- \* How Earth Made Us - BBC London, Filmed at Capa
- \* America: The Story of US for the History Channel