

To: Secretary Richard Benda

From: Melissa Bump

Date: 08/07/09

RE: July 2009 - 2010 Summary

Accomplishing the 2010 Initiative will take the Office of Tourism, the visitor industry, and the State of South Dakota to a whole new level. Feedback and suggestions regarding this summary report are encouraged.

GOAL ONE: Double Visitor Spending from \$600 Million to \$1.2 Billion by 2010

| Tourism Office Funding Update: | June 2008 | June 2009 | % Change |
|--------------------------------|-------------------|-------------------|--------------|
| Deadwood Gaming Tax | \$ 292,215 | \$ 275,960 | -5.6% |
| Tourism Promotion Tax | \$ 359,969 | \$ 375,273 | 4.3% |
| Total Monthly Deposits | \$ 652,184 | \$ 651,233 | -0.1% |
| FY 2009 vs. 2010 | \$ 652,184 | \$ 651,233 | -0.1% |

1A. Change the way we market South Dakota.

- International journalists: Hosted Julie Carl and Jane Carl from the Winnipeg Free Press. Finalized arrangements for Thomas Jeier & Christian Heeb, Germany. They are writing two books, including The Wild West for Ueberreuter Publishing, and a book called American West by Motorhome for Stuertz Publications. They also plan an article for *America Journal*. Finalized arrangements for Jules Verne Reisereportagen & Fotografie, Germany, for Roland Marske and Rebecca Schmidt. They are writing and photographing South Dakota and the region for USA Der Western (Guide Book USA – The West plus Guide book USA – The East), articles for two newspapers in Germany, and a presentation to travel agents.

1C. . . . greater use of partnerships and cooperative efforts.

- Million Dollar Challenge: The Governor’s Tourism Advisory Board met in Chamberlain/Oacoma on July 10 and approved the following new projects: Aberdeen for Northeast South Dakota Celtic Faire and Games, September 19-20; Sioux Falls for a Group Tour Campaign; Rapid City for Black Hills Stock Show and Rodeo, January 29-February 7, 2010; Sioux Falls Sports Authority for 2010 Summit League Tournament, March 2010; and Mobridge for Future Oahe Fisherman Tournament, Summer 2010.
- MultiMedia Press Release Co-op: Redlin Art Center was sent July 14 and had an open rate of 36.38%, and the one on Deadwood was sent July 28 and had an open rate of 37.72% on the press release list and 24.53% on the custom list.

| Media and Public Relations | | |
|----------------------------|--------------|-------------|
| | Jun-09 | FYTD |
| Circulation | 1,021,713 | 23,937,996 |
| Earned | \$5,780 | \$867,138 |
| Online Marketing | | |
| Websites | Travelsd.com | Sdvisit.com |
| Visitors | 151,873 | 2,715 |
| 6/08 % Chng | 7.7% | -19.2% |
| FYTD | 1,244,293 | 30,902 |
| Time On Site | 2.0% | -9.0% |
| Pages/Visit | 12.9% | -13.2% |
| Email | Emails Sent | Emails Read |
| Jun-09 | 208,155 | 12.7% |
| FYTD | 2,600,162 | 10.9% |

| Office of Tourism Indicators | | | | | |
|------------------------------|--------------------|---------------|---------------|------------|------------|
| | | Jun-09 | Jun-08 | % Change | % FYTD |
| Tax | Tourism Tax | \$375,273 | \$359,969 | 4.3% | 4.3% |
| | Gaming Tax | \$275,960 | \$292,215 | -5.6% | -5.6% |
| Travel Activity | State Parks | na | na | na | |
| | Natl. Parks | 1,362,561 | 1,180,431 | 15.0% | |
| | Traffic Cnts | 232,294 | 225,127 | 3.2% | |
| | Gas Prices | \$2.60 | \$3.99 | -34.9% | |
| | Overnights | 504,243 | 507,249 | -0.6% | |
| | Occupancy | 74.1% | 74.8% | -1.0% | |
| | Avg Rates | \$82.18 | \$80.70 | 1.8% | |
| Inquiries | Total | 22,320 | 18,552 | 20% | 14% |
| | Online | 18,042 | 13,245 | 36% | 6.6% |
| | Mail | 2,771 | 4,293 | -35% | 38.0% |
| | Phone | 1,507 | 1,014 | 49% | -17.6% |

2010 Initiative

Please refer to the website at 2010initiative.com for updates.

Media & Public Relations

Interviewed applicants for the Outdoors Media Relations Representative position.

Fulfilled information requests from Rand McNally, See America by Sprint, Sidestreet.com, SD AAA magazine, resortsandlodges.com, Aberdeen American News, *Parents* magazine, Argus Leader, MyRagan.com, Time Warner radio, and several inquiries from MediaSD.com. Was interviewed by KELO-TV regarding tourism outlook (Inside KELO Land segment); "What's Cookin'" Time Warner radio show regarding general tourism in South Dakota – restaurants, attractions, etc.; Argus Leader regarding tourism outlook, hunting outlook, semi-trucks, and other peak marketing; and Rapid City Journal regarding tourism in the northern Hills. Pitched the Buffalo Roundup to USA Today as part of an "American Safari" piece they're thinking of doing.

Posted following press releases: To in-state media (posted to www.MediaSD.com and the State News Web): Community Involvement Important for Primal Quest: Badlands, Great Events Wanted, South Dakota Images Hit the Road, Tourism Conference 2010: Save the Date!, New Million Dollar Challenge Partners Announced, and Rooster Rush is Coming. Multimedia press releases: A FREE Summer Concert Celebration Like No Other for the Redlin Art Center and Historic Deadwood Celebrates 20 Years of Gaming. Marks of History releases: The Mother City of Dakota Czechs, Pigtail Bridges, Ingalls Family Homestead, Here lies Pagani Apapi – Struck by the Ree, and Deadwood as a National Historic Site. Posted 19 industry releases to MediaSD.com.

Multimedia Press Release (MMPR) Co-op Program: The one on the Redlin Art Center was sent July 14 and had an open rate of 36.38%, and the one on Deadwood was sent July 28 and had an open rate of 37.72% on the press release list and 24.53% on the custom list.

For social media, reviewed 33 blog posts and responded to 12 of them; chose pictures from Tourism's database to upload to Flickr; Twitter account – made daily updates/posts and responded to several, had 689 followers as of July 27 – an increase of 173 new followers. To date, we have over 1,585 FaceBook fans. Tourism also has SDoutdoors and TravelSD.com blogs, makes posts to YouTube, and monitors external posts about South Dakota.

Hosted Julie Carl and Jane Carl from the Winnipeg Free Press across the state. They posted and sent a link to their article on Winnipeg Free Press's website for July 25 – part one included three separate articles in the same edition of the paper. Part two of their series will be printed the first part of August.

Hosted Carmel Mooney, radio host for KJAY-AM in Sacramento, regular writer for more than five travel websites, and field editor for *Country* magazine. She traveled across the state with stops in De Smet, Pierre, Badlands National Park, Wall, Rapid City, Mount Rushmore National Memorial, and Keystone.

Industry Relations

Sent e-FYI July newsletter to 1,331 list members via Listrak.com and to 2,624 on Tourism's visitor industry database. Topics included Director's Report, Digital Revolution Industry Meetings, Great Service Star Deadline Moved Up, Wanted: Great Events Applications for 2010, 2010 Governor's Conference on Tourism, Important Reminders, and What Our Visitors Are Saying.

Mailed Save the Date postcards for the 2010 Governor's Conference on Tourism, January 20-21, in Pierre to Tourism's visitor industry database.

Met with Bernie Stars, Wakpa Sica Reconciliation Place in Fort Pierre, to discuss Office of Tourism programs, including Great Events and Calendar of Events.

Conducted an Ask South Dakota Tourism meeting and gave presentations on the Digital Revolution

co-op and Rooster Rush campaign at the Glacial Lakes & Prairies board meeting in Milbank.

Reviewed five new Million Dollar Challenge applications and an addendum to an application for a previously approved project for presentation to the Tourism Board. Notified applicants.

Mailed information and application form to visitor industry for the Great Events campaign.

Trade Sales Group Tour/International

Fulfilled requests for Vacation Guides to AAA/CAA Offices in Connecticut, Illinois, Indiana, Minnesota, Nebraska, Ohio, Pennsylvania, Tennessee, Texas, and Wisconsin, plus Manitoba, Canada.

Sent requested information to Time Lines LLC, Oklahoma; Mid America Tours, Illinois; Fellowship Baptist Church, Georgia; and H.M. Briggs Library, South Dakota.

Sent proof copies to the 18 partners for the Group Tour Co-op, a four-page, four-color ad featuring South Dakota's National Tour Association and American Bus Association (NTA/ABA) members. Will place ad in the October issue of *Courier* magazine (circ. 6,000), annual convention issue; November/December issues of *Destination Magazine* (circ. 6,000), *Bank Travel Management* (circ. 6,000), and *Packaged Travel Insider* (circ. 10,000); and January issue of *Group Tour* magazine (circ. 16,530). Will print an overrun of 4,500 pieces to mail to Tourism's database of domestic tour operators.

Sent NTA Postcard to 900 tour operators on Tourism's database to let them know who from South Dakota is attending the annual convention in Nevada. The postcard arrived by the time the online appointment request session opened.

Designed and placed ½ page ad in Canadian issue of *Discover America*. Sent co-op opportunity to CVBs and Chambers of Commerce; Rapid City took a ¼ page ad.

Contacted Ridley Ranch regarding United Kingdom tour operator request.

Sent news releases and list of top attractions to Stefanie Gorder, National Networker, for their August edition. Met her at the Travel Alliance Partners (TAP) Dance tour operator show in Rapid City in June.

Contacted CVBs and Chambers of Commerce, asking them to send their rates to America 4 You, an inbound tour operator who requested 2011 rates so they can publish their tariff. This information was also sent to for Rocky Mountain International (RMI) Roundup and Pow Wow participants for follow up with rates.

Contacted Chambers of Commerce, CVBs, and attractions to make arrangements RMI MegaFam, October 7-12, for a group of up to 50 tour operators and RMI representatives from Germany, France, Italy, The Netherlands, and the United Kingdom. They will be traveling by motorcoach to Sturgis, Deadwood, Mount Rushmore National Memorial, Crazy Horse Memorial, Custer State Park, Hot Springs, Badlands National Park, Wall, and Rapid City.

Worked with overseas RMI offices to finalize lists of journalists to be invited from each country for the Buffalo Roundup; sent Save the Date cards to 43 international journalists and domestic inbound tour operators. Coordinated hosting with RMI, Denver, and Minneapolis of Italian journalist Garufi for the Buffalo Roundup.

Worked on itinerary arrangements for Poul Husted and Lottie Malmgren, a husband/wife journalist team from Denmark, for a press trip in September across South Dakota. Stops will include De Smet, Badlands National Park, Cedar Pass Lodge, Mount Rushmore National Memorial, Crazy Horse Memorial, Custer State Park, and Deadwood for articles for the travel section of Politiken (the Danish version of the New York Times with circulations of 110,000 daily and 150,000 for the Sunday edition).

Made arrangements for Claire David-Tartane, France, for August to film in the Black Hills for documentaries; sent information to Claire at Bleu Claire Productions. Arranged rooms for Adolf Lanz of Canadian Travel Partners for his fam.

Finalized arrangements for Thomas Jeier & Christian Heeb, Germany. They are writing two books, including *The Wild West* for Ueberreuter Publishing and a book called *American West* by Motorhome for Stuertz Publications. Circulation for both books is estimated to be 20,000. They are also writing an article for *America Journal* (circ. 40,000) called *Wild West*, and they plan to sell articles and photos to other publications.

Finalized arrangements for Jules Verne Reisereportagen & Fotografie, Germany, for Roland Marske and Rebecca Schmidt, July 30-August 4, 2009, in South Dakota. They are writing and photographing South Dakota and the region for USA Der Western (Guide Book USA – The West plus Guide book USA – The East). They are writing articles for Hannoversche Allgemeine Zeitung (newspaper – circ. 300,000) and Tagesspiegel Berlin or Minderner Tageblatt (regional German newspapers – circ. 120,000). They are also working on a 90-minute Multi Visions presentation for travel agent trainings.

Continued working on the FY2009 international press clips report.

Film Office

Fulfilled 18 requests for information and two for the Production Guide.

For FilmSD.com, sent the second issue of the Film Office E-Newsletter via Listrak on July 1 to 102 subscribers. Began working on site modifications, including revising/adding header photos and adjusting navigation.

Discussed locations for nine different western film sets with the director/producer of a feature film. Staff traveled to 1880 Town to shoot photos and emailed them to him, hoping he will scout in person.

Worked with producers of Best of America by Horseback show for an event in South Dakota on August 5 in Belle Fourche. Lt. Gov. Dennis Daugaard plans to welcome the cast, crew, and guests. Invited the following media to attend the public welcome: Black Hills Pioneer Press, Rapid City Journal, KEVN FOX News, Butte County Post, South Dakota Public Broadcasting, KBFS radio station, and radio personality Jim Thompson from Spearfish. A group of about 50 riders from 24 different states started out/joined a nearly 2,000-mile horseback trip from the Mexican border to the Canadian border, planning to end in Saskatchewan, Canada, on September 5. They plan to produce at least 13 television shows from this extensive trail ride; cast and crew want South Dakota to be the highlight of the series.

Assisted with a casting call from Laura Rosenthal Casting for a feature film called “Meek’s Cutoff.” About 20 people showed up for the call. Agency was looking for a Native American male for the role; however, it will not be filmed in South Dakota.

Worked with SEE America – Sprint Entertainment Network Sprint. The network is producing segments for their Mobile Travel Show (the first of its kind), which will be highlighting South Dakota and feature the Sturgis Motorcycle Rally. Host is Kerri Kasem (radio host Casey Kasem’s daughter). Other locations include Sylvan Rocks Climbing School with Daryl Stisser, private helicopter ride over Crazy Horse Memorial, Mount Rushmore National Memorial, and Sturgis. Also contacted Duane Lammers at the 777 Buffalo Ranch.

Working on other film projects: Hayden Hoiser filming at the Temporary Insanity Bar in Sturgis; Chuck Stream, DVD on TV, with the FX Network plans to film at Sturgis, Mount Rushmore National Memorial, Crazy Horse, and Deadwood; Alystar McKenneh has written a screenplay called “The Road to Sturgis” and would like to film in Sturgis and near a small town similar to Gettysburg.

Worked with History Channel – Life After People on locations of ghost towns and abandoned farms; they really liked Capa; project is pending. Request came from Association of Film Commissioners International.

Social media Twitter account for the film office has 85 followers to date; posted information on fishing over the Fourth of July and horseback riding on South Dakota Outdoors.

Have seen an increased interest in filming at the state parks and recreation areas throughout the past year; may need to coordinate a streamlined permitting process with the Parks Division of the Department of Game, Fish & Parks

Drafted plan to promote the premier on July 29 of the DVD for the Primal Quest (PQ) Race in Montana last year. Sent press release inviting South Dakotans to participate in the PQ kick-off activities on August 14 and others during the race; 14 different countries will be represented with race teams. Media exposure has included Minneapolis Star Tribune, Sports Events magazine, KMTR TV in Oregon, Carson Walker pitched information to the national AP sports wire, *Bare Essentials* magazine, and Australia and Ireland markets have been generating great exposure. Plan to host Ron Bennet, photographer and outdoors adventure writer from the Minneapolis Star Tribune.

Information Centers

Car count at the Information Centers for July was up from 2008 by 1.7%; car count for Canadian visitors was down 20.2% over the same time period; and car count for all other international visitors was down 13.5%. Of the 128 motorcoaches/buses that stopped at the Information Centers, 21 were international.

For July, use of Travel CD's at the Information Centers was down 8.5%.

Hospitality

Issued 74 Governor's Certificates for Outstanding Hospitality and four gold seals to those earning a second recognition.

Visited with a state recreation area supervisor about ways to involve all state parks and recreation areas in the Great Service Star program; will follow up with staff in the Department of Game, Fish & Parks.

Will mail application forms for use of the Great Service Star in advertising to visitor industry in August. Updated information on SDVisit.

Assisted Mobridge Tribune editor in preparing for a customer service training workshop he plans to conduct in Gettysburg. Sent materials and gave him information about the online hospitality training.

Current numbers for the Online Customer Service Training show 1,244 registered with 1,044 completed, and 76 managers have registered.

Emailed weekly customer service tips to all CVBs and Chambers of Commerce.

Reviewed negative comments on trip advisor of a Great Service Star recipient.

Photo/Video

Completed the following on Tourism's photo hit list: 1880 Town; Paradise Valley Trail Rides, Nemo; gaming at Four Aces and downtown Deadwood; Spearfish Canyon, Spearfish Festival in the Park, Black Hills Corvette Classic, Black Hills State University campus, Spearfish; Twin Cities Powwow, Fort Pierre; River City Racin', Chamberlain/Oacoma; and Black Hills Roundup rodeo and concert, Belle Fourche.

Entered several photos into Reel Scout database.

Fulfilled requests for photos/slides to Yankton CVB, *South Dakota* magazine, Yankton; Lawrence & Schiller, Sioux Falls; South Dakota Telecommunications Association, Department of Game, Fish and Parks, South Dakota Pharmacists Association, Pierre; AmericInn, Fort Pierre; Rapid City CVB, Black Hills, Badlands & Lakes, Rapid City; Paul Nelson Farms, Gettysburg; Black Hills State University, Spearfish; *True West* magazine, California; AAA, Nebraska; Essentially America, Arizona; Encyclopedia Britannica, Illinois; Rocky Mountain International (RMI), Italy; and WELSSON Child Counseling, South Korea.

Fulfilled requests for video dubs and loans: Sent additional footage to Race Day Films for use in promotion of Primal Quest. Sent stock footage to Gavin Wigg in Sioux Falls for promotions he is doing. Sent stock footage to GoTV Networks in Sherman Oaks, California, to support a show they are shooting and producing this summer.

Set up and oversaw production of shoots for new film footage. Set up aerial shoots of Crazy Horse Memorial, Spearfish Canyon, and boating on Pactola Lake; and still shoot of family with a ranger at Mount Rushmore National Memorial.

Shot the following locations and events: Custer State Park activities – gold panning, chuck wagon supper, and camping; Custer State Park wildlife – buffalo, prairie dogs, antelope, elk, and burros; De Smet – Laura Ingalls Wilder houses, pageant, and Ingalls Homestead activities; Chamberlain and Oacoma – River City Racin' event; and Mount Rushmore fireworks.

Ran camera for the media satellite feed of the Mount Rushmore fireworks, worked with media team to send satellite coordinates to the media, ran camera for the big screens used for the day's entertainment, worked with South Dakota Public Broadcasting to provide a streaming video feed of the event, and worked with KEVN to run camera and broadcast event.

Finalized name and date of a new event: Black Hills Photo Shootout, September 17 and 18, 2010. Created logo for event; will work on committee membership, develop a plan to gather interest and events from the Black Hills visitor industry, and develop a timeline; and discussed media ideas – social and possibly smaller ads in *Outdoor Photographer* and *National Geographic Traveler*.

Updated the YouTube channel using their new graphics and look.

Travel Market Advertising

Finalized and shipped the following ads: *Aberdeen Co-op Peak Season 2009* – newspaper ads in Bismarck and Fargo. *Tourism Shoulder Season 2009: Giant Step* – hunting ad for August issue of *Field & Stream* on sale July 21 and Roughlock Falls ad for September issue of *Budget Travel* on sale August 18; and Great Getaways newspaper insert. *Custer State Park Co-op Shoulder 2009* – ad for *USA Weekend* magazine; August/September issue of *Sioux Falls Woman* magazine on sale August 3; and *AAA EnCompass*, *AAA Via Mountain*, *AAA Living*, and *AAA Home & Away*. Developed TV spots (six donuts) and Rooster Rush logo for campaign materials and TV scripts for shoulder.

Sent the August issue of *Travelsmart* in July to 255,018 subscribers. Topics included Celebrate the Dog Days of Summer on the Missouri River, Wine and Dine in South Dakota, Get your Motor Running, and Custer State Park.

Continued forwarding leads from /Aberdeen and those from /HuntAberdeen websites to director of the Aberdeen CVB. Through July 27, there were 72 requests for Aberdeen guides and 161 requests for Aberdeen hunting guide.

Designed a four-page handout for use at safety stops and to welcome visitors to the state in partnership with the Highway Patrol. Handout covers the four tourism regions with a sampling of annual events and contact information including the mobile Web site address.

For Rooster Rush shoulder season hunting campaign, worked on starter toolkit for industry (sample press release, information from Game, Fish & Parks, media relations plan, social media tools, ad template, suggestions of activities a community could host, artwork/logo for promotional materials, and giveaways); promotional funding assistance; details of a hunting package giveaway with Chad Greenway, Minnesota Vikings player and South Dakota native; and a community award. Contacted Eagle Sales beverage distributor in Chamberlain; they are on board to include the logo on their fall hunting promotional materials. Jerome Beverage in Pierre is on board to promote it as well. Both contacts are forwarding the logo to their peers in South Dakota.

Mailed information to the visitor industry about meetings, August 11-13, for briefings and sign-up opportunities for the Digital Revolution cooperative program announced by Governor Rounds at the 2009 Governor's Conference on Tourism. Other related projects include Navigation Testing, CRM research and process flows, online payment and registration, and Requirements and Standards list.

Publications

Updated descriptions of publications on SDVisit.com.

Made updates for a reprint of the Lewis and Clark Trail publication.

Continued to work on tribal write-ups for updates to the Native American guide. Forwarded write-ups to tribal representatives for approvals/changes and made changes per feedback.

Posted PDF of Tribal Tourism brochure.

World Wide Web/E-Commerce

On TravelSD.com, Visitor Services Directory has 4,845 entries, and 106 vacation packages are listed for 18 cities/locations. Registered 21 hot deals for July. From July 1-27, 21 e-postcards were sent by consumers. The Travel Community site has 500 active photos, nine videos, and 22 diary entries. The Sportsmen Community has 55 photos, two videos, and one diary entry that are active. Have received 77 submissions for the new Calendar of Events listings. Contacted Visitor Services Directory listings on Travelsd.com and updated the complete directory.

For SDVisit, updated the three Great Events Web pages; revised the PDF of the application form for 2010 Great Events campaign. Completed updates to the Great Service Star application form. Added the logo for Digital Revolution, dates of Industry Information Meetings in August, page under Co-op Programs. Added graphics for the 2010 Governor's Conference on Tourism, noted that the conference registration form would be available in November, and updated the sponsorship page and added a downloadable PDF of the mailer. Added logo and ad template pages in support of Rooster Rush. Updated the deadline for the next round of Million Dollar Challenge applications to September 3.

Research

Launched the publications survey in SurveyMonkey.com. Developed a second page on TravelSD.com to match the URL on the publications survey postcard. Have received 1,800 completed surveys; the majority of the responses were on the usability of the Vacation Guide. Will continue to monitor responses for niche publications to determine reprinting.

Encoded 1,380 Intercept Survey questionnaires returned by travelers who picked them up at Interstate Information Centers in July; plan to complete encoding the rest of the surveys by early August. Questions included final destination, number in travel party, vacation days, spending per day, and satisfaction with their South Dakota visit.

The response to the Mount Rushmore Independence Day Celebration survey was limited due to issues with the promotion of the survey at the event and weather conditions during the celebration. Provided the winner's name to the Mount Rushmore National Memorial Society for follow-up. Analysis of the data will be completed in August.

Notified RUF research company that we will not be renewing their contract for Navigator/Reservations, due to cost, development issues, and lack of service. Team is researching other vendors.

Logo Usage

Sent chosen designs of South Dakota license plates to Mike Holmes at Pheasantland Industries to get samples made; met with Deb Hillmer to choose designs to send to 3M for metal mock-ups. Sent logo to Kristie Hemiller at Glacial Lakes & Prairies Tourism Association and to Georgia Smith in Aberdeen for a Million Dollar Challenge project. Forwarded Hunt logo to Secretary of State's Office to renew trademark.

Governor's Buffalo Roundup and Governor's Invitational Pheasant Hunt

Committees continued to work on aspects of both events – invitations, meals, décor, guest lists, and logistics; plus fairs for domestic and international journalists.

Great Events for 2009

Outdoor Expo, Huron – June 13-14: Event organizers reported a 13% increase in attendance over 2008 at 4,520 for 2009 and 4,000 for 2008. Visitors were mostly from North Dakota, Minnesota, Iowa, Nebraska, and South Dakota; they also visited with people from California and Asia. Media that covered the event included KSFY, Mitchell Daily Republic, Aberdeen American News, KDLT, Huron Daily Plainsman, and Dakota Outdoors. Activities most commented upon included kayaking, the bat program, and number of hands-on activities; and that the event was free.

Redlin Art Center's Annual Summer Celebration, Watertown – August 8-9: Placed final newspaper ads.

South Dakota Walleye Classic, Akaska – August 10-15: Sent ad files to the Bismarck Tribune, Aberdeen American News, and the Capitol Journal/Daily Reminder for both newspaper and online ads.

South Dakota Festival of Books, Deadwood – September 25-27: Completed marketing plan. Created and placed a full-color ad in *Nebraska Life*. Will send ads to the Dickinson Press (and online), Argus Leader, and GilletteNewsRecord.com. Wrote radio spot and sent to Radio Garage to produce a 30: spot.

Media One FunSki, Sioux Falls – January 2010: Will meet with committee when they begin planning for the 2010 event.