

Marketing
Your Byway,
Volume II

Delivering Your Message

An Introduction
to Marketing
Tactics for
America's Byways®

come **CLOSER**
to America

The logo for America's Byways, featuring a stylized American flag with a white star on a blue field and a red field with white stripes, positioned above the text "AMERICA'S BYWAYS®".

Recognition by the U.S. Secretary of Transportation as a National Scenic Byway or All-American Road defines your byway as one of America's most distinctive driving routes.

Designation acknowledges your organization's commitment to protect, preserve, and promote your byway resources.

Designation also provides you with the opportunity to leverage the collective strength of the America's Byways® brand and asks you to contribute to it—and you can easily do both at the same time!

Include the America's Byways logo and mention that your byway is part of the America's Byways collection in all of your communications (print, online, broadcast, press releases, interviews, etc.), upholding the brand's core values.

Marketing Your Byway, Volume II

Delivering Your Message

An Introduction to Marketing
Tactics for America's Byways®

Purpose

- Understand brand stewardship and its importance to the collection and to an individual byway.
- Learn useful information about planning, developing, and implementing strategic tactics.
- Explore how to integrate the brand in local byway marketing messages.

Note: No single document can explain or guide you through marketing. Use this basic introduction as a catalyst for further study, including reading books about general marketing and destination marketing, attending conferences, or reviewing online sources and noting how other byways have approached their marketing. No “magic bullet” completes your marketing and you are never done—you always have opportunities to share your byway’s story with audiences waiting to hear it.

Contents

- 4** BRAND STEWARDSHIP
 - The America’s Byways Brand
 - Know the Brand Standards
 - Connect with the Brand
 - Become a Brand Champion
- 6** COMMUNICATION PLAN DEVELOPMENT
 - Align with the Marketing Plan
 - A Typical Communication Plan
- 8** IDENTIFYING TACTICS
 - So Many Possibilities!
 - What Can You Afford?
 - Cost Per Mille (CPM) Comparisons
 - Create a Tactics Table
- 12** IMPLEMENTING THE TACTICS
 - Creative Message Development
 - Examples of Collateral Materials and Advertising
 - Define a Media Plan
- 14** PUBLIC RELATIONS
 - Creating Press Releases
 - The “Free” Publicity
 - Develop and Maintain Your Mailing List
 - Track Your Success
- 17** BUILD YOUR IMAGE LIBRARY
 - Acquire High-Quality Photographs
 - Assemble a B-Roll Library
 - Assign Public Relations Responsibilities
- 19** SUMMARY
 - Plan Ahead and You’ll Plan for the Unknown
 - Share Your Plan



Brand Stewardship

The America's Byways Brand

The America's Byways® brand identifies the collection of 150 distinct routes designated by the U.S. Secretary of Transportation as National Scenic Byways or All-American Roads, recognizing them as some of the nation's most significant drives.

Branding this unique collection allows your byway to tap into the strength of national scope, credibility, and memorable brand elements. Target audiences can recognize the combination of logo, theme and tagline ("Come closer"), colors, typography, and imagery as a stamp of credibility and authenticity.

Travelers can choose many different routes to arrive at the same point; knowing that a route has been vetted and federally designated can influence their itinerary choices. The brand works to invite travelers for an up-close and personal American experience that your byway provides.

Know the Brand Standards

Brand stewardship requires that you spend a few minutes to become familiar with the brand application requirements. The *America's Byways Graphics Standards Manual* at <http://www.bywaysonline.org/program/marketing/manual/> provides explanations for using the logo and other brand components.

Make sure that your byway complies with the brand standards. Importantly, correct any inconsistencies!

Brand stewardship also means ensuring that your byway experience upholds the brand promise.

The America's Byways brand promises to deliver a memorable, authentically American driving experience—a kind of journey found only on these designated routes.

Your byway lives up to the brand when you maintain or improve upon the visitor experience you described in your designation nomination and your corridor management plan. Stay true to your vision and mission, and you will echo the America's Byways brand.

Connect with the Brand

You worked hard to earn your national designation. One of the many benefits of designation is the opportunity to include the America's Byways brand logo on your byway marketing materials. Use the logo! It's a simple way to visually connect your byway to the national collection and leverage the brand's recognition. You'll find details about colors, placement, and other application notes, as well as downloads at <http://www.bywaysonline.org/program/marketing/>.

In addition, the invitational "Come closer" theme/tagline and its graphic representation, called a lockup, can connect your byway to the national brand. The lockup melds the theme with the logo and either a general message ("Come Closer to America") or a location-based message that often connects to an intrinsic quality ("Come Closer to history"). Again, use the specified colors and follow the guidelines posted at <http://www.bywaysonline.org/program/marketing/>.

Similarly, affiliation text—wording that ties your individual byway to the national brand—should be inserted into your press releases, brochures, and other marketing materials. Your leadership can practice it as an "elevator speech," or what you would want to say about your byway to the uninitiated if you only had a few seconds to do so. Verbally connect your byway to the brand in the same way every time you use it—in press releases, on your website, on brochures. Consistency builds recognition.



Become a Brand Champion

Brand champions understand that the brand benefits each byway—and an individual byway organization's actions can benefit the brand.

As you develop and implement your communication plan, check that you have connected with the brand at every possible touch-point—advertisements, brochures, maps, visitor center staff, wayshowing signage, online itineraries, website, Facebook page or other social media venues, etc. Use the America's Byways logo and link to your byway's page at Byways.org whenever possible.

Other opportunities for leveraging the brand while building its awareness include asking partners, stakeholder organizations, and local media to include the America's Byways logo and your affiliation text in any articles about your byway.

By supporting the mutually beneficial brand relationship and encouraging proper brand usage at the individual byway level, brand champions help ensure the continued strength of the brand.

Affiliation Text

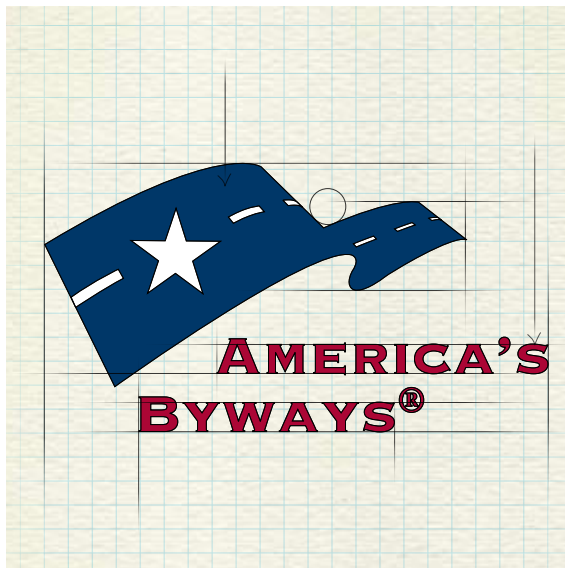
<Your byway> is part of the America's Byways® collection of 150 nationally designated routes.

Or you can elaborate a bit:

<Your byway> is part of America's Byways®, a collection of 150 distinctive routes designated by the U.S. Secretary of Transportation.

Communication Plan Development

Keep your marketing plan handy for reference as you develop your communication plan. The strategic direction established in your marketing plan helps you choose appropriate communication tactics and tailor your messages to effectively reach your target audiences.



Align with the Marketing Plan

The communication plan translates your marketing plan into action items. It identifies the best media or methods for delivering the messages to the target audiences in alignment with your overall goals, based on your research and analysis. A communication plan also allocates budgets and sets schedules, and details the expectations for production and implementation.

To begin, review your byway's marketing plan for the overall goals, objectives, and strategies. Note target audiences and any suggestions for media indicated in the plan. Knowing your marketing plan and understanding its rationale helps you critically evaluate the value or benefit of the many media outlets and various promotional opportunities you encounter.

The next sections provide more details about developing and implementing your communication plan.

HIGHLIGHTS OF A TYPICAL COMMUNICATION PLAN

TITLE PAGE AND TABLE OF CONTENTS

Include the most recent date, version, and author(s).

GOALS AND ACTIONS

State each goal and its related objectives from the marketing plan in a table or spreadsheet. List the actions or tactics that will help you achieve the objectives. Provide as many details as possible. Note your state's procurement procedures in selecting vendors; after the vendor has been identified, add the contact information, due dates, data for expected audience exposure, and costs.

PRINTING AND/OR MEDIA PLAN

Determine which communications outlets are most appropriate and consistent with the marketing research and strategy identified in your marketing plan. Create a spreadsheet or table with each media outlet or printing project and respective implementation dates.

CREATIVE DEVELOPMENT AND PRODUCTION

Explain your process for developing and executing the combined written and visual elements of your website, advertisements, and/or collateral materials. Note the core messages, campaign components, and responsible parties or request-for-proposal process.

PUBLIC RELATIONS

List opportunities for press releases, such as new designations, awards, or seasonal tours. Include mailing deadlines and a template for your press release with a standard paragraph using America's Byways affiliation text. Separately, maintain a file of media contacts.

EVENTS

Identify byway-related events as well as partner or stakeholder events planned for the year along the byway. Summarize them in an Event Calendar; note the planning process and required materials for events your byway is hosting.

COOPERATIVE MARKETING AND SPONSORSHIPS

Identify projects that will be co-produced or co-distributed, noting responsibilities for each partner. Also indicate materials or events that receive funds from sponsors and the requirements of each sponsor (e.g., logo and/or website placement, number of mentions, etc.).

VISITOR EXPERIENCE

Communication occurs at every touch-point. List visitor center/guide hospitality training materials, such as PowerPoint slideshows; map or itinerary development and distribution; and cross-references to your wayshowing plans, such as signage.

BUDGET TRACKING

Based on the estimated costs outlined in the marketing plan, use your spreadsheet to track expenditures. Calculate the cost per thousand (CPM) to help assess the value of the media exposure.

DATA COLLECTION AND EVALUATION

Refer to the evaluation methods outlined in your marketing plan and maintain documentation or files of relevant data (e.g., audience reach for each media selected, response tallies for map requests, etc.). Note who is responsible for collecting the data and when to collect it. Assign benchmark dates to assess performance measurements and update your communication plan based on the evaluation or new research.

SOURCES/APPENDIX

You may also include a bibliography or listing of sources and contacts, as well as an appendix with any additional charts or supporting data not included in the main communication plan.

Identifying Tactics

Refer to your marketing plan for the research and overall marketing strategy as well as the recommended media channels. This will provide data-driven strategic guidance for your tactics.

So Many Possibilities!

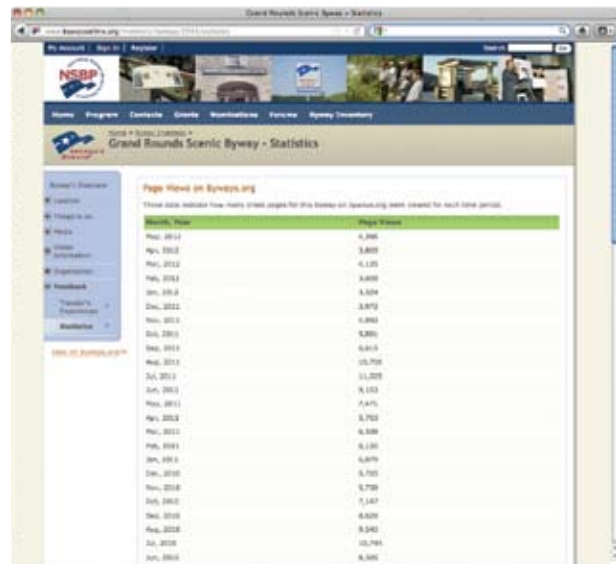
For each objective, consider all the methods of reaching your target audiences based on the marketing plan's research, including elements of the visitor experience (e.g., maps, wayshowing, hospitality touch-points); traditional and online media; events; and individual activities within your budget, and note those that would require additional partnership/sponsorship funds. Brainstorming with a small committee, especially one that includes members of the target audiences, can illuminate a variety of media opportunities.

Then narrow your selections by looking closer at specific publications, websites, or other media opportunities that align with the research and strategy.

Travelers today often consult the Internet first to plan their trips. Online communication should be a high priority for byways.

- Keep your byway's page updated at the brand website, Byways.org
- Add fresh content to your individual byway website frequently
- In all of your communication tactics, direct potential travelers to your website and Byways.org
- Track usage trends using Feedback tools at bywaysonline.org for your Byways.org page or Google Analytics for your byway website

Your byway's page at Byways.org and your individual byway's website are critical communication tactics for reaching your potential audiences. Your website address or URL (the Uniform Resource Locator) and the brand URL, Byways.org, should appear on all of your communication tactics. These URLs guide audiences directly to your primary information.



Example of website statistics available on bywaysonline.org

To measure the performance of your byway's page on the Byways.org website, go to Bywaysonline.org and click the [Byways Inventory](http://Byways.org/inventory/) button on the home page (<http://www.bywaysonline.org/inventory/>). Enter your byway's name in the search box; click on your byway's name when it appears beneath the box. A new screen shows you data about your byway. Make sure this information is frequently reviewed and updated, because it appears in the screens the public views at Byways.org.

On the left side of the screen, select [Feedback](#); then choose [Statistics](#). This data indicates how many times your page has been viewed in a month. You can also use the [Traveler's Experiences](#) data to give you insights to your visitors.

Consult the third volume of this series, *Delivering Your Message Online*, for more information about developing, implementing, and maintaining your Internet presence.

As you review other communication options, assess how well the possible tactics address your intended audience. For advertising and promotional opportunities, ask

for a media kit or other documentation that explains the medium's audience—the demographics and how many people that medium reaches. What frequency of exposure will you need to communicate with that audience? For example, if you are advertising on the radio, how many times in a day or how many days will your commercial run? Your media representative can assist you with recommendations.

What Can You Afford?

Advertising rates are based on a combination of ad size, number of colors, and location (special sections, daily paper, etc.). Online advertising rates are set through a combination of ad size, ad location, ad performance, and market demand. Some sites figure your costs based on how many people click on your ad to visit your website, or cost per click (CPC).

Various discounts may apply. For example, many publications offer a discount if your organization is a

501(c)(3) nonprofit. Some rates are negotiable. Again, work with your media representative to determine your best options to fit the budget you determined in your marketing plan.

Cost Per Mille (CPM) Comparisons

When you know the estimated audience size and the cost to run the ad, you can calculate the cost per mille (mille means *thousand* in Latin), the most common measurement for comparing the relative cost of various media. Online media may use cost per impression (CPI), meaning the estimated number of times a Web-page ad was viewed. Companies that produce specialty imprinted collateral, such as pens, flags, T-shirts, etc., may also provide CPI data.

To calculate CPM, divide the cost of the ad by the audience and multiply by 1000.

CPM EXAMPLE

COMPARE A NEWSPAPER AD TO A WEB-PAGE BANNER AD:

CPM EXAMPLE:

City Sunday Newspaper
4 Times in One Month

Estimated audience (readership) =
1,000,000

Total cost to run an ad 4 times = \$5,000

CPM = $(\$5,000 / 1,000,000) \times 1000 =$
\$5 per thousand views

CPM EXAMPLE:

Banner Ad One Month

Estimated audience (impressions) =
1,200,000

Total cost to run a banner ad = \$6,500

CPI = $(\$6,500 / 1,200,000) \times 1000 =$
\$5.40 per thousand impressions

THINK STRATEGIC TACTICS!

Communication channels for reaching your target audiences range from traditional advertising to online networking and from events to public relations. Use this list to brainstorm tactics that could help you reach your goals. As you develop potential tactics, continually refer to your marketing plan to ensure that your tactics align with the research and strategy there.

WEBSITE AND SOCIAL MEDIA - FEATURE YOUR BYWAY AND THE AMERICA'S BYWAYS BRAND

Note: The third volume of this series, *Delivering Your Message Online*, contains more details about pursuing these important electronic tactics.

- Website
- Byways.org website page
- E-mail blasts
- Facebook
- Twitter
- LinkedIn
- YouTube
- Blog

ADVERTISING - FEATURE YOUR BYWAY AND THE AMERICA'S BYWAYS BRAND

- Newspapers, especially local papers
- Magazines and newsletters, especially travel magazines, regional magazines, or enthusiast publications related to your intrinsic qualities
- Online banner advertisements on related travel sites
- Recreational centers related to your intrinsic qualities
- Direct mail
- Radio commercials
- Television commercials
- Specialty video

COLLATERAL MATERIALS - FEATURE YOUR BYWAY AND THE AMERICA'S BYWAYS BRAND

Note: Collateral materials are items that your organization usually gives away at no charge, but you could also sell them or use them for fundraising.

- Visitor center/guide hospitality training PowerPoint
- Wayshowing signage, interpretive panels/displays
- Map: printed, online
- Applications (apps) for smartphones or other mobile devices
- Brochure: Itineraries, organization, volunteer, recruitment
- Event invitations
- Event posters
- Event calendar flyer, bag-stuffer for businesses
- Thank-you cards, note cards
- Magnets, window clings, bumper stickers
- Welcome banners (visitor center, gateways, special events)
- Byway flags (large for businesses and gateways; small for parades, presentations, or tradeshow)
- Totes, gift bags, shopping bags
- Pens, pencils, rulers
- Water bottles, coffee travel mugs
- T-shirts and other wearables
- Postcards

EVENTS AND PUBLIC RELATIONS

- Fam-tours
- Annual co-hosted fundraisers, clean-ups, planting days, festivals
- Stakeholder and volunteer meet-and-greets
- Designation celebration (new or anniversary)
- Photo contests and award ceremonies
- Recreational rallies: RVs, bicycles, motorcycles, birders, custom cars

Create a Tactics Table

Create a spreadsheet or table for each goal and its related objectives from the marketing plan (see example). In each table, list the actions or tactics that will help you achieve the objectives, and the tactics you've selected.

Check with your state's byway coordinator to ensure that you comply with procurement procedures in selecting vendors or media outlets. Allow time in your plan for the required procurement steps, such as acquiring bids or estimates or submitting purchase orders.

After each vendor or media outlet has been identified, add the contact information, due dates, data for expected audience exposure, and costs.

Add as many details as you can, such as:

- Procurement steps.
- Which newspapers, magazines, or websites will you use and why? When?
- Is it a full-color ad or a black-and-white ad? What size is the ad? Ask for the publisher's specifications or "mechanicals" to help you understand what is needed.

- For direct mail, will the printer handle direct mailing (addressing and stamping) for you? Does a database file need to be submitted with the artwork?
- For radio commercials, will the station provide the recording talent in the fee?
- For television commercials, will the station assist with creating the video?
- For public relations, do you have a cache of high-quality images? Do you have b-roll video available? Reporters or media work on tight deadlines and need prompt responses—keep images updated and ready!

For each tactic, also note how you will connect with the America's Byways brand. For example, where will you show the America's Byways logo? Remember to add a link to your byway's page on the Byways.org website.

Communication Plan

Goals & Objectives	Tactic	Specifications	Dates	Costs / Target	Creative Notes	Contact	America's Byways Branding / Notes
Increase outstate recreational visitors							
A. Increase map requests 20%	RV World ad	2-color ad; 2 col x 4 in (3.72 x 4); PDF; 300 dpi	May, June, July issues; due 115th of month prior	\$400/ad = \$1200 Readership: 140,000/issue (CPM = \$2.85 per month)	"See What's Around The Bend" campaign; Repeat same ad all insertions; RV focus	Mike Michaels 555-555-5555 or mmichaels@rvworld.com	Include: Call Chamber for map at 555-555-5555 or visit us at Byways.org; use brand logo lower right corner
	Midwest Fishing online banner	728x90 rich media	March, April, May	\$200/month = \$600; Viewership: 80,000 per month (CPM = \$2.50 per month)	"See What's Around The Bend" campaign; use fishing graphic	Pat Patrick 555-555-5555 or ppatrick@midwestfish.com	Include: Call Chamber for map at 555-555-5555 or visit us at Byways.org; use brand logo lower right corner
	Map update/printing - Carlson Printing	full-color; two-sided 36"x36", accordion fold	Due by March 1	\$4000 for 10,000 qty* .40c each	Nancy to double check itinerary/permissions	Printer: Carl Carlson 555-555-5555 or ccarlson@carlson.com	*Co-op with Chamber; include Chamber logo, website; visit us at Byways.org; use brand logo upper right corner both sides; Chamber tracking calls/e-mail/clicks for map requests - report due 1st of each month
Subtotal costs				\$5,800			
B. Host motorcycle cruise/rally on July 15							
	Motorcycle ad (print/online package)	2-color ad; 2 col x 4 in (3.72 x 4); PDF; 300 dpi; 728x 90 rich media	April, May, June	\$2500 for package	"See What's Around The Bend" campaign; use motorcycle image	Frank Franklin 555-555-5555 or ffranklin@Cycles.com	Include: Call Chamber for map at 555-555-5555 or visit us at Byways.org; use brand logo lower right corner
	PR - Motorcycle clubs, magazines, local event calendars	One page with photo/cutline	April, May, June with followup in July/August	Target 25 pubs/stations	Use campaign motorcycle photo; prep b-roll for TV/satellite tour	Use existing list for e-mail	Include brand affiliation text and Call Chamber for map at 555-555-5555 or visit us at Byways.org. Nancy is avail for interviews
	T-shirts (fundraiser sales) Downtown Silk-Screeners	Two-color, front and back	Due June 15	\$1000 for 200 qty (sell for \$15 ea); no smalls - M, L, XL, XXL	Update graphic from last year; create icon for use on banners and posters	Ray Rayburn 555-555-5555 or rayburn@downtown.com	Include byways.org and brand logo
	E-mail announcement/reminder	One page with photo and event icon embedded	April, May, June with followup in July/August	Target: Club lists, cycle stores from opt-in list, plus stakeholder/retailer list	Use event icon and cycle photo	Update opt-in list and chamber retailer list; Paula is in charge of digital/online	Include brand affiliation text and Call Chamber for map at 555-555-5555 or visit us at Byways.org; feature lodging/food/retailers
	Feature on Blog / Web/ Facebook/ Twitter	Echo e-mail	April, May, June with followup in July/August	Check analytics before and throughout	Content features photo ops, special interest areas, lodging/food/retailers	Paula is in charge of digital/online	Include brand affiliation text and Call Chamber for map at 555-555-5555 or visit us at Byways.org; feature lodging/food/retailers
	Welcome Banner - Downtown Silk-Screeners	Vinyl with grommets, 36" x 4", 2 color	Due June 15	\$250	Use event icon	Ray Rayburn 555-555-5555 or rrayburn@downtown.com	Include byways.org and brand logo
	Retail posters - Carlson Printing	8.5 x 11 full-color One side, cardstock	Due May 15	\$300 for 600 qty	Use event icon and cycle photo	Printer: Carl Carlson 555-555-5555 or ccarlson@carlson.com	Include: Call Chamber for map at 555-555-5555 or visit us at Byways.org; use brand logo lower right corner; Mark handling distribution to retailers/lodging/restaurants
	Retail flyers/bag stuffers - Carlson Printing	4.25 c 5.5 one-color One side, 20# colored paper	Due June 15	\$125 for 1000 qty	Use event icon and cycle photo	Printer: Carl Carlson 555-555-5555 or ccarlson@carlson.com	Include: Call Chamber for map at 555-555-5555 or visit us at Byways.org; use brand logo lower right corner; Mark handling distribution to retailers/lodging/restaurants
Subtotal costs				\$4,175			
							NOTE: Contact State Coordinator for procurement process prior to deciding on tactics

This table illustrates various kinds information to collect in your plan. A larger, detailed version of the table is included at the end of this document.

Implementing the Tactics

Leverage the strength of the America's Byways brand as you prepare and produce the messages for delivery.

Creative Message Development

Creative development uses verbal (copy or text) and visual (design and art direction) elements to clarify the persuasive message(s) from your marketing plan within a cohesive, consistent, engaging, and memorable campaign. Leverage the strength of the America's Byways brand as you prepare and produce the messages for delivery.

If your message in your marketing plan was “Visit here and experience amazing scenery at every turn,” your creative theme might be: Amazing experiences around every curve.

Or you may use the America's Byways lockup (see Volume 1 for details): Come closer to America, Come closer to history, Come closer to adventure, etc.

Look for ways to add emotional appeal, such as humor, nostalgia, excitement—the magical touches that bring your message to life. Compelling images, such as photos of children or families, help vitalize your message. Be wary of becoming too cute or copying existing campaigns.

Rather than explicitly defining the creative concepts or campaign in your communication plan, you may note that you are hiring professional assistance, such as a marketing or advertising agency or freelancers. Indicate how you will acquire the writing and layouts for your materials to ensure quality work that is consistent with your marketing research and strategy, and meets your expectations and the America's Byways brand standards.

EXAMPLES OF COLLATERAL MATERIALS AND ADVERTISING

Developing collateral materials and advertising presents various layout options to consider. Add the America's Byways logo and link to your byway's page at Byways.org in your communications. These examples illustrate proper applications.



Define a Media Plan

Create a spreadsheet or table with each communication channel or media outlet and implementation dates. Include advertising, press releases, and social media. Color-code each channel (see example).

Look to see that your media flights—when you’re publishing in various media—maintain a steady pulse of communication with your audiences.

If you see blank areas, plan to deliver general messages about your byway, your organization’s successes, or other news during those times. Online venues are especially useful for maintaining a steady communication stream. For some byways, it’s easiest to brainstorm topics and draft a series of entries to have “in the hopper,” ready to use.

Review your costs as they relate to your marketing plan. You may need to tweak the media plan to accommodate your budget requirements.

Check the timelines with your vendors and media outlets. Allow for procurement steps. Producing an advertising campaign can take a month or more. Your writers, photographers, printers, etc., will want enough time to create work that meets your quality standards and expectations. Set your timelines with enough room for creative development, revisions, and approval steps.

Also note your plans for data collection and evaluation, as appropriate or applicable.

Communication Plan - Media Flights

Tactic	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
RV World ad												
Midwest Fishing online banner												
Motorcycle Rider ad												
PR - Wildflowers												
PR - Fall colors												
PR - Motorcycle Event												
PR - Campsite Opens												
PR - XC Ski Trail Access												
E-mail announcement/reminder												
Feature on Social Media												
Welcome Banner												
Retail posters												
Retail flyers/ bag stuffers												
E-mail news (general)												
Social media updates (general)												
Print Media												
Online												
PR												
Collateral/Printed												

Public Relations

“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics,” according to the Public Relations Society of America (PRSA). It generally aims to build goodwill and positive attitudes toward the organization.

Creating Press Releases

One of the primary communication tools is the press release (or public service announcement if sent to broadcast media), which is a brief article that shares news and relevant information with the general public or target audiences. Topics to consider for press releases include your byway’s designation (or designation anniversary), seasonal scenic or recreational opportunities, new partners, and special events.

The “Free” Publicity

A publication does not charge a fee to run your press release; however, because it’s information that you are giving freely, the publication has the right to make revisions to your article.

Editors are less likely to change well-written press releases that they can easily cut and paste into their newspaper, magazine, or other publications. The content should be newsworthy, timely, relevant to the publication’s audience, and interesting. Press releases are rarely more than three pages long.

A few writing tips to remember:

- Focus on news
- Save promotional text for the end
- Avoid jargon
- Explain any acronyms
- Proofread
- Use the Associated Press style guide
- Include your affiliation text to connect your byway to the America’s Byways brand: (name of Byway) is part of America’s Byways®, a collection of 150 distinct and diverse routes designated by the U.S. Secretary of Transportation.

A press release may pique a reporter’s interest to pursue a more in-depth story. For example, a travel writer might learn that your byway is hosting a quilt show through your press release and follow-up with a lengthier feature article about quilting along the byway in your region.

Because you never know when a reporter may call on you, be prepared! Gather quality photographs and video today and keep it up to date. Assign a media contact from your organization with knowledge of your byway and its marketing initiatives as well as an understanding of the America’s Byways brand. The media contact should be readily available and have an identified back-up. Should a reporter call, respond in a timely manner! Reporters generally work on very tight deadlines (sometimes just hours or even minutes); a slow response might miss your opportunity.

Develop and Maintain Your Mailing List

Gaining publicity through press releases requires that you develop and maintain a current list of editors and publication contacts. Your list can include:

- Your local and regional newspapers, magazines, websites, and bloggers
- Convention and visitors bureaus, chambers of commerce, and other business or enthusiast organizations
- Regional, state, or national tourism publications
- Magazine and blog editors focused on travel or your intrinsic qualities
- Partners and key stakeholders (especially their newsletters)

Check for the editor or reporter's contact information online and update your list every three to six months. Often the media outlet's website has a "contact us" page that lists where to send press releases, such as to the news assignment editor, news director, city desk, or travel editor. If you also advertise with the publication, ask your media representative for contact information.

After each press release that you distribute, call to ask if the editor would like more information or photographs. Then deliver!

Send a personal thank-you for the articles when they run (do not call to correct your article unless it's a gross error; never argue). As you see interest among certain editors or reporters over time, remember to personally invite those individuals to your open houses, special events, or special photo opportunities. You may also call them with special "scoops" ahead of their competition when you have big news!

Track Your Success

Public relations, and especially press release distribution, builds awareness of your byway and helps to generate goodwill, interest, and support. Tracking which publications run your press releases verifies how well your efforts are working and provides data that may persuade volunteers, stakeholders, or supporters to contribute to your byway's mission.

One of the simple tools for checking media for articles about your byway is Google Alerts (www.google.com/alerts?hl=en). Enter your byway name as a keyword and choose how often you want to be notified of any articles. Collect these articles or URL references in a folder on your computer. Pass them along to your constituents—they like to see that your byway is recognized in the media. Note any increases in website hits or inquiries, too.

Depending on your byway's marketing plan, press releases may play an important role in achieving your goals. Tracking the publication data can help substantiate your progress and guide your future planning.

HOW TO WRITE YOUR PRESS RELEASE

Press releases may be printed on your stationery and mailed. Alternatively, e-mail press releases are acceptable with a few special considerations:

- Use your press release headline in the subject line
- If you send to multiple publishers, put each e-mail in the BCC so recipients cannot see each other's names/e-mails; put your own e-mail in the "send to"
- Attach the press release in plain text or Rich Text Format file or Word documents not in (.docx), but in (.doc) and also include the information in the body of the e-mail
- Avoid fancy fonts and formatting
- Include links but only a few
- Offer photos but don't attach them; include caption for photos

Press Release

March 29, 2012

For Immediate Release

Contact:

Alice Trindle, Hells Canyon All-American Road
Ph. (541) 856-3356 • eova@eoni.com
HellsCanyonByway.org • Byways.org/explore/byways/2145

Hells Canyon All-American Road Wins Promotional Opportunity

*America's Byways Resource Center and RoadRUNNER Motorcycle Touring & Travel
Recognize The Route's Outstanding Marketing Efforts*

Hells Canyon All-American Road, part of the America's Byways® collection of 150 nationally designated routes, has earned recognition from America's Byways Resource Center and RoadRUNNER Motorcycle Touring & Travel for the route's rider-targeted marketing. Developed in conjunction with public awareness initiatives at the America's Byways Resource Center, the promotion awarded a year of free advertising on the RoadRUNNER website, <http://www.roadrunner.travel/>. It also included professional digital ad design and upload services.

To win the recognition, Hells Canyon All-American Road submitted various materials demonstrating its motorcycle-friendly positioning. "Over the past two years, our message has really focused on inviting two-wheel riders to visit Hells Canyon, which is one of the Top 10 Scenic Drives of the Northern Rockies (www.drivethetop10.com)," said Alice Trindle from the Eastern Oregon Visitors Association, a regional Destination Marketing Organization for eleven counties east of Oregon's Cascade Mountains.

For more information about Hells Canyon All-American Road, visit byways.org. To see the ad online, visit RoadRUNNER at <http://www.roadrunner.travel>.

About America's Byways

America's Byways is a collection of 150 distinct roads designated by the U.S. Secretary of Transportation. The Federal Highway Administration's National Scenic Byways Program helps to recognize, preserve and enhance resources of the nation's treasured driving routes. For more information, visit www.byways.org.

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Note: High-resolution image available.

Caption: Hells Canyon All-American Road, part of the America's Byways® collection of 150 nationally designated routes, welcomes motorcyclists.

Press Release Tips:

Headlines should be snappy, factual, and in present-tense

Subheads add a reason to read more

Connect to the brand

Summarize who, what, where, when, why in first paragraph (2 to 3 sentences)

Quotes add interest

Include a call to action

Brand boilerplate text

Indicates end of text

Build Your Image Library

As one of America's Byways, featuring your intrinsic qualities and resources in your communication opportunities requires high-quality images.

Acquire High-Quality Photographs

Hire a professional photographer or utilize the talents and skills of someone in your organization who can produce high-quality, high-resolution images.

Your photography should emphasize your byway's intrinsic qualities and primary location shots with wildlife, cultural or heritage sights, overlooks, outdoor art, attractions, etc. Show people interacting along the byway, including families, seniors, young couples, and multigenerational groupings. Check for diversity and accessibility, too.

Your subjects should feature the road and scenery, recreational activities (i.e., hiking, camping, shopping, biking, etc.), and four seasons of visitor experiences. Update your collection after construction projects, major shifts in styles/fashions, or new or popular recreational interests or hobbies that visitors enjoy along your byway.

Carefully review and analyze your market research to make sure that you have images that match your target audience. For example, if hikers are one of your target audiences, make sure you have high-quality images of people hiking.

Suggested Photo Specifications

- JPGs are usually acceptable
- For print (brochures, magazines, maps, etc.), image resolution of 300 dots per inch (dpi) at the size it is going to be reproduced
- For online, image resolution of 72 dpi at the size it is going to be presented
- Maintain a log for each photo that notes when/where the photo was taken, credit/copyright data, and a suggested caption
- Obtain signed releases for all people in the images

Note: Don't e-mail high-resolution images with press releases; send the low-resolution (or "screen resolution") at 72 dpi and offer to send the high-resolution later

Assemble a B-Roll Library

In broadcast, A-roll footage is the primary video used for feature stories or news reports with a journalist on the scene. The B-roll footage frequently supplements a story, creates "entertainment" imagery, or fills airtime.

Your B-roll library should be of the same high quality as your photography. Early generation, not overly reproduced digital video, maintains the integrity of the imagery best. Also, include similar subjects as your photography and obtain signed releases for all people in the video.

Capture high-quality video footage. Some potential sources for acquiring existing or new footage include:

- Chamber of commerce or convention and visitors bureau
- County tourism office
- State tourism office
- Local newspaper photojournalist
- Professional videographer

Most likely, B-roll video material will be used in a news broadcast or talk show. You may also provide it to blogs or other Internet venues at a lower screen resolution. Showcase your byway with a well-developed and maintained B-roll library.

ASSIGN PUBLIC RELATIONS RESPONSIBILITIES

Sharing the work minimizes the time commitment for any single volunteer. It also matches talents and interests to the task for better results.

PRESS RELEASE WRITER

- Research and write press releases
- Request information from byway leader
- Proofread
- Send e-mail or postal service

Time requirement:

About 3 - 5 hours for each release

SPOKESPERSON FOR INTERVIEWS

- Knowledgeable about the America's Byways brand
- Knowledgeable about your byway
- Well spoken
- Attractive on-camera appearance

Note: For TV, ask the producer for clothing and prop recommendations

Time requirement:

About 1 - 3 hours for each press release

IMAGE/VIDEO COLLECTION KEEPER

- Collect and label quality digital images/video
- Organize collection for easy searches
- Update and solicit new images/video

Time requirement:

About 8 - 16 hours for initial work;
3 - 5 hours maintenance every three months

MEDIA LIST/CONTACT COORDINATOR

- Develop list of local media contacts, including name, title, organization name, mailing address, e-mail, phone number, fax number, and website
- Verify data
- Create database document and an e-mail file of media contacts
- Update media contact data at least yearly
- Duplicate and share with writer and secretary
- Update "Marketing Contact" information on bywaysonline.org

Time requirement:

About 3 - 5 hours for initial work; 1 hour maintenance yearly

TRACKER

- Collect and organize published articles or URLs
- Check and track website hits, Facebook activity, etc.
- Check and track inquiries (maps, itinerary assistance, etc.)
- Share results with members, stakeholders, and other constituents

Time requirement:

About 3 - 5 hours for initial work;
1 - 2 hours maintenance every month

Summary

Plan Ahead and Plan for the Unknown

Your communication plan provides a detailed guide for delivering your messages to your targeted markets and reaching your marketing goals. Like all good plans, its structure and clarity should allow anyone in your organization to access it and understand what actions to pursue.

Similarly, it should provide some flexibility for unforeseen opportunities, such as dignitary visits, special events, or new media venues. Other unexpected situations, such as damaging storms, wildfires, or manmade disasters, call for strategic communication, too.

In addition, the performance measurements related to your marketing plan's evaluation component can reveal where your communication is working well or where you may want to consider alternative strategic tactics. Regular data-driven assessment may indicate unforeseen opportunities or point you toward the need for new research.

By creating a communication plan and implementing the various tactics and benchmarking steps, your byway organization will have mechanisms in place for responding promptly and appropriately to a full range of unexpected situations.

Share Your Plan

Share your communication plan with your byway members, stakeholders, and community groups. Print copies of your marketing plan or make portable document files (PDFs) that you can affordably e-mail to constituents. Update your progress.

Welcome others to join your success, especially co-operative partners or sponsors who may help fund some of your events, advertising, or marketing. Continue to gather feedback at every opportunity. Leverage your affiliation with the America's Byways brand to enhance your communication efforts and fortify the collection's success!



America's Byways Resource Center
394 Lake Avenue South, Suite #600
Duluth, MN 55802

bywaysresourcecenter.org

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Communication Plan

Goals & Objectives	Tactic	Specifications	Dates	Costs / Target	Creative Notes	Contact	America's Byways Branding / Notes
Increase outside recreational visitors A. Increase map requests 20%	RV World ad	2-color ad; 2 col x 4 in (3.72 x 4); PDF; 300 dpi	May, June, July issues, due 115th of month prior	\$400/ad = \$1200 Readership: 140,000/issue (CPM = \$2.85 per month) \$600; Viewership: 80,000 per month (CPM = \$2.50 per month)	"See What's Around The Bend" campaign; Repeat same ad all insertions; RV focus	Mike Michaels 555-555-5555 or mmichaels@vworld.com	Include: Call Chamber for map at 555-555-5555 or visit us at Byways.org; use brand logo lower right corner
	Midwest Fishing online banner	728x90 rich media	March, April, May	\$200/month = \$600; Viewership: 80,000 per month (CPM = \$2.50 per month)	"See What's Around The Bend" campaign; use fishing graphic	Pat Patrick 555-555-5555 or ppatrick@midwestfish.com	Include: Call Chamber for map at 555-555-5555 or visit us at Byways.org; use brand logo lower right corner
	Map update/printing - Carlson Printing	full-color; two-sided 36"x36", accordion fold	Due by March 1	\$4000 for 10,000 qty* .40c each	Nancy to double check itinerary/permissions	Printer: Carl Carlson 555-555-5555 or ccarlson@carlson.com	*Co-op with Chamber; include Chamber logo, website, visit us at Byways.org; use brand logo upper right corner both sides; Chamber tracking calls/e-mail/clicks for map requests - report due 1st of each month
Subtotal costs				\$5,800			
B. Host motorcycle cruiser/rally on July 15	Motorcycle ad (print/online package)	2-color ad; 2 col x 4 in (3.72 x 4); PDF; 300 dpi; 728x 90 rich media	April, May, June	\$2,500 for package	"See What's Around The Bend" campaign; use motorcycle image	Frank Franklin 555-555-5555 or franklin@cycles.com	Include: Call Chamber for map at 555-555-5555 or visit us at Byways.org; use brand logo lower right corner
	PR - Motorcycle clubs, magazines, local event calendars	One page with photo/cutline	April, May, June with followup in July/August	Target 25 publications	Use campaign motorcycle photo; prep b-roll for TV/satellite tour	Use existing list for e-mail	Include brand affiliation text and Call Chamber for map at 555-555-5555 or visit us at Byways.org; Nancy is avail for interviews
	T-shirts (fundraiser sales) Downtown Silk-Screeners	Two-color, front and back	Due June 15	\$1000 for 200 qty (sell for \$15 ea); no smalls - M, L, XL, XXL	Update graphic from last year; create icon for use on banners and posters	Ray Rayburn 555-555-5555 or rrayburn@downtown.com	Include byways.org and brand logo
	E-mail announcement/reminder	One page with photo and event icon embedded	April, May, June with followup in July/August	Target: Club lists, cycle stores from opt-in list, plus stakeholder/retailer list	Use event icon and cycle photo	Update opt-in list and chamber retailer list; Paula is in charge of digital/online	Include brand affiliation text and Call Chamber for map at 555-555-5555 or visit us at Byways.org; feature lodging/food/retailers
	Feature on Blog / Web/ Facebook/ Twitter	Echo e-mail	April, May, June with followup in July/August	Check analytics before and throughout	Content features photo ops, special interest areas, lodging/food/retailers	Paula is in charge of digital/online	Include brand affiliation text and Call Chamber for map at 555-555-5555 or visit us at Byways.org; feature lodging/food/retailers
	Welcome Banner - Downtown Silk-Screeners	Vinyl with grommets, 96" x 4", 2 color.	Due June 15	\$250	Use event icon	Ray Rayburn 555-555-5555 or rrayburn@downtown.com	Include byways.org and brand logo
	Retail posters- Carlson Printing	8.5 x 11 full-color One side, cardstock	Due May 15	\$300 for 600 qty	Use event icon and cycle photo	Printer: Carl Carlson 555-555-5555 or ccarlson@carlson.com	Include: Call Chamber for map at 555-555-5555 or visit us at Byways.org; use brand logo lower right corner; Mark handling distribution to retailers/lodging/restaurants
	Retail flyers/ bag stuffers - Carlson Printing	4.25 c 5.5 one-color One side, 20# colored paper	Due June 15	\$125 for 1000 qty	Use event icon and cycle photo	Printer: Carl Carlson 555-555-5555 or ccarlson@carlson.com	Include: Call Chamber for map at 555-555-5555 or visit us at Byways.org; use brand logo lower right corner; Mark handling distribution to retailers/lodging/restaurants
Subtotal costs				\$4,175			NOTE: Contact State Coordinator for procurement process prior to deciding on tactics