



FREE Marketing & Public Relations Assistance

(updated 1/27/17)

Online – Website & Social Media:

- **Visit Stillwater Website:** www.VisitStillwaterOK.org
 - With an average of 7,000 views a month, our website and interactive online calendar are excellent resources to promote your event.
 - Please provide detailed information about your event including:
 - Event name
 - Event date(s)
 - Times (beginning and ending times)
 - Location
 - Contact phone number
 - Event website and/or Facebook address
 - Cost to attend
 - Line up of Entertainment and/or details about the event
 - If complete event details are not available at the time your date is set, details can be added when they become available.
 - To ensure your event and/or event details are posted within 24 hours, please email to both:
 - Jessica Kincannon, Director of Marketing, Jessica@VisitStillwater.org
 - Kylie Vincent, Vice President, Kylie@VisitStillwater.org
- **Visit Stillwater Blogs:** www.visitstillwaterOK.org/media/blogs/
 - With enough information provided (including photos, fliers, maps, etc.), we will write a blog feature about your event and how to attend or participate.
- **Visit Stillwater Facebook:** www.facebook.com/VisitStillwater
 - Facebook Status Updates promoting/mentioning your event within one month of event date.
 - Encouraged to post event information, updates, entertainment, changes, cancellations, etc. directly on Visit Stillwater Facebook page.
- **Visit Stillwater Twitter:** <https://twitter.com/visitstillwater>
 - Tweets referencing your event and link for additional information about your event.
 - Retweet event information, updates, entertainment, changes, cancellations, etc. @VisitStillwater.

Mobile:

- **Visit Stillwater Smart Phone App:** [Visit Stillwater](#)
 - The Visit Stillwater smartphone app has an events and live music calendar module with push notification options to communicate with subscribed users.
 - The approved calendar content/event details will be posted to the smart phone app events calendar and on a case by case basis, content may be generated for a push notification to users.

Television:

- Visit Stillwater President and CEO co-hosts “The Morning Edition” on KWEM Tv-31 (Sudden Link Channel 3) live daily weekday mornings and coordinates guest appearances for each show:
 - Guests are booked on a first come-first served basis.
 - It is necessary to book your guest appearance at least 6-8 weeks in advance in order to guarantee availability.
 - Please provide guest name(s), topic, website address and phone number for TV monitor.
 - The show airs LIVE at 7:00am. Please arrive 10 minutes early.
 - Tv-31 Studio is located at 114 West 7th Avenue (Downtown Stillwater).
 - The show is divided into 4 segments:
 - Guests will most likely be on the middle 2 segments.
 - Each segment is approximately 6 minutes.
 - There is room on the set for 2 guests per segment (if you have 3 or 4 people, you can switch out at commercial).
 - Wear what is appropriate for your topic - logo shirt, event T-shirt, suit & tie, costume, etc.
 - The interview is a very casual conversation and time will go by very quickly.
 - The show is rebroadcast again the same day at 8:00am, 12:30pm and 7:00pm.
 - The show airs in the Stillwater, Perkins, Cushing and Drumright markets.

Radio:

- The Radio Calendar Script* is taken directly from the Visit Stillwater website calendar. Therefore, the more detailed information included in your description, the better we are able to promote the specific details of your event.
 - **Monday:** Team Radio’s Triple Play Sports “Morning Scramble” from 7:35-8:00am concurrently on 105.1 FM, 1020 AM, and 1580 AM.
 - **Wednesday:** Stillwater Radio’s 780 AM – 8:15-8:45am
 - **Thursday:** Team Radio’s Triple Play Sports “Morning Scramble” from 8:15-8:45am concurrently on 105.1 FM, 1020 AM, and 1580 AM
- Radio Calendar Scripts are left each week with radio personalities to refer to on air.

Press Release Distribution:

- Distribute accurately formatted press releases to local, regional, state and/or national media contacts.
- Contact Kylie Vincent, Vice President, at Kylie@VisitStillwater.org for a press release template.

24/7 Visitor Information Center:

- Post event fliers and posters in our 24/7 Visitor Information Center with over 100 travel brochures, magazines, fliers and event information and a first stop for many out of town visitors and Stillwater residents alike.
- Display event promotional publications such as brochures, rack cards, magazines and/or coupons in our 24/7 Visitor Information Center.
- Please see Melisa Davenport, Office Manager, who will place your posters and/or materials in the 24/7 Visitor Information Center for you.

Visitor Information Center Outdoor Banner Stands:

- Display 3 x 8 event banners on a first-come, first-served basis.
- Please contact Nicole Horn, Director of Sales, to reserve banner placement.

For more information or event marketing consultation contact:

Kylie Vincent, Vice President, 405-743-3697 or Kylie@VisitStillwater.org

Jessica Kincannon, Director of Marketing, 405-743-3697 or Jessica@VisitStillwater.org