

october 2005  
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division of tourism

# commerce matters

## 2006 media plan unveiled

### New birding guide ready for distribution

The Lewis and Clark Trail Birding Guide is now available.

To get your copy of the new guide for distribution, contact North Dakota Tourism at 800-435-5663.



North Dakota Tourism is taking its message to new markets.

Last week, the staffs of North Dakota Tourism and Odney Advertising unveiled the 2006 Media Plan and Cooperative Advertising Program to stakeholders.

"The plans include new media and markets," said Tourism Director Sara Otte Coleman. "We are adding television and additional magazines in Canada, adding Wisconsin television and newspaper inserts and adding border cities in South Dakota, Montana and Minnesota into the market mix."



Cooperative ads like this mock-up for USA Weekend are possible in North Dakota through the Tourism Division's 2006 marketing plan.

The 2006 Media Plan continues to focus on the Legendary brand strategy in primary U.S. markets. Added to the plan was a new city/border experience strategy to appeal to the Canadian and

secondary U.S. markets located close to North Dakota's border, and a niche-market campaign. North Dakota Tourism will

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### 2005 Governor's Photo Contest

Photographers from around the state entered more than 325 photos in the 2005 North Dakota Governor's Photo Contest, which kicked off in May. Nine photos were selected as winners and will be featured in North Dakota Tourism's marketing materials. Each photographer received a \$100 cash prize for their winning photo.

"North Dakota is home to many talented amateur photographers with an eye for capturing our legendary people and places," said Governor John Hoeven.

"Partnering with local

**Photos, Page 2** ➔

Sunset at Petrified Forest is one of the winning entries in the 2005 Governor's Photo Contest.



Photos, from page 1

photographers helps us to showcase our state's natural beauty and continue to aggressively market the many fun things to see and do across North Dakota."

Hoeven and the North Dakota Tourism Division kicked off National Tourism Week in early May by announcing the contest, which was open to any North Dakota amateur photographer.

Tourism Director Sara Otte Coleman said photographs were judged on originality, interest of the subject matter, visual appeal and ability to portray North Dakota as a legendary destination in one of the following categories: events, attractions, outdoor adventure, people and scenery.

"This contest gives the Tourism Division another source of excellent photography to showcase our great state in our travel guide and on the Tourism Division's Web site," Coleman said. "These photographers are helping us market North Dakota to the world."

Winning photos can be viewed online at [www.ndtourism.com](http://www.ndtourism.com).

Following are this year's winners:

**1. Outdoor Adventure:** "Northern Pike Caught from Shore." Robert Bolinske, Jr., Bismarck

**2. Scenery:** "Sunset at Petrified Forest." Robert Gappert, Fargo

**3. Scenery:** "Sunflower." Bill Kingsbury, Grafton

**4. Attraction:** "Bourgeois House." Shawn Kuntz, Bismarck

**5. Event:** "Clown and Child." Bud Sechler, Cando

**6. Scenery:** "Sunset on the Red River." Duane Strand, Wahpeton

**7. People:** "Little Girl on Horseback." Lisa Swenson, Cando

**8. Attraction:** "Peace Tower." Bob Winter, Grand Forks

**9. Event:** "Cowgirls in Parade." Lisa Swenson, Cando

2005 Governor's Photo Contest



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## Plan, from page 1

advertise via broadcast, direct response and cable television, magazines, radio, newspaper inserts, travel directories and Internet marketing.

The 2006 media plan has a higher focus on television, including the addition of broadcast in Canada and a direct response program that will deliver national exposure along with its primary market run. Cable television is also used in select markets.

In print advertising, the 2006 plan eliminated many travel magazines that were not as effective as women's publications. Likewise, the MNI Family network targeting Minneapolis has been eliminated due to high cost and low inquires. Family Circle was added to the 2006 plan, along with new magazines to impact our Canadian efforts: Style Manitoba, Winnipeg Life and RV Lifestyle Canada.

The newspaper insert strategy that was implemented into the 2005 plan will be expanded in 2006 to include the new priority markets. Two supplements will be distributed, one that will promote the Legendary theme in priority markets and another using the border/city experience strategy in Canadian and secondary U.S. markets.

Another new feature of the 2006 plan includes print advertising to reach niche priority markets – identified through a strategic planning session earlier this year. The publications include Golf Digest, Wild Bird, Birder's World and Mountain Bike.

### Cooperative Advertising

The 2006 Cooperative Advertising Plan uses the dual strategic approach to promoting North Dakota's great destinations and experiences.

All cooperative advertising options are detailed in the 2006 Media Plan, which is available from North Dakota Tourism. One change is that partners will no longer have the option



to integrate their advertising message into the North Dakota Tourism advertisement. However, individual options for cooperative advertising have been expanded.

One key option is through USA Weekend Travel Service, a Sunday newspaper magazine insert. North Dakota Tourism, and its

advertising partners, will receive a free page of advertorial, but only with an advertising commitment from North Dakota partners.

Several new cooperative opportunities allow partners access to niche markets through the publications of Golf Digest, Birder's World, Mountain Bike and Wild Bird.

Family Circle has one travel directory individual opportunity and additional travel directory options are available in the Midwest Living Go! Travel Ideas – a newspaper supplement reaching 260 Midwest hometown newspapers in 12 states.

The print campaign allows partners discounted rates in the magazines of: AAA Living and Home & Away, American Heritage, Friendly Exchange, Good Housekeeping, Along the Trail with Lewis & Clark Travel Planner & Guide, Going Places Manitoba, Better Homes & Gardens, Ladies' Home Journal, Midwest Living and Westworld Saskatchewan.

With North Dakota Tourism's expanded commitment in the Canadian markets there are new opportunities to partner in Style Manitoba, Winnipeg Life and RV Life.

Newspaper inserts are another way to expand the advertising dollar. The markets have changed in the newspaper insert program, with attention given to both the primary, or Legendary market, and a border/city experience market.

Stakeholders are encouraged to review the 2006 Media Plan and reserve advertising space by November 1. ●

## The Press Run: Featuring North Dakota

North Dakota in the news: second quarter 2005



- Midwest Living, July-August: Turtle Mountains; Fourth of July Spectacular. September: Best Sandwich, Motor Magic, Sunflower Festival
- Packaged Travel Insider, August: Missouri-Yellowstone Confluence Center
- AAA Living, July-August: 25 Great Getaways, Medora; Badlands Revelry; various other events statewide
- Country Coach Destinations, Summer: Side Trip, Rugby
- Destinations, August: Red River Rendezvous Region; Lewis and Clark Trail; Cultural Casserole; American Legacy Exposition
- Trailer Life, August: Medora
- Family Motorcoaching, August: North Dakota; Medora
- Golf Magazine, September: North Dakota Getaway, Hawktree, Links of North Dakota, Bully Pulpit
- Country Discoveries, Summer: Big Sky Buffalo Ranch; Knife River Ranch
- Winnipeg Free Press, July 31: Minot, Bismarck, Lewis and Clark Trail
- Arizona Republic, July 31: North Dakota, Off the Beaten Tourist Path
- Colorado Avid Golfer, July: Connoisseur's choice, Bismarck's Hawktree ●



## What's new ...

### Standing Rock Byway gets national status

A stretch of highway that climbs up and down the Missouri River breaks, runs past buffalo herds and eagle nests and sweeps motorists toward the history and culture of American Indians has been added to an exclusive list of the nation's most beautiful and interesting places to travel.

The 86-mile route, now known as the Standing Rock Native American National Scenic Byway, lies within the borders of the Standing Rock Reservation in North Dakota and South Dakota. Fewer than 200 roads in the country are designated America's Byways in a program administered by the Federal Highway Administration (FHWA).

A 35-mile segment of the Standing Rock highway, from the Cannonball River in North Dakota to the North Dakota-South Dakota state line, was previously designated a state scenic byway in North Dakota. Information about the Standing Rock Native American Scenic Byway is now on display at the Web site [www.byways.org](http://www.byways.org). ●

## In the News

(Go to the links below each item for a complete news release)

### North Dakota Tourism was in the news in September

Sept. 2: Wildlife and foliage viewing <http://www.ndtourism.com/secondary/viewArticle.asp?ID=394>

Sept. 7: Tourism officials attend national seminars <http://www.ndtourism.com/secondary/viewArticle.asp?ID=395>

Sept. 16: LeMoine named marketing director at N.D. Tourism <http://www.ndtourism.com/secondary/viewArticle.asp?ID=399>

Sept. 21: Two North Dakota events named Top 100 <http://www.ndtourism.com/secondary/viewArticle.asp?ID=400>

Sept. 30: Tourism expands markets <http://www.ndtourism.com/secondary/viewArticle.asp?ID=401> ●



## Two ND Events Named Among the Top 100

The American Bus Association has named two North Dakota events to its list of the Top 100 Events in North America for 2006. Mandan Rodeo Days, July 1-4, and Reunion at the Home of Sakakawea, August 17-20 in New Town, are on the list.

"The attractiveness of the Mandan Rodeo Days and Reunion at the Home of Sakakawea as a don't-miss entertainment value is only part of why its selection this year is such a distinction for North Dakota," said Peter J. Pantuso, ABA's president and CEO. "The real news here is that these events have been recognized as a potential magnet for tourism dollars, at a time when reenergizing domestic tourism is so important to our spirit and our economy. The honor gives Mandan Rodeo Days and Reunion at the Home of Sakakawea an important boost in visibility among professional tour planners."

According to a study recently completed by researchers at the George Washington University, one overnight visit by a motorcoach group can leave from \$5,000 to more than \$11,000 in a local destination's economy. Those dollars are spent on lodging, meals, admissions, fees, shopping, souvenirs, services and local taxes.

"North Dakota should be proud because we are one of the only states in our region with multiple listings," said Sara Otte Coleman, director of the North Dakota Tourism Division. "This gives Mandan and New Town more visibility among professional tour bus planners."

Events for the list are determined by a national tourism industry selection committee. Events throughout the United States and Canada are considered and the list is unveiled in September. The committee considers an event's broad appeal, accessibility to motorcoaches and the skill at handling large groups, as well as other relevant criteria. Winners are chosen from hundreds of celebrations, festivals, fairs and commemorative events.

North Dakota also had two honorees on the 2005 list: United Tribes Technical College International PowWow in Bismarck and Dickens Village Festival in Garrison. The entire 2006 Top 100 Events list is available online at <http://www.buses.org/top100events/top100events.cfm>. ●

Once upon a time there was this guy who went to Fargo Shanley High School then played major league baseball. In the pre-steroid era, he used his natural strength to hit home runs. With the baseball playoffs beginning, I waxed nostalgic for the old days and took a trip here.



## WHERE'S SCOOTER?

### Going deep

Dick Dever and many others correctly placed me at the Danish Mill in Kenmare in September. Dick will receive a Legendary or Lewis and Clark item for being selected randomly.

This month, I celebrated the start of the baseball playoffs with a trip here. Where am I?

Please E-mail your answers to [jpursley@state.nd.us](mailto:jpursley@state.nd.us) by October 21. In the event of a tie, a drawing will be held to determine who receives the Legendary or Lewis & Clark item. Be sure to include your name, address and phone number so I can contact you if you are the winner. ●