



PUBLIC RELATIONS - VIDEO PRODUCTION & BROADCASTING
WEB SITE DEVELOPMENT - GRAPHIC DESIGN
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Public Relations / Marketing Report

Reno Rodeo 2002

**Dates from
September 1, 2001 through August 31, 2002**



Television:

This year there was great support from local TV stations as well as out of the area stations. The goal with public relations this year was to get the news more involved with the Reno Rodeo. Approximately 50 press releases were created relating to the Reno Rodeo and assignment editors were called upon to push stories for the Reno Rodeo in 3 directions. 1) The Reno Rodeo is one of the largest community events with an estimated economic impact of \$32.1 million to our region, 2) The rodeo is a not-for-profit organization that gives back over \$200,000 to the community and is managed by 580 volunteers, 3) The Reno Rodeo is a PRCA Wrangler Summer Tour rodeo, with professional contestants from the PRCA and is the 3rd largest and richest rodeo in the world. The 9-day event encompasses a great amount of activity on site at the RLEC as well as off-site leading up to the rodeo. This gave the all media outlets more opportunity to cover the rodeo. During the rodeo we were fielding calls daily from News Directors, Producers and Assignment Editors from each of the 3 TV stations, newspapers other than the RGJ and radio stations about story ideas. We were contacted and asked to assist in the production of 10 – 15 news stories daily.

We also created a partnership with KOLO TV News Channel 8. They came on site during the Reno Rodeo to both provide professional coverage of the rodeo for the video board production, but to also set up and broadcast the news live from the Reno Rodeo arena 8 of the 9 days of performances. KOLO TV News Channel 8 broadcast the 5:00pm, 5:30 pm and 6:30 pm news LIVE from the arena for 8 days. This type of media partnership had never been done before. There were many hurdles to overcome but ultimately the coverage and exposure the Reno Rodeo gained from the broadcasts assisted in the overall publicity of the rodeo. The live news broadcasts did not cost the rodeo other than the cost for the platform to be built behind the grandstand. During the 8 nights that KOLO TV News Channel 8 was present there was a live interview and 5 rodeo related stories per news segment broadcast. In addition, on the 5 weeknights the Sports segment of the broadcast was done live from the rodeo arena during the 11:00 PM news with additional footage following up on the nights performance highlights. Additional value provided by KOLO TV News Channel 8 was in the form of the Promotions department promoting the relationship with the Reno Rodeo and the live broadcasts from the rodeo arena. KOLO also promoted ticket sales and gave us additional KOLO produced ads promoting ticket sales and dates of the Reno Rodeo at no cost to the rodeo.



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The Reno Rodeo received a total of:

Most news, sports reports ran over 60 seconds from the news desk.

This dollar figure does not include the overall time spent out at the rodeo grounds with live broadcast of news from KOLO TV News Channel 8.

KTVN 2	66 stories
KRNV 4	60 stories
KOLO TV News 8	193 stories
KOLO TV News 8	Promotion department
KOLO TV News 8	Total broadcast time live at the rodeo arena: 540 total minutes / 9 hours

Additional Value:

KOLO TV News Channel 8 was broadcasting live from the rodeo arena from Saturday June 22 – Saturday June 29. One live Broadcast at 6:30 PM on Saturday 6/22, Sunday 6/23 and Saturday 6/29 and 3 live broadcasts per weeknight at 5:00, 5:30 and 6:30 PM. Total broadcast time live at the rodeo arena: 540 total minutes / 9 hours

In addition KOLO TV News Channel 8 placed many 20 second spots promoting the relationship with the Reno Rodeo, the live broadcasts, tickets sales and ticket info from June 10 – June 29.



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Print:

We created a great atmosphere for newspaper reporters / editors to come on site and write their stories. We enhanced the media trailer with phones, a TV to watch the performance while writing so as to not miss any action, modem lines for laptops and computers with internet access. We created a media platform for writers to sit and watch the rodeo while writing. We had great support in the media trailer so I was able to get all of the reporters out to the grounds to set up. We continued to maintain our great relationship with the Reno Gazette Journal. I had comments from members of the community that have never been to the rodeo that they went this year due to the great coverage. The coverage made them feel like they were missing something.

The Reno Rodeo received a total of Reno Gazette Journal ONLY:
All print prior to June 19th (September 1, 2001 – June 19, 2002)
1656 column inches

Coverage in special sections

- Best Bets April
- Best Bets May
- Calendar June 14
- Calendar June 21
- Calendar June 28
- Best Bets June 20
- Best Bets June 27
- CPG Special Rodeo Piece Friday June 21

During Rodeo June 19th thru July 1st –

2744 column inches – A Section, Sports, Reno/Sparks, News, Life

****RGJ-** Guy Clifton - 51 stories in 14 days. Section fronts included 1A, Sports, Life, Sunday Life and Work-It. That's not counting Lenita Powers, and Lauren Clifton's great cattle drive package or John Stearns' economic impact story on business.

*******Note this does not include Nevada Appeal, Sparks Tribune, magazines (Sports Illustrated & PSN), or other out of market newspaper articles such as, Nevada Rancher, Chico, Sacramento, Northern California, Bay Area and San Joaquin Valley (Modesto, Stockton, Lodi, Fresno) and still other out of market magazines and newspapers.

- Sports Illustrated coverage 2 page spread
- Carson Nevada Appeal
- PRCA - PSN
- Nevada Rancher 6 full pages June and July
- Sacramento Bee Entertainment Section
- San Francisco Chronicle/Examiner Pink Section



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Radio:

This year the Reno Rodeo renewed their relationship with the "Official Reno Rodeo Radio Station" The Mountain 94.5 FM KHXR. Promotion on the radio began on KOH and The Mountain in January and February with the drive for candidates for Flag Team, Queen Candidates and Volunteers. With no cost to the rodeo the Flag Team received 100 entrants. We were on live on the morning shows and some afternoon shows. We then used the radio, both KOH 780 AM and The Mountain 94.5 FM to get applicants for the Rodeo Queen pageant. We received 5 quality applicants, 10 was the goal. We also had Reno Rodeo day out on the Harrah's Plaza for the Winter Olympics kick-off and the Olympic torch. The Mountain gave us 1 day of Live Remote support announcing anything rodeo we wanted.

We began the real push for the promotion of the 2002 dates and ticket sales in April. The announcement was made by The Mountain as to the talent for the Kick-Off concert in late April and from that day on the Mountain promoted hourly The Reno Rodeo dates and ticket info as well as, the Kick off concert talent and concert info. From the end of April on The Mountain must have mentioned us at least 6 – 12 times per hour.

KKOH 780 AM - We received hourly news coverage, reports and mentions about the Reno Rodeo based on press releases sent to them. They placed every press release on their web site and they reported every press release on the news. The Reno Rodeo was on June 22 for 30-minutes on the Community Spotlight Show. The Reno Rodeo was on both Weekends on the Dave Preston Entertainment Weekly show for a total of 6 hours. KKOH news reported on the hour from 6 AM to 6 PM Reno Rodeo information about traffic, news stories, rodeo related stories and such all during the rodeo. We received 12 mentions daily for 14 days during the Reno Rodeo. Plus January Donation, February Queens and Flag Team, March Queens and April Volunteers, June Don Balliette, and Black Stallion reports that were live from the event. KKOH 780 AM also ran contests during June for tickets and trivia.

Citadel also owns KBULL 98.1 FM. KBULL made up to 4 mentions daily for PSA's on rodeo information from Flag Team, Queens, Volunteers and then Tickets, Dates and rodeo info. They promoted the Reno Rodeo from January 1st until June 30th about 4 times daily for 2 weeks each month from January through April and May through June up to 20 times per week.

KKOH 12 mentions daily at 60 seconds per X 14 days = 168 minutes
Other KOH radio coverage up to 30 days = 30 news minutes



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Internet (World Wide Web):

The goal this year was to provide coverage for the rodeo in all 4 mediums of communication. In years past the Internet was never utilized. Through the constant promotion of www.renorodeo.com we raised awareness that the Reno Rodeo had Internet presence. The web site received over 1,000,000 hits during the month of June.

Additionally we had very established World Wide Web providers cover the Reno Rodeo. Mark Maynard, Editor with RENO.COM which is part of the TCAN new group with Tahoe Daily Tribune and Carson Appeal and the RGJ.COM web site for Reno Gazette Journal. Both web sites covered the Reno Rodeo extensively and published articles to their respective web sites and created galleries of photos. I have enclosed in this report some of the pages found on the Internet about RENO RODEO.

You will find over 2900 web pages on the Internet with Reno Rodeo if you type in "Reno Rodeo" into GOOGLE.COM search engine.

Other Additional Value: Casino Video Boards run Reno Rodeo Ads May - June

NetStar Productions realized the need for additional advertising and created a 12 sec to 30 second video that was played on casino video boards promoting Reno Rodeo. The video played at Harrah's, The Nugget, Reno Hilton, Baldini's, The Atlantis, Silver Legacy, Boomtown and the Eldorado. This was in response to the need for additional advertising, integrating the sponsor with the event and marketing and **saving money rather than adding to the Advertising budget for billboards**. The locations were very high visibility, I-80 E-W Sparks, US 395 N-S, Downtown, I-80 E-W Verdi, S. Virginia,

Total PR Value \$2.5 Million