

## How Visit Cook County fosters the Public Relations Magic 😊.

Public Relations is about knowing when to strike while the iron is hot. Here are two recent major metro media coverage stories that have been earned by watching trends and data.

ALL SECTIONS | Weekly ads



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<http://www.startribune.com/spring-waterfall-season-is-perfect-reason-to-head-up-north/477178933/>

LOCAL

### Spring waterfall season is perfect reason to head Up North

Melt near Canadian border is captivating, and visitors heed the call.

By Pam Louwagie Star Tribune | MARCH 17, 2018 — 3:57PM



BRIAN PETERSON

A quick stop at the wayside park near the Cross River on Hwy. 61 will reward visitors with a view of one of the most beautiful falls on the North Shore.

<https://www.facebook.com/startribune/posts/10157768112128018>

#### Waterfalls

March 9, 2018

Waterfall Map put behind a form on Hubspot

March 12, 2018

Notification - Pam L. downloaded the waterfall map

#### Notification

March 13, 2018 - 9am

KJ instructs LINPR to forward waterfall PR to Pam.

March 13, 2018 - noon

Pam notifies LINPR that she want to do an interview

#### Interview

March 13-14, 2018

Series of interviews and emails regarding waterfall stats.

March 18, 2018

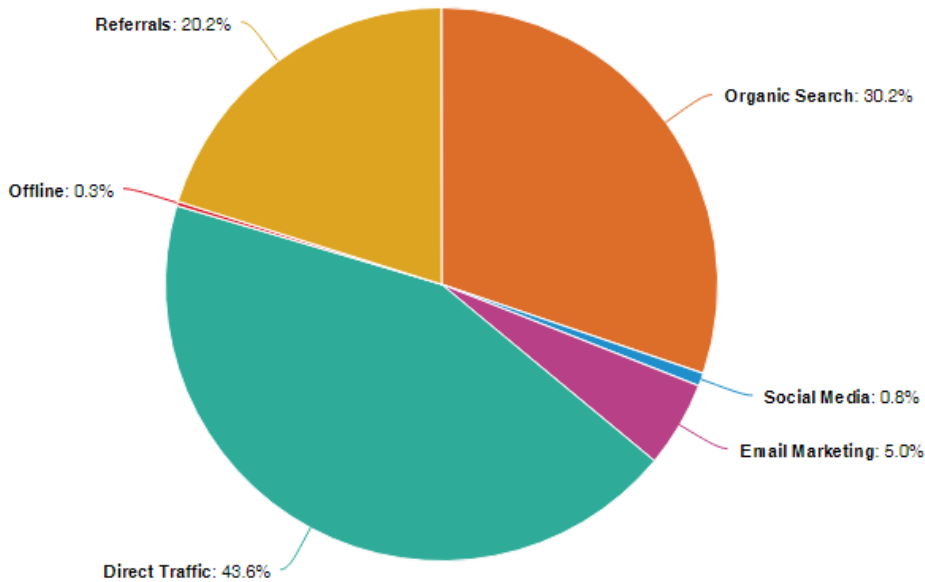
Article hits newsstands

April 15, 2018

441 new downloads of waterfall map tracked + counting

# Marketing Update | March & April 2018

As of 4/15/18: 441 Unique Downloads of Waterfall Map



With 90% of the referral traffic coming from Star Tribune sources.



VARIETY

## Searching for moose - and dinner - in northern Minnesota



By KERRI WESTENBERG, STAR TRIBUNE  
February 23, 2018 - 7:30 AM

This story began with a Twitter conversation with the writer.

[http://m.startribune.com/searching-for-moose-and-dinner-in-northern-minnesota/474896573/?section=variety&utm\\_source=VisitCookCountyMN&utm\\_medium=VisitCookCounty&utm\\_campaign=GunflintTrail](http://m.startribune.com/searching-for-moose-and-dinner-in-northern-minnesota/474896573/?section=variety&utm_source=VisitCookCountyMN&utm_medium=VisitCookCounty&utm_campaign=GunflintTrail)