

GREATER PALMS SPRINGS
MEDIA
TOOLKIT



GREATER
palm springs
find your oasis.





GREATER PALM SPRINGS MEDIA TOOL KIT

A guide to working with Greater Palm Springs' media outlets and valuable strategies to cultivate communication and promotional opportunities for your group.



WELCOME TO GREATER PALM SPRINGS

We're delighted you've selected our Southern California Oasis as the host destination for your meeting. The Greater Palm Springs Convention & Visitors Bureau has designed this Media Tool Kit to provide information and guidelines to assist you with optimizing your event promotion to local media.

Please don't hesitate to contact the Greater Palm Springs CVB Communications Department with any questions or for additional assistance.



WE'RE HERE TO HELP. WE CAN PROVIDE:

- High-resolution digital photos and high definition b-roll footage
- Public relations brainstorming
- Press release proofing
- Greater Palm Springs Press Kit

You also have online access to our press releases covering the latest news and developments in Greater Palm Springs, as well as a complete Calendar of Events.

To download photos, video, CVB logo, Greater Palm Springs maps and more digital assets, simply register for an account at www.barberstock.com/greaterpalmsprings.

Contact us for further assistance.

CONTACT

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BEST PRACTICES FOR CAPTURING MEDIA COVERAGE IN OUR BEAUTIFUL OASIS

As a meeting planner, spokesperson, public relations firm or publicist intent on getting coverage for your event in our destination (or anywhere for that matter), a proven strategy for success rests on engaging targeted media outlets at the right time and with compelling content. Greater Palm Springs press are often very receptive to promoting your event; even more so when you anticipate their needs—for advance reporting and real-time coverage—with a concise, informative and creative public relations campaign. Here are some suggested tips to garner 'rock star' coverage for your meeting or event in our destination.

ASK QUESTIONS BEFORE YOU START

Take time to distill the aspects of what you are trying to accomplish with your public relations campaign and ideal ways to achieve your goals before you develop your media distribution list. A few questions to ponder: What is special or unique about your event that is newsworthy? Who is the targeted audience for attendance? Is your event private or open to the public? If private, what narrative can you share that will interest readers not invited to attend? What promotional platform is most important for you to get the word out—print, radio, TV, social media? An integrated approach that utilizes all channels of communications? Reach out early—lead times for broadcast or publication deadlines vary so be sure to do your research. For your convenience, we've included a comprehensive list of Greater Palm Springs media outlets in this guide.

PITCH PERFECT

Aside from providing the press with basic details of the event, are there highlights you can disclose that are guaranteed to pique an assignment editor's interest? Perhaps you have a celebrity or well-known speaker confirmed to attend. Celebrity appearances are often an enticement for coverage. Is your event connected to a buzzworthy trend or timely news topic? Pitch a fascinating human interest story or let press contacts know if your event will be supporting a local charity or business endeavor. If you are planning a larger multiday gathering, consider inviting the media to a preview reception. Be personable, knowledgeable and readily available to answer follow-up questions, and your event will be more likely to make its way on a media outlet's 'not-to-be-missed' list.

SPREAD THE WORD

If applicable to your meeting or conference, during pre-planning update your event website and develop a print and/or online media kit. In the media kit, include the event schedule, brochure, speakers' bios, high resolution photos and any other materials you deem important. Create a timeline for outreach and stick to the milestones, including the schedule for sending out press releases to your targeted media list. Before you distribute a press release, determine how each media outlet prefers to receive information, whether by phone, e-mail, texting or social media. If you want Greater Palm Springs media to cover your event during its duration, send a media alert a week prior to the event and again two days before the event. Develop a branded hashtag for your event and include it on press releases and promotional materials. If you are hosting a larger gathering with a more regional or national focus, or focused on a specific industry, you may also want to distribute your release through an electronic news release distribution service.





HOSTING THE PRESS

When you invite journalists to cover your event, be sure to have a dedicated media area or press room with a strong Wi-Fi connection. Confer with event organizers in advance to determine preferred logistics, including parking for media, locations for video camera placement, still photography backdrops and where one-on-one interviews with noted guests and company executives should take place. Hire a professional photographer for the duration of the event to provide high quality imagery. When press members arrive, provide them with the program agenda and media kit. You or one of your team members should be available to assist media with requests including introductions to interviewees, event sponsors and company executives, as well as follow-up requests for additional information.

AFTER THE WRAP

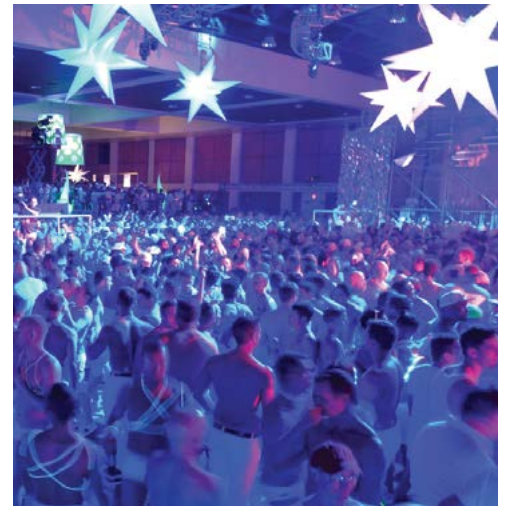
Seasoned public relations professionals know that follow-up calls and e-mails are an essential part of the process. You will also want to develop key talking points based on fact to counter any negative press. Send a thank you note to each member of the press who has reported and/or attended your event. Include any additional background information not presented at the event that will help them craft their story. Editors and reporters are inundated with pitches, press releases and story assignments; they really will appreciate any efforts you undertake to ease their workload.



HOW TO BE A SUPER SPOKESPERSON

Whether you are new to the camera or a pro public speaker, getting positive coverage for your company or organization may hinge on how you present yourself to press at the event. Below are some quick tips and tricks that will boost your chances for success.

- Anticipate questions the press may ask in advance and come prepared with answers. Know the relevant research and facts that your event is addressing, and real-world examples to support the facts (e.g., case studies).
- Know your audience and tailor your message with your audience in mind.
- Speak clearly and concisely at a moderate pace; it is perfectly acceptable to pause briefly and collect your thoughts. Avoid jargon.
- If a microphone is not available, be sure to project your voice so those in the back can hear you. Hone your public speaking skills by practicing in advance – a mirror can be your best friend!
- Stick to the key points and facts, avoid the words “um” and “like” and don’t chew gum or mints.



- Dress professionally, hold good posture and stay enthusiastic about your subject, company and event.
- Maintain eye contact with the reporter(s) by not looking directly into the camera.
- Give a brief summary of the key points at the end. And keep in mind that anything you say during the briefing or interview may be used for sound bites or quotes.
- Once the article is in print, online or the story airs, request a link and permission to showcase it on your website. Check to see if you can buy the rights for article reprints or videos.



WRITING A RIVETING PRESS RELEASE

You have your media list and strategic plan in place. Next, you will want to craft and distribute a compelling press release to encourage journalists in Greater Palm Springs to cover your event. The key elements of a press release include a headline, dateline, lead, body, boilerplate, source and the key media contact. Most importantly, your press release should cover the details of the event and the story you are pitching in a timely, factual and concise manner.

- Make sure the release is on company letterhead.
- Grab attention with a short, catchy and descriptive headline. If you use a subhead, make sure it builds upon the headline and enhances readers' understanding of the topic.
- Be brief and keep it to two pages maximum; 400-500 words is best.
- The introductory paragraph should contain the most important information. Answer the questions who, what, when, where and why.
- Write in the third person – don't say "I" or "we" unless you are using in a direct quote.
- Use active, not passive voice. Verbs in the active voice bring your press release to life and avoid using jargon.
- Include a quote from a company spokesman. Consider adding multimedia elements such as YouTube videos or images.
- Keep social media and optimization in mind. In this digital era, your audience may extend beyond media. Identify and use keywords but don't "overstuff."
- Include contact information—especially a phone number or e-mail where you can be reached while on site at the meeting.
- End the release with three pound signs centered at the bottom of the release.
- Spell check and proofread before sending out.
- E-mail the release to yourself and to targeted media contacts
- When sending electronically cut and paste the body of your release into the email and also attach the document. Many journalists will not open an attachment or it gets captured in spam filters.



IMPORTANT TO NOTE

The official names of these Greater Palm Springs venues and attractions

- Greater Palm Springs Convention and Visitors Bureau
- Palm Springs Convention Center
- Palm Springs International Airport (PSP)
- Palm Springs Aerial Tramway
- Palm Springs Air Museum
- Palm Springs Art Museum
- The Living Desert Zoo and Gardens
- Santa Rosa and San Jacinto Mountains National Monument
- Sunnylands Center & Gardens





SAMPLE
PRESS RELEASE

For Immediate Release

January 4, 2018

Contact Info

Joyce Kiehl
760.969.1338
jkiehl@gpscvcb.com

TIP:
Social media friendly headline

Greater Palm Springs Hosts 11th Annual Sand Storm Lacrosse Festival *Experience the best of youth lacrosse with co-ed teams from across North America*

Greater Palm Springs, CA (January 4, 2019) — Come cheer on athletes destined for greatness during the annual Sand Storm Lacrosse Festival, set to return to Greater Palm Springs **January 13-14, 2019** at the Empire Polo Club in Indio, CA. Now in its 11th year, the two-day tournament, which draws approximately 20,000 attendees, will host 368 teams - comprised of middle and high school male and female players from all over the country. This year's tournament will have teams participating on 60 fields. The event is being sponsored by Gatorade and presented by Synapse Sports.

TIP:
Quote from key spokesperson

"We knew when we started Sand Storm in 2008 that it had tremendous potential. A warm weather location, state-of-the-art facility, top-notch competition and detailed organization are the ingredients for success," said Cathy Samaras, Founder and CEO of Synapse Sports. "Sand Storm lived up to its potential and exceeded expectations since the beginning. Now it has become a destination event for club teams throughout the country as the premier winter tournament."

In addition to the Lacrosse championships, the festivities include a cut-a-thon in support of Locks of Love, a non-profit organization that provides hairpieces to children suffering from long-term medical hair loss. Stylists from local salon partner DG Hair Stories in Palm Desert will be onsite on Saturday, January 13 from 11 AM – 3 PM conducting cuts in the LAX MALL vending area maintained in the Medjool Lake Tent. The public is welcome and encouraged to donate hair or check out a game. Admission and parking are free.

For continuing updates on the 2018 Sand Storm Lacrosse Festival, visit the event website at www.sandstormlacrosse.com.

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KEY:
Organization boiler plate info

About Greater Palm Springs, California

Greater Palm Springs is Southern California's premier resort, special event and golf destination. Discover a place of many experiences and surprises in nine distinctive cities: Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio and Coachella. As a respite for mind, body and spirit, Greater Palm Springs is ready to provide you with an unparalleled sense of escape, adventure, recreation, relaxation and your own unique way to play--anytime of the year. For more information on Greater Palm Springs, visit www.visitgreaterpalmsprings.com.

Follow Greater Palm Springs CVB on Facebook and Twitter. Meeting planners can also follow Greater Palm Springs meetings on LinkedIn.

WHEN TO SEND A MEDIA ALERT



MEDIA THAT INVITES INTRIGUE

A media alert, also known as a media advisory, is an invitation to the press to attend a live event you are hosting. Examples include trade shows, press conferences, grand openings, book signings, festivals, speeches—often events with visually appealing components that enhance the story and generate coverage. Media alerts differ from press releases in that they are much shorter and direct with a who, what, when and where format. They may also include an agenda or chronological timeline of specific highlights taking place during the event.



- 01 Make sure the release is on company letterhead.
- 02 If there is a photo opportunity or a specific event, state that at the beginning of the Media Alert.
- 03 Include contact information—especially a phone number or e-mail where you can be reached while on site at the meeting.
- 04 Include basic who, what, when, where.
- 05 Include your organization's boilerplate at the end of the alert.
- 06 Send the media alert out one to two weeks in advance of your event via e-mail and within the body of the e-mail. Follow up with a phone call two to three days after sending. Distribute the media alert again the day before the event.





MEDIA ALERT

Tourism Rally in Greater Palm Springs Highlights Region's \$7 Billion Economic Impact!

Media invited to attend & cover

WHO: The Greater Palm Springs Convention and Visitors Bureau (CVB) will host a press conference reinforcing the \$7 billion economic impact of tourism in the region.

WHAT: A study conducted by Tourism Economics on behalf of the Greater Palm Springs CVB showcases **visitor spending in Greater Palm Springs has increased 10 percent** in the last two years, to \$5.5 billion, and **one in every four jobs is sustained by the tourism industry.**

Among the study's other findings:

- Lodging revenue surged 15 percent over 2015, and room demand grew by 6 percent.
- Although more visitors came to Greater Palm Springs for the day (55 percent), overnight visitors spent more while in the area, accounting for 62 percent of total visitor spending.
- Tourism in Greater Palm Springs generated \$1 billion in tax revenues in 2017.
- Just over 1 million inbound passengers came through Palm Springs International Airport (PSP) in 2017, 12 percent more than in 2015, with international arrivals from Canada accounting for an increasing share of the total.

WHEN: Thursday, May 3, 2018 - 9:00 AM- 9:30 AM PT

WHERE: CSUSB Palm Desert Campus, Indian Wells Theater
37500 Cook St, Palm Desert, CA 92211

INTERVIEW OPPORTUNITIES:

- Scott White, President and CEO of Greater Palm Springs Convention and Visitors Bureau
- Dick Oliphant, President & Founder of Oliphant Enterprises and Founding Member of the CVB
- Linda Evans, Mayor of La Quinta, Chair of the CVB Joint Powers Authority
- Tom Tabler, General Manager of JW Marriott Desert Springs Resort and Spa, Chair, CVB Board of Directors
- Dr. Sharon Brown-Welty, Dean, CSUSB Palm Desert Campus, member, CVB Board of Directors

CONTACT: Joyce Kiehl
media@gpscvb.com
760.123.4567

SECRETS TO A SUCCESSFUL PRESS CONFERENCE



SECRETS TO A SUCCESSFUL PRESS CONFERENCE

Before you schedule your Greater Palm Springs press conference or briefing, run through this list of questions to help you determine your strategy and what you are trying to achieve by inviting journalists to your presentation.

Is your story timely and newsworthy? Do you have the participation of celebrities or high profile speakers? What visuals do you have to present? Are you launching a new program or product? Are you releasing cutting-edge data and findings? Announcing an initiative of local, national or international importance?



FINDING THE IDEAL TIME

- Try to obtain as much information as possible about internal deadlines of the media you are targeting, and schedule your press conference accordingly.
- The best days to hold a press conference are Tuesday, Wednesday or Thursday between 10 a.m. and noon.
- Try to avoid a date conflicting with other major Greater Palm Springs events. You can find a comprehensive event calendar at www.visitgreaterpalmsprings.com/events/.

PICKING A LOCATION

- Make sure the location can be reached easily and with little effort for journalists.
- Hold your press conference in a meeting room or conference venue or in a hotel where you can talk without being disturbed by others. Try to avoid a location with a high noise level.
- Make your organization visible (e.g., with a banner, roll-up, poster).
- Reserve space at the back of the room for television cameras and ensure audiovisual systems are in working order.
- If possible, offer a strong Wi-Fi connection.
- Try to select speakers who are articulate and charismatic. Brief them on the main messages of the event.
- Press conference speakers should sit around a table or use a lectern with a microphone.



THE PRESS CONFERENCE

- Have a media sign-in sheet (good for follow-up after the press conference).
- Have a moderator/facilitator to host the press conference.
- Each speaker should prepare a short presentation or statement, ideally presenting for only three or four minutes.
- Communicate clear messages and explain highly technical terminology in layman's terms.
- Align the whole program around one key message, e.g., think of the headline that you would like to see the next day in the newspaper.
- Offer interesting visuals if possible. These can include charts, posters, new products, models and the like.
- Have someone post updates on your Twitter, Instagram or Facebook feed during the conference.
- Invite journalists to ask questions.
- Be prepared to answer critical questions regarding your topic or organization.





WIRE SERVICES

PUBLICATION	CONTACTS	DESCRIPTION
City News Service, Inc. www.socalnews.com	Riverside County Bureau Chief Paul Young cnsriverside@sbcglobal.net Press releases e-mail: news@socalnews.com Fax: (310) 481-0416	Largest regional news service
Associated Press – LA Bureau www.apnews.com/LosAngeles	losangeles@ap.org (213) 626-1200	Central Bureau for California Coverage
Reuters	https://reuters.zendesk.com/hc/en-us/articles/216467423-Contact-Reuters	Editorial submissions

NEWSPAPERS DAILY

PUBLICATION	CONTACTS	DESCRIPTION
The Desert Sun 750 N Gene Autry Trl Palm Springs CA 92262-5463 (760) 322-8889 www.desertsun.com	E-mail addresses: first name.last name @desertsun.com (julie.makinen@desertsun.com) Executive Editor –Julie Makinen Managing Editor – Kate Franco Reporter - Music, Film & Creative Class Bruce Fessier Reporter – Growth & Development Amy DiPierro Reporter – Tourism & Families Sherry Barkas Reporter – Education –Joseph Hong Reporter – Golf & Outdoors – Larry Bohannan Reporter – Energy and Technology – Sammy Roth Community Content Editor, Desert Magazine Kristin Scharkey	Audience Reach in Greater Palm Springs Monday-Saturday: 135,326 Sunday: 126,924 Website monthly page views: Nearly 6 million
The Press-Enterprise 1825 Chicago Ave Ste 100 Riverside CA 92507-2373 (951) 684-1200 www.pe.com	E-mail addresses: First initial lastname @scng.com Executive Editor – Frank Pine editor@scng.com Features Editor – Jerry Rice Senior Editor –Tom Bray Business Editor – Samantha Gowen Politics Editor – Andre Mouchard Public Health & Environment Editor – Diya Chacko Executive Sports Editor –Tom Moore	Print & Digital Circulation Daily: 45,343 Sunday: 92,332 Monthly Page Views (Desktop & Mobile):5,924,362



NEWSPAPERS BIWEEKLY, WEEKLY AND MONTHLY

PUBLICATION	CONTACTS	DESCRIPTION
Coachella Valley Weekly (760) 501-6228 www.coachellavalleyweekly.com	Publisher/Editor – Tracy Dietlin publisher@coachellavalleyweekly.com	Published Weekly 20,000
Coachella Valley Independent Mailing address: 31855 Date Palm Drive #3-263 Cathedral City, CA 92234 (760) 904-4208 www.cvindependent.com	Publisher/Editor – Jimmy Boegle jboegle@cvindependent.com Assistant Editor – Brian Blueskye bblueskye@cvindependent.com	Published Monthly Print Circulation 16,000 copies delivered to more than 380 locations Website monthly unique visitors: 13,000
Desert Star Weekly 13-279 Palm Drive, Suite 4-5 Desert Hot Springs, CA 92240 (760) 671-6604 www.desertstarweekly.com	Editor-In-Chief – Max Liebermann editor@desertstarweekly.com	Published Weekly Circulation: 450 locations in Greater Palm Springs and High-Desert
El Informador del Valle 82-015 Highway 111 Indio, CA 92201 (760) 342-7558 www.elinformadordelvalle.net	General Manager – Héctor Felix, Jr. Informador.newspaper@gmail.com Editor – Alma Judith Contreras	Published Weekly Spanish Readership: 166,000+
La Prensa Hispana 45-102 Smurr Street Indio, CA 92201 (760) 342-2565 www.laprenshispanainc.com/	Publisher – Ana Gascon Vasquez laprenhispana@gmail.com	Published Weekly Bilingual Spanish/English Circulation: 46,500

MAGAZINES/NEWSLETTERS (WEEKLY, MONTHLY, QUARTERLY)

PUBLICATION	CONTACTS	DESCRIPTION
Palm Springs Life 303 N. Indian Canyon Drive Palm Springs, CA 92262 Editorial: (760) 325-2333 ext. 233 www.palmspringslife.com	E-mail addresses: first name @palmspringslife.com Editor-In-Chief – Steven Biller Managing Editor – Olga Reyes Senior Editor – Emily Chavous Home Design & Weddings Editor – Lisa Marie Hart Fashion & Scene Editor – Susan Stein Senior Online Editor – James Powers James.powers@palmspringslife.com	Published Monthly Print Readership: 50,576 Digital Readership: 2,536



MAGAZINES/NEWSLETTERS (WEEKLY, MONTHLY, QUARTERLY)

PUBLICATION	CONTACTS	DESCRIPTION
Palm Springs Life Desert Guide	Senior Editor – Emily Chavous	Published Monthly Readership: 70,393
LOCALE Palm Springs 2755 Bristol Street Costa Mesa, CA 92626 (949) 436-8910 www.localemagazine.com	Editor – Lifestyle – Jessie Dax-Stekus Jessie.dax13@gmail.com Digital Editor – Charlotte Farrell Charlotte@localemagazine.com Orange County Market Manager – Jason Kosky jason@localemagazine.com	Published Monthly Circulation/Audience: 250,000 Website Monthly Visitors: 200,000+
Desert Charities News P.O. Box 1525 Rancho Mirage, CA 92270 (760) 346-1822 www.desertcharities.com/	Editor-Publisher – Steve Tolin steve@desertcharities.com	Published 3x/year Total Issue Distribution: 28,500
Desert Entertainer 41995 Boardwalk, Suite L2 Palm Desert, CA 92211 (760) 776-5181 www.desertentertainer.com	Publisher – Deb Geissler dgeissler@desertentertainer.com	Published Monthly Circulation: 200+ locations Readership: 36,000+
Desert Health News P.O. Box 802 La Quinta, CA 92253 (760) 238-0245 www.deserthealthnews.com	Lead Editor – Jo Ann Steadman Event Manager/Editor/Writer – Doris Steadman news@deserthealthnews.com	Published Bi-Monthly Circulation: 20,000 350+ locations in Greater Palm Springs
Gay Desert Guide (760) 813-2020 www.gaydesertguide.com	Founder/Owner – Brad Fuhr brad@gaydesertguide.com	Online Guide Monthly Page Views: 50,000+ Weekly E-Newsletter: 3,000+ subscribers
Golf News Magazine P.O. Box 1040 Rancho Mirage, CA 92270 (760) 321-8800 www.golfnewsmag.com	Publisher/Editor-In-Chief – Dan Poppers dan@golfnewsmag.com	Published 9x/year 180,970
The Public Record (760) 771-1155 www.desertpublicrecord.com	Editorial – Ken Alan editor@desertpublicrecord.com	Published Weekly on Tuesday Circulation: 4,500



MAGAZINES/NEWSLETTERS (WEEKLY, MONTHLY, QUARTERLY)

PUBLICATION	CONTACTS	DESCRIPTION
TravelHost Greater Palm Springs 78080 Calle Estado, Suite 201 La Quinta, CA 92253 (760) 668-9559 www.travelhostpalmsprings.com/	Publisher – David Portener DavidP@travelhost.com	Published 6x/year Circulation/Readership: 105,000

TELEVISION

PUBLICATION	CONTACTS	DESCRIPTION
KESQ-TV News Channel 3 31276 Dunham Way Thousand Palms, CA 92276 (760) 773-0342 www.kesq.com	Assignment Manager – Rich Tarpene rtarpene@kesq.com newsline3@kesq.com	ABC affiliate Studio houses sisters stations CBS Local 2, KDFX-TV (Fox), KUNA-TV (Telemundo), KUNA-FM (La Poderosa 96.7 FM) and KESQ AM 1400
KPSP-TV CBS Local 2 31276 Dunham Way Thousand Palms, CA 92276 (760) 773-0342	Assignment Manager – Rich Tarpene rtarpene@kesq.com info@kpsplocal2.com	CBS affiliate
KMIR-TV 72920 Parkview Dr Palm Desert, CA 92260 Newsroom: (760) 340-1623 www.nbcpalmsprings.com	News Director – Gino LaMont glamont@entravision.com Assignment Editor/Producer Cecilia Partridge cspartridge@entravision.com news@kmir.com	NBC affiliate Spanish language sister station: KVER-TV (Univision)



NEWS RADIO

PUBLICATION	CONTACTS	DESCRIPTION
<p>Alpha Media Palm Springs 1321 Gene Autry Trail Palm Springs, CA 92262 (760) 322-7890 KNEWS 94.3/104.7 www.knewsradio.com KDGL-FM 106.9 Classic Hits KCLB-FM 93.7 Rock KPSI-FM 100.5 Hot AC KDES-FM 98.5 Country KKUU-FM 92.7 Rythmic Top 40 KKUU-HD2 103.9 Sports KDES-HD2 107.3 Classic Hits</p>	<p>Promotions – Cristine Isabell Cristine.c@alphamediausa.com News Editor – Gene Nichols gene.nichols@alphamediausa.com</p>	News talk
<p>Marker Broadcasting 75153 Merle Drive, Suite G Palm Desert, CA 92211 (760) 568-4550 www.markerbroadcasting.com ALT101.5 (KJJZ-HD2-FM) Q102.3 Classic Rock (KRHQ-FM) Big106 New Country (KPLM-FM) Jammin 99.5 (KMRJ-FM) KOOL 95.9 FM (KJJZ-FM)</p>	<p>Marketing Director – Tricia Witkower tricia@markerbroadcasting.com Marketing Executive – Randy Reyes randy@markerbroadcasting.com</p>	
<p>Entercom Communications Channel Q 103.1 (KQPS-FM) www.wearechannelq.radio.com</p>	<p>Entercom PR – Jennifer Morales Jennifer.morales@entercom.com (212) 649-9685</p>	LGBTQ+ talk radio network
<p>KPCC 89.3 FM 474 South Raymond Avenue Pasadena, CA 921105 (626) 583.5100 www.scpr.org</p>	<p>Managing Editor – Megan Garvey mgarvey@scpr.org</p>	Southern California Public Radio



9 RESORT CITIES.
ONE BEAUTIFUL OASIS.

VISITGREATERPALMSPRINGS.COM

palm springs | desert hot springs | cathedral city | rancho mirage
palm desert | indian wells | la quinta | indio | coachella