



Marketing & Public Relations Assistance

(updated 6/28/2023 - NH)

Online – Website & Social Media:

- **Visit Stillwater Website:** VisitStillwater.org and VisitStillwaterOK.org
 - With over 50,000 views a month, our website and interactive online calendar are excellent resources to promote your event.
 - Please submit your event at VisitStillwater.org/events/submit-your-event and provide detailed information about your event including:
 - Event name
 - Event date(s)
 - Times (beginning and ending times)
 - Location
 - Contact name, phone number, and email
 - Event website and/or Facebook address
 - Cost to attend
 - Lineup of Entertainment and/or details about the event
 - Associated image or logo
 - If complete event details are unavailable when your date is set, details can be added when they become available.
 - If you have questions about event uploading, contact:
 - Jordyn Walker, Director of Communications, Jordyn@VisitStillwater.org
- **Visit Stillwater Facebook:** 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 or send it to Jordyn@VisitStillwater.org.
- **Visit Stillwater Instagram:** instagram.com/visitstillwater
 - Share photos or videos representing your event @VisitStillwater.
- **Visit Stillwater Twitter:** twitter.com/visitstillwater
 - Tweets referencing your event and link for additional information about your event.
 - Retweet event information, updates, entertainment, changes, cancellations, etc. #VisitStillwater and @VisitStillwater.

Press Release Distribution:

- Distribute accurately formatted press releases to local, regional, state, and/or national media contacts.
- Send completed press releases to Jordyn Walker, Director of Communications, at Jordyn@VisitStillwater.org

Television:

- Visit Stillwater President/CEO co-hosts, “The Morning Edition”, on KWEM Tv-31 (Optimum Channel 3) live daily weekday mornings and coordinates guest appearances for each show:

KWEM Tv-31 – “The Morning Edition – Live Weekday Mornings from 7-7:30 am:

- 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 to guarantee availability.
- Please provide guest name(s), topic, website address, and phone number.
- The show airs LIVE at 7:00 am. Please arrive 10 minutes early – 6:50 am.
- Tv-31 Studio is located in Downtown Stillwater at 114 West 7th Avenue.

(Across from Zannotti's & The Summit).

- The show is divided into 4 segments:
 - Guest(s) will most likely be on the middle 2 segments.
 - Each segment is approximately 5 minutes.
 - The interview is a very casual conversation and time will go by very quickly.
- Wear what is appropriate for your topic - logo shirt, event T-shirt, suit & tie, costume, etc.
- You can watch the show on Optimum Channel 3 or online at tv31.net
- The show is rebroadcast again the same day at 8:00 am, 12:30 pm, and 7:00 pm.
- The show airs in the Stillwater, Perry, Perkins, Cushing, and Drumright markets.

Radio:

- Our Radio Calendar is exported directly from the Visit Stillwater website calendar. Therefore, the more detailed information included in your description, the better we can promote the specific details of your event.
 - **Monday:** Team Radio's Triple Play Sports “Morning Scramble” from 7:45-8:15 am concurrently on 93.1 FM, 105.1 FM, 1020 AM, and 1580 AM.
 - **Wednesday:** Stillwater Radio from 8:45-9:00 am on 105.5 FM Cowboy Country and recorded podcast – “One-on-One” with Bill Van Ness
 - **Thursday:** Team Radio's Triple Play Sports “Morning Scramble” from 8:15-8:45 am concurrently on 105.1 FM, 1020 AM, and 1580 AM
- Radio Calendars are left each week with radio personalities to refer to on-air.

24/7 Visitor Information Center:

- Display event flyers and posters in our 24/7 Visitor Information Center with over 100 travel brochures, magazines, flyers, and event information – the first stop for many 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 Nicole Horn, Director of Sales, 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.
- Contact Nicole Horn, Director of Sales, at Nicole@VisitStillwater.org for banner placement availability.

For more information or event marketing assistance contact:

Jordyn Walker, Director of Communications, 405-743-3697 or Jordyn@VisitStillwater.org.