



CONVENTION & VISITORS BUREAU

CVB PUBLIC RELATIONS

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Susan Wade, CVB Public Relations Manager
417-799-0401

swade@springfieldmo.org



WE TELL THE STORY OF SPRINGFIELD

The CVB's public relations team works with traditional media, bloggers, influencers and other content creators from around the world who produce stories about travel destinations. We pitch stories, arrange press tours, provide images, answer questions, represent the city at media conferences, etc. with the goal of garnering unpaid media attention showcasing Springfield.

We also work with local media on news about the CVB and local travel industry.

- We use info you send to us!
- We can send you info!
- We have useful links!
- We have a press pass!

**WE PROMOTE
ATTRACTIONS,
RETAILERS, HOTELS,
RESTAURANTS,
EVENTS AND MORE!**



SEND INFO!

NEWS RELEASES & NEWSLETTERS

Keep us informed about what's happening at your business so we can spot trends and develop story ideas to pitch to travel media.



Springfield, Missouri, Media Gallery

These photos can be used by media outlets producing stories about Springfield, Missouri, and others promoting the area as a travel destination. They are sorted alphabetically by name. If you don't find what you need, call 800-678-8767, ext. 101, or send an email to swade@springfieldmo.org. Hundreds of other images are available. When possible, credit Springfield, Missouri, Convention & Visitors Bureau or Springfield CVB.



SEND MARKETING ASSETS!

PHOTOS & VIDEOS

We use photos and videos for newsletters, blog posts, story pitches, our website and other projects. We also provide images and B-roll to media.

Your next story is in Springfield, Missouri!

The Convention & Visitors Bureau staff is here to help you with story ideas, press tours, photos and everything else you need for travel stories that sell.



Ozarks Coffee Trail Launching Second Year

The Ozarks Coffee Trail was wildly successful in its inaugural year so the Springfield CVB is doing it again. More coffee shops are participating and prizes will be awarded. Check it out when it launches in October!



Create Memorable Meals with a Private Chef

The Springfield area has a great selection of in-home private chef services. The chefs specialize in everything from authentic Italian using local ingredients to shipping in fresh seafood.



Cave Tours Offer Year-Round Underground Fun

From the recently reopened Crystal Cave to the tried and true Fantastic Caverns, show caves are a tourism staple in southwest Missouri. A press tour with a focus on caves is in the

planning stages. Interested in being part of it? Tell [us](#) why you should be on this tour!

Biking in the Ozarks



U-Pick Farms Provide Fresh Fruit and Delicious Veggies Spring, Summer and Fall

From berry patches in the spring to apple orchards in the fall, pick-your-own farms abound in the Ozarks.

Story Worthy Events

Oct. 21-Nov. 6 - Springfield Contemporary Theatre presents the southwest Missouri premiere of "Roe," a play about Roe v. Wade, the landmark 1973 case that legalized abortion and is still fiercely debated. Acclaimed writer Lisa Loomer reveals the divergent personal journeys of lawyer Sarah Weddington and plaintiff Norma McCorvey ("Jane Roe") in the years following the fateful decision.

Through Nov. 1 and Returning

SEND STORY TIPS!

WHAT'S NEW, QUIRKY, UNUSUAL, FUNNY?

We send a pitch sheet monthly to travel media.

Tell us your story so we can share it!



GIFT VOUCHER

SPECIAL FOR YOU

BE INCLUDED

PRIZE PACKAGES, PRESS VISITS, VIP GIFTS, ETC.

We often assemble prize packages for radio promotions and other giveaways. We provide welcome gifts to visiting journalists. To be included, send admission tickets, merchandise, gift certificates, etc.

WE CAN HELP YOU!

01

MEDIA LISTS

The CVB subscribes to a program that allows us to create media lists from all over the country. We can search by topic, location and other criteria.

02

LISTS OF ELECTED OFFICIALS

Need a list of contact information for elected officials? We can send that to you!

03

NEWS CLIPS

If your business is mentioned in a news article, we can send you the news clips. This is on a per request basis.

04

MEDIA INQUIRIES

When media reach out for information about things to see and do in the area, we reach out to local businesses for the answers.

Ale Trail List (40 Outlets)

Add a note

0 out of 40 ADD TO LISTS ▾ DOWNLOAD ▾ CONNECT ▾ REMOVE

<input type="checkbox"/>	Beer Connoisseur, The Magazine, trade/industry	>
<input type="checkbox"/>	BeerAdvocate Online, consumer	>
<input type="checkbox"/>	BeerStreetJournal Blog, consumer	>
<input type="checkbox"/>	Black Sheep Online, The Blog, consumer	>
<input type="checkbox"/>	Brewbound Online, trade/industry	>
<input type="checkbox"/>	Craft Beer & Brewing Online Online, consumer	>
<input type="checkbox"/>	Craft Brewing Business Blog, trade/industry	>
<input type="checkbox"/>	CraftBeer.com	>

ONLINE CVB RESOURCES FOR YOU

01

CVB NEWS - springfieldmo.org/news

We post news about the CVB and local travel industry frequently on our newsletter, "CVB News." Once a month, we send a roundup of those articles to you..

02

PRESS RELEASES - springfieldmo.org/press-releases

When the CVB distributes a press release, it's posted here.

03

MEDIA ROOM - springfieldmo.org/media

The media room on our website offers a variety of resources for media.

04

STATISTICS - springfieldmo.org/about-us/public-reporting-dashboard

If you like numbers, check out the public reporting dashboard. It'll tell you everything about the local travel industry from room nights at area hotels to how many groups the CVB books.

05

FACEBOOK GROUP - facebook.com/groups/sgfcvb

We have a private Facebook group where we post information and interact with people involved in the local travel industry.



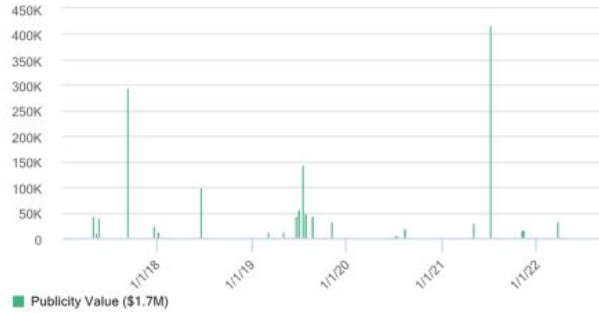
PRESS PASS

JOURNALISTS MIGHT DROP IN

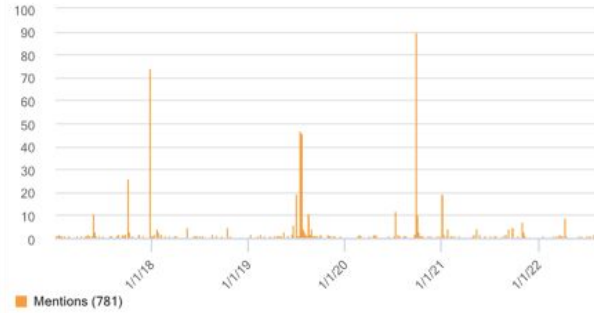
You can give free admission, products or services to media visiting the city via the CVB Press Pass. Participation is free to businesses willing to comp up to two adults and two children.

See current press pass participants and their offers at springfieldmo.org/media/press-trip-qualifications/.

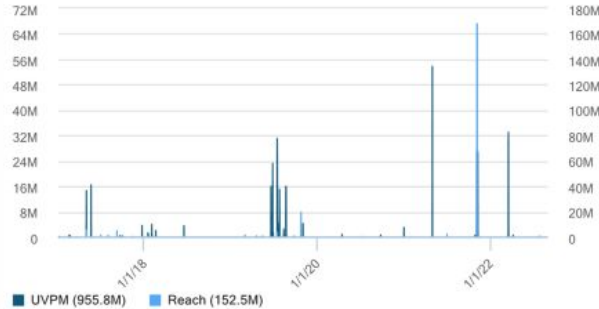
Value of Coverage



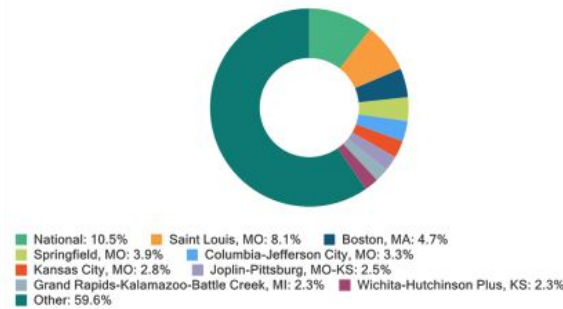
Total Mentions



Reach (Circulation) and Unique Views



Share of DMA Mentions



Success!

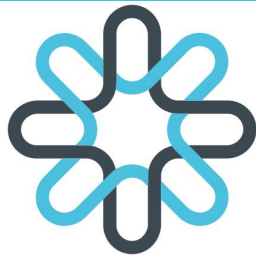
IN THE PAST FIVE YEARS WE...

Played a role in 781 articles in regional, national and online media with \$1.7 million in ad value. Those articles reached millions of potential travelers!

QUESTIONS?

THANK YOU!

Springfield



**CVB
CONNECTIONS**
YOUR VISION, OUR MISSION