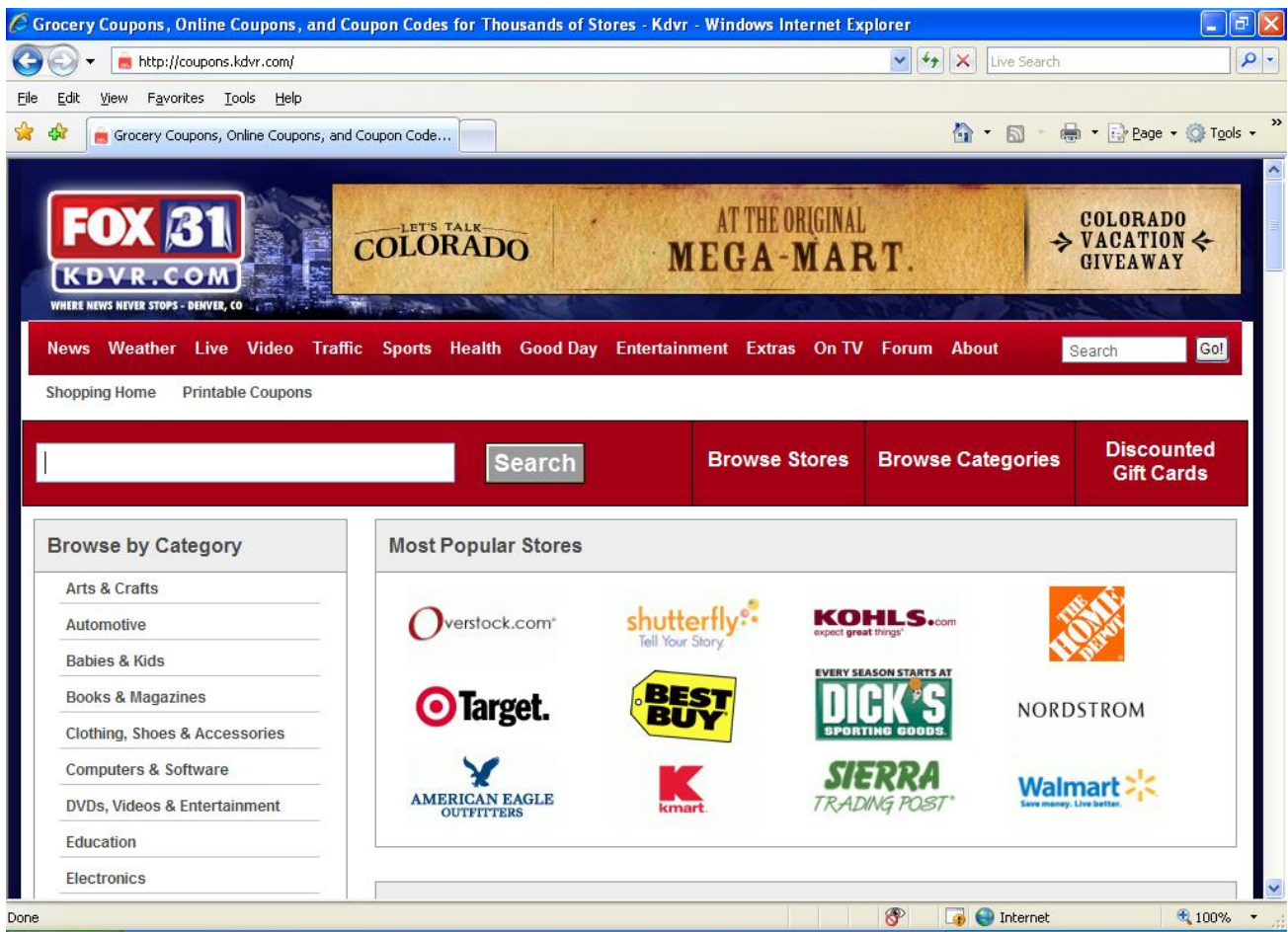


Cutting Through the Clutter: Getting Media Coverage for Your Destination



Tim Ermish, President/General Manager, KSTU-FOX13

Here's a screen shot of how Colorado Tourism is using local media to promote "in-state" tourism.

As I discussed from the panel, in all the prior states I have lived (AZ, MA, NY) the in-state advertising was quite extensive.

As you can see from the attached leader-board ad on my sister station KDVR-FOX in Denver, Colorado is doing the same.

The theme in this economy should be "Staycation" as locals plan vacations closer to home.