

RURAL ROUNDUP

2025

LAUGHLIN



NAVIGATING TODAY'S PR LANDSCAPE



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OVERVIEW

1. Media landscape: Trends, implications, and strategy adjustments
2. Crafting compelling narratives
3. Building and nurturing media relationships
4. How to work with Travel Nevada's PR team
5. From pitch to placement
6. Q&A



Media Landscape



SHRINKING NEWSROOMS

- Continued shrinking newsrooms means increased competition for earned media stories and heavier reliance on freelance journalists and influencers for content.

United is grounding print edition of Hemispheres in-flight magazine after 32 years

Dotdash Meredith Lays Off 143 Staff, Citing a Shifting Media Landscape

Vox Media Hit by 3rd Round of Layoffs in 2 Months

The Washington Post lays off roughly 100 staffers as star journalists exit

RISE OF NICHE PUBLICATIONS

- Rise in niche publications, especially in luxury and outdoor segments, shift to more specialized content and targeted readership.
- There has also been a rise in alternative platforms like podcasts, Substacks and newsletters, that reach a smaller but very engaged audience.

AZURE ROAD

Mountain
Gazette

SMART LUXURY



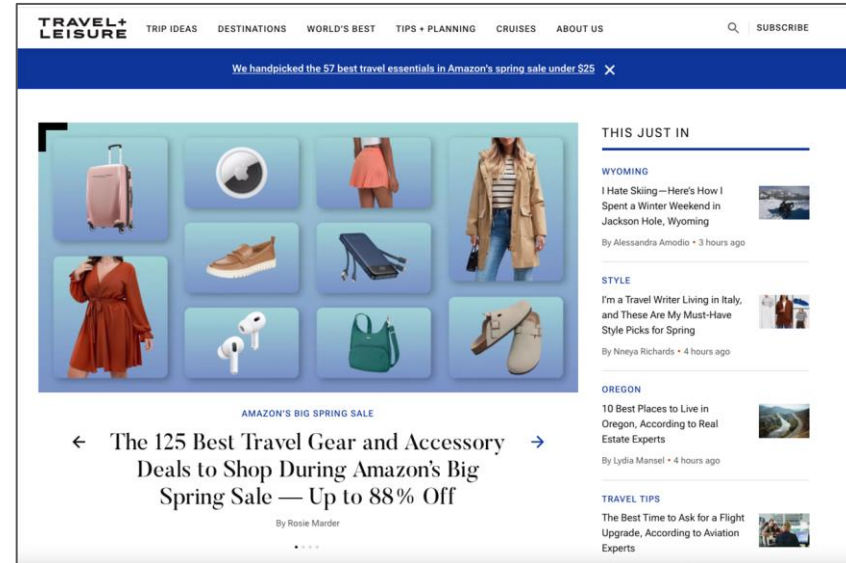
IT'S A LONG GAME

- Media are booking press trips further in advance, and confirmed assignments are no longer an option for freelancers.
- Stories are taking longer to place.
- Freelance writers experiencing “press trip debt” and not accepting as many invites.
- Often takes multiple touchpoints before story materializes.
- Can take months or even years for a story to appear. (Or an opportunity could come super quickly!)



OTHER CONSIDERATIONS

- Time is money: Some freelancers are charging for deskside/virtual briefings or event attendance.
- National outlets collaborating with local writers to provide more in-depth, in-the-know coverage from local perspective.
- Online travel content prioritizes affiliate marketing and bookable experiences creating increased competition for organic, non-sponsored content.
- AI is both aiding and challenging the industry.



Crafting Compelling Narratives



WHAT MEDIA WANT

- Unique stories, great characters, lesser-known locals, history, etc.
- Diverse voices (including accessibility) and inclusive narratives of high importance.
- Informative thought leadership and hot topics, guides.
- Environmental, sustainable and responsible travel.
- Wellness travel, escaping burnout.
- Authenticity in cultural travel coverage.

AFAR

This Is the World's First Autism Certified Airline—and What That Means for Neurodivergent Travelers

Condé Nast Traveler

Where to Find Wellness Experiences in Antigua



ShermansTravel

The Rise of Female-Only Tours, Which Empower Women and Solo Travelers

DETERMINING NEWSWORTHINESS

To determine if your story / pitch meets journalists' criteria for newsworthiness, ask yourself: *Is my story ...*

- New
- Unique
- Timely
- First/only of its kind
- Trending
- National or regional in scope
- Inclusive narrative

Frommer's®

**Timely Topic of Human Migration
the Focus of New Attraction in
Fitting Spot**

The New York Times

Is It Time for a 'White Lotus' Vacation?

Things turn out badly for most of the show's well-heeled characters. But that hasn't stopped some fans from booking a trip.

[Share full article](#) [↗](#) [🔖](#)



The San Domenico Palace in Taormina, Sicily, where the second season of "The White Lotus" was filmed. *Alamy*

Building and Nurturing Media Relationships



TECHNIQUES FOR INITIAL OUTREACH

TIP 1: PITCHING IS LIKE BLIND DATING

- Take some time to:
 - Read the publications
 - Make a note of writer bylines
 - Look up the writer's previous articles
 - Scroll through his/her social media posts
- The goal is to identify areas of interest and commonality that will help the writer care more about your story idea and business.



TECHNIQUES FOR INITIAL OUTREACH

TIP 2: ALWAYS READ: CONSUME THE NEWS

- The more familiarity you have with trending topics in the industry, publication focus areas and coverage style, as well as the writer's bylines, the easier it is to pitch.
- This also provides opportunities to connect with and compliment a writer without asking for something in return.



TECHNIQUES FOR INITIAL OUTREACH

TIP 3: IDENTIFY THE RIGHT MEDIA CONTACTS

- Industry tools are helpful when looking for media contacts or recent coverage on a certain topic, including Muck Rack, Google Alerts and the publication's Contact Us page.
- Some publications like Conde Nast Traveler and AFAR have pitch guidelines on their website.



TECHNIQUES FOR INITIAL OUTREACH

TIP 4: OUTREACH

- The shorter the better; avoid email scroll.
- Tailor the info to the writer and focus on key points – the initial outreach goal is to quickly get their attention.
 - Keep in mind if the writer is truly interested and they need more information, they're going to ask.
- Include a Dropbox/Google file (no attachments!) with image and/or b-roll.
- One to two follow-ups at most.



TECHNIQUES FOR INITIAL OUTREACH

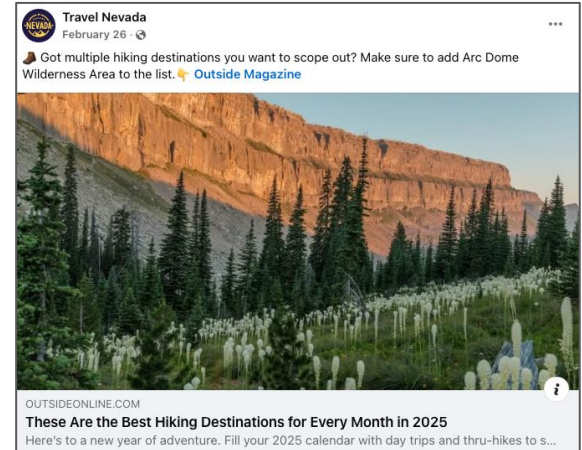
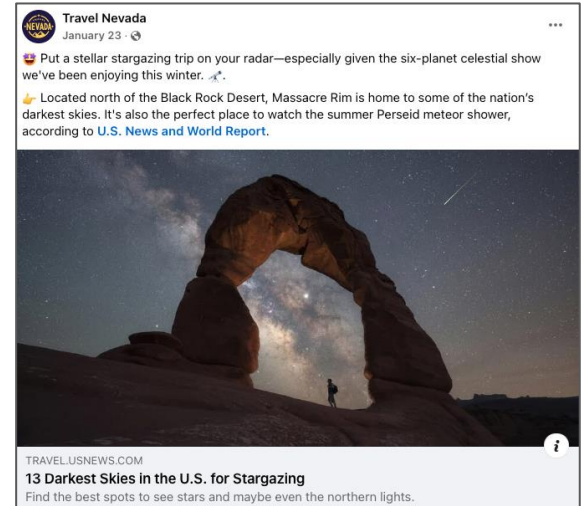
TIP 5: DELIVER AND BUILD ON COVERAGE

- Be responsive
 - Even if you don't have an immediate answer, it helps to immediately acknowledge that you've received the writer's note and that you're working on gathering the information.
- Deliver on time
 - Once you have the interest of a writer, be sure to deliver on time



LEVERAGE YOUR COVERAGE

- PR doesn't stop when you receive coverage!
 - Media coverage is third-party validation
- Public shout-outs to the journalist and outlet build the relationship
 - Tag the journalist and outlet
 - Engage with journalists' and outlet's social posts of the coverage
 - Thank and celebrate them for including you



Working with Travel Nevada's PR Team



ON THE HORIZON

MEDIA MISSIONS

- Las Vegas (April 28)
- New York (May 20)
- Reno (June 10)
- Denver, Atlanta, Las Vegas, and Reno
Pending NCOT approval (FY26)

STORYMINING MISSIONS

- Burner Byway, Free-Range Art Highway, Cowboy Corridor, Rubies Route (June)
- FY26: Loneliest Road in America, Great Basin Highway, Death Valley Rally, Extraterrestrial Highway.



MEDIA HOSTINGS/FAMS

- Travel Nevada hosts media in market to:
 - Showcase our destination and its offerings
 - Scope out potential story angles
 - Bring a confirmed assignment to life
 - Build and enhance relationships

Request a Press Trip

What type of creator are you?

☒ Traditional Journalist
☐ Influencer

If you're a traditional journalist interested in visiting Nevada for a story or content assignment, please complete the following form. Once submitted, a member of our team will reach out to discuss your request.

Your Info

Name (As Appears On Government ID)*

Gender*

Please Select



Position/Title (Select All That Apply)*

☐ General Journalist
☐ Freelance Journalist
☐ Visual Content Creator (film crew, photographer, etc.)

Street address*

Apt. Suite, Unit, etc.

City*

State/Region*

Please Select



Zip Code*

Country/Region*

Please Select



Primary phone number*

Media Visit Info

Company/Media Outlet (If Freelance, List Outlets)*

Circulation/Audience Size*

Company/Media Outlet

Size

Desired Arrival Date*

Estimated Departure Date*

Are You On Assignment?*

☐ Yes ☐ No

If you need hotel, meals or experiences arranged, will you mention the hosting hotel / restaurant / attraction in your story?*

☐ Yes ☐ No

Have you visited Nevada before?*

☐ Yes ☐ No

Anticipated Results

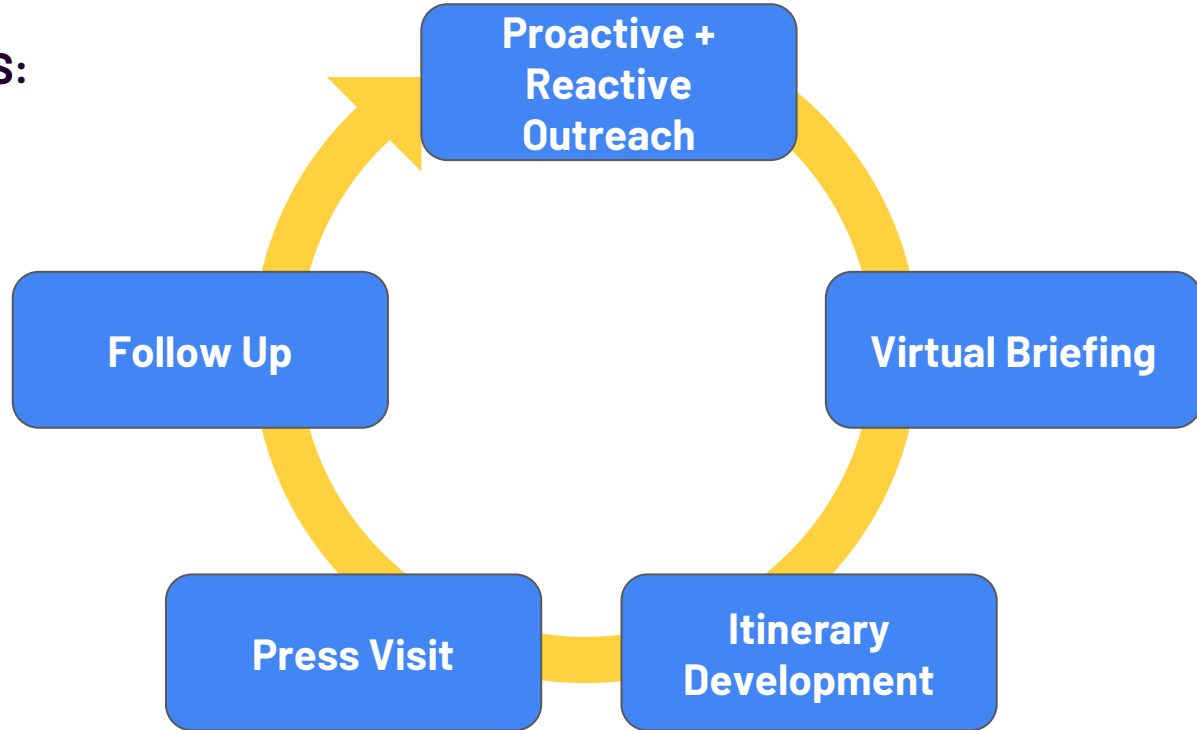
Publication/Air Date*

Length of Coverage*

List Coverage*

MEDIA HOSTINGS/FAMs

HOW IT WORKS:



MEDIA HOSTING BEST PRACTICES

- Social media has become a part of all FAMs.
 - Provide hosted media and influencers with your social media handles and hashtags
- Engage with writers!
- Rising interest in destination culture, local makers and authentic experiences.



SHARING NEW DEVELOPMENTS

WE WANT TO HEAR FROM YOU!

- Share your news and updates with Tracie and Aida:

tbarnthouse@travelnevada.com

a.blankenship@travelnevada.com



FOR IMMEDIATE RELEASE

What's New in North Lake Tahoe Spring 2025
Business updates, spring events, summer camps and more.

NORTH LAKE TAHOE, Calif./Nev., March 20, 2025 – As spring breathes life into [North Lake Tahoe](#), the snow-capped peaks begin to reveal their emerald slopes, creating a breathtaking backdrop for a unique phenomenon: Dual Days. Imagine carving down the mountain in the morning, then basking in the warm afternoon sun by the lake, all in the same day. This is the magic of spring in North Lake Tahoe. From the best spring skiing to tranquil lakeside strolls, spring offers the best of both worlds. This is what to expect in North Lake Tahoe this spring.

Business Updates:

- Martis Camp Club recently completed its expansion of Lookout Lodge, providing members with direct access to the Martis Camp Express Lift and [Northstar California Resort](#). The \$12.4 million expansion, completed in two phases, added nearly 4,000 square-feet to the Lodge. Improvements include increased ski and boot storage (1,200 pairs), 50 more indoor dining seats, expanded outdoor seating for 60 guests, a new ski shuttle drop-off, and 26 new parking spots.
- The brand-new [exo Hotel](#) has officially opened at 455 N Lake Blvd. in Tahoe City. The new hotel was curated by snowboarder and Tahoe resident, Jeremy Jones. The hotel features curated rooms, a bar and restaurant, gear rentals and demos, a gallery and a creative retail experience.
- [Sylva](#), a brand-new American bistro, recently opened in Tahoe City at 521 N Lake Blvd. that emphasizes community connection through shared plates. The restaurant's seasonal menu, featuring wood-fired cooking and locally sourced ingredients, when possible, draws inspiration from global flavors. Sylva also offers a curated selection of natural and small-batch wines, craft beers, and non-alcoholic and low-alcohol options. It is open Thursday through Tuesday from 5 p.m. to 9 p.m.

Events:

- [Crystal Bay Club](#), North Lake Tahoe's premier music venue with stunning acoustics and a cozy mountain vibe, is the place to be this spring. Upcoming shows include [Old 97s with Grey Delise](#) (April 6) and more. Tickets range from \$15 to \$55+ for general admission, depending on the show.
- Every day at Northstar California Resort, experience [Töst](#), one of the most distinctive traditions on the mountain. Every Thursday through Monday, get in line by 1:30 p.m. to partake in a 2 p.m. toast of free bubbly or apple cider. To join the toast, head down Eagle Ride from the top of Comstock chair and look for the wooden arch on the side of the trail. Glasses are first come, first serve. This experience is dependent on weather.
- The [KT Bass Bar Music Series](#), presented by Coca-Cola, has three more days left in the season, with performances by Tanner (March 29) and Chazz Rockwell (May 24 to 25). The music series is a free event and is open to all ages.

From Pitch to Placement



THE PITCH

On Fri, Aug 25, 2023 at 9:51 AM Staten, Kyle <Kyle.Staten@fahlgren.com> wrote:

Hi T.J. - Good morning! I wanted to e-introduce myself as I'm part of an agency that does media relations for a number of travel and tourism destinations, but today, I wanted to connect on behalf of [Travel Nevada](#).

I was reading through a few of your golf guides on Men's Journal (which were great - I just started golfing this summer and it has been taking over my life), but I was curious if Nevada had ever been on your radar for a golf travel story?

Look forward to connecting,

Kyle Staten
For Travel Nevada

THE TRAVEL TREND

TRAVEL WEEKLY

Sports travel and tours are on a hot streak

Skift:

Sports Tourism's Moment: Real Life, No Screens, Big Money



Report: Sports travel generated \$52.2B in spending

THE ITINERARY



8:30 a.m. Early morning golf in Mesquite at [Wolf Creek Golf Club](#)
403 Paradise Parkway, Mesquite, Nevada 89027
Tee time set for 8:50 a.m.
[Confirmation: Under TJ, Olwig](#)

NOTE Card is on file. Ask the front desk to charge for the round.

Lunch Suggestions:

- Terrace at Wolf Creek Club
- [Chicago Greek](#) - 355 W Mesquite Blvd Ste B30 (Brickyard Shopping Center)

Afternoon **Optional Hike [Foothills Trail](#)** (trailhead ~15-min drive; sunset @ 4:25 p.m.).
Try this 1.7-mile out-and-back trail near Mesquite, Nevada. Generally considered an easy route, it takes an average of 44 min to complete. This trail is great for hiking and running, and it's unlikely you'll encounter many other people while exploring.

Dinner Suggestions:

- [Katherine's](#) - CasaBlanca Resort, Casino, Golf and Spa, 950 W Mesquite Blvd, Mesquite, NV 89027
 - From escargot to Oysters Rockefeller, tableside presentations, from-scratch Caesar salad, and dessert that's as entertaining as it is delicious; Katherine's serves nothing but the best. Open 4-9 p.m. Reservations recommended.
- [Wedgies Sports Bar](#) - 796 W Pioneer Blvd, Mesquite, NV 89027
 - Casual American pub grub & draft beer served in a roomy space with sports decor & games on TV.

Overnight at Eureka Casino & Resort



Sunday, Dec. 17 – Depart Mesquite for Boulder City

Breakfast Suggestions:

- Maverick's First Stop Adventure – 230 N Moapa Valley Blvd, Overton
 - Quick grab-and-go options – good place to stock up on snacks/drinks before departing for Boulder City. Either stock up for a picnic lunch at Lake Mead National Recreation Area, or do lunch in Boulder City.

Take the scenic route through [Lake Mead National Recreation Area](#) via NV-167 - [MAP](#)

Optional: Hike from the [North Shore Summit Trailhead](#)

A perfect place to take in the desert in all its vastness and striking colors. After a short but steep climb, visitors are rewarded with views of the Muddy Mountains, Bowl of Fire, and the Bitter Spring Valley. While the summit hike is a little under 1 mile long, there are further trails and backcountry for visitors to explore.

Lunch Suggestions in Boulder City:

- [Cornish Pastry](#) - 1300 Arizona St, Boulder City, NV 89005
 - Down-to-earth stop featuring traditional and vegan Cornish pastries, plus other English favorites.
- [The Tap](#) - 704 Nevada Way, Boulder City, NV 89005
 - With a cool industrial space, plenty of beer on tap, and good food, the Tap is just right for lunch or catching a game. It has all the breakfast staples, plus lunch and dinner dishes like pizza, tacos, nachos, and buffalo poutine with cheese curds.
- [Boulder Dam Brewing Company](#) - 453 Nevada Way, Boulder City, NV
 - Solid brewpub featuring a beer garden with live music and any of the rotating six different types of beer that are brewed onsite.

Optional: Walk or Hike [Historic Railroad Trail](#)

Address: Alan Bible Visitor Center (601 Nevada Way), Boulder City, NV 89005



A trip to southern Nevada can't be complete without visiting Hoover Dam, a legitimate modern marvel of the world, or Lake Mead, the nation's largest man-made reservoir. At the Historic Railroad Trail, both experiences are perfectly wrapped up on a red shiny bow, and an excursion that's completely worthy of your time.

3 p.m.

Check-in at Boulder Dam Hotel

Address: 1305 Arizona Street, Boulder City, NV 89005

[Confirmation: 40470032](#)

Dinner Suggestions:

- [The Dillinger](#) - 1224 Arizona St., Boulder City, NV 89005
 - Hip, gangster-themed pub serving elevated burgers with a rotating craft beer list & live music. Open until 8:30 p.m.
- [Milo's Cellar](#) - 538 Nevada Way, Boulder City, NV 89005
 - Located in historic Downtown Boulder City, Milo's Cellar is a restaurant and indoor bar offering patio seating and more than 350 types of wine. Dishes include smoked salmon carpaccio, French onion soup, and sandwiches and wraps. Open till 10pm
- [Boulder Pit Stop](#) - 802 Buchanan Blvd. D, Boulder City, NV 89005
 - A tradition for residents and visitors to Boulder City for over 30 years. Pit Stop offers award-winning burgers, fish and chips, grilled and crispy chicken, pastrami and turkey sandwiches, hot dogs, salads, and many other tasty options

Monday, Dec. 18 – Boulder City activities and head back to Las Vegas

Check out of Hotel

Breakfast Suggestions:

- [The Coffee Cup Cafe](#) - 512 Nevada Way, Boulder City, NV
 - *Rated best restaurant in Boulder City*, the breakfast joint features an extensive menu with something for everyone. The walls are

THE PLACEMENT



50 miles northeast of Sin City, Valley of Fire State Park's 40,000-acre Mars-escape of Aztec sandstone formations can be explored by car, bicycle, or hiking boots.
Dennis Tangney, iStock/Getty Images

Day 2: Golf in Boulder City, Then Hike Around Lake Mead

Hit the road on your second morning and head to Boulder City, thirty minutes southeast of the Strip, for a tee time at **Cascata Golf Club**, one of the Silver State's best tracks. Get there early to take a lap around its palatial Tuscan-inspired clubhouse, hit a bucket of balls at the mountainside practice range—watch out for bighorn sheep—and most importantly, to chow down one of the most ridiculous breakfast **sandwiches** on God's green earth. On the links, the Rees Jones layout is an immaculate oasis of quietude (save for the abundance of roadrunners and Gambel's quails), winding its way through a network of gorges, palm and Joshua trees, and desert washouts in the foothills of the River Mountain Range. Be sure to stuff one tight at the 157-yard seventh hole, one of the best desert par-3s in the game.

MEN'S JOURNAL

The Perfect 3-Day Weekend in Las Vegas: Bright Lights, Desert Adventure, and Super Bowl Mania

Las Vegas hosts its first ever Super Bowl this Sunday. Still working on 50-yard-line seats? Here's how to squeeze the most out of three unforgettable days in Sin City—and be there for the big game.

T.J. Olwig • Feb 9, 2024 2:45 PM EST

Day 3: Drive through a Mars-Like State Park, Hop on a UTV, and Watch the Strip from Above

Rise and shine for a cruise up Interstate 15 to **Valley of Fire State Park**, an hour's drive from the Strip. The 46,000-acre park is an awe-striking geological wonderland, a mishmash of red Aztec sandstone, slot canyons, petroglyphs and petrified trees, and fiery outcroppings that glow from miles away. To get a feel for the park's magic, consider a short morning hike on either the White Domes Trail, Fire Wave Trail, or the Rainbow Vista Trail, none of which exceed a mile-and-a-half. Buffered by the sandy canyons, you'll hear your heartbeat out on the trail if you get here early enough. It's *that* quiet.



Lake Mead National Recreation Area
Getty Images

Head towards nearby **Mesquite**, NV, a small town on the Arizona border, for some bonus outdoor recreation. If you want to squeeze in another eighteen, take your sticks with you to the otherworldly **Wolf Creek Golf Club**, a surreal routing made famous by the old Tiger Wood's video game. Tucked in a maze of ravines and canyons, it will be one of the most visually stunning golf courses you ever tee up at. Not in the mood to golf? No problem. Book a two or four-seat **UTV** with **Adventure Rentals** and shred the surrounding Virgin Mountain Range on an epic four-wheel voyage. Before you return to Las Vegas for the night, pop into the **Eureka Casino Resort** and test your luck at the roulette table.

Q&A



