



Business Climate Study: IMAGE

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North Dakota Department of Commerce



IMAGE

- Business Media Relations
 - Media Tours
 - Media Pitches
 - In-state Media Relations
- Internal Image Campaign



Business Media Relations

- Media Tours
 - Eight tours held since June 2003
 - Twenty-five national and international journalists have visited North Dakota
 - Twenty-five positive stories have been written
 - Advertising value of \$363,802



Business Media Relations

- Media Pitches
 - Between 10 and 15 pitches per month
 - Thirty-four positive stories since 2003
 - Advertising value of \$414,306
 - Enhanced awareness among top-tier media about North Dakota's positive business climate



Business Media Relations

- In-state Efforts
 - Reactive from 2001-2005
 - Primarily location announcements
 - Proactive since January 2006
 - Programs and services available
 - Business Congress initiatives



Room for Improvement

- Outbound media trips
 - GEM and Fox & Friends
 - The Financial Times
- Media kits
- Business photo gallery
- Enhanced executive resource network



Internal Image Campaign

2005 Business Congress Initiative

- Began planning in fall 2005
- Conducted research in January 2006
- Refined program outline and strategy in February 2006
- Launched program in March 2006



Thank you.

