

**Overall Organization Budget:** Large Community overall budget (over \$500,000)

**Submission Category:** Print Material

**Organization:** Visit Kansas City, KS

**Who worked on this Project (internal/external):** Visit Kansas City, KS Internally

**Integrated Components or Type:** Media Kit

**Project Description:** 2019 Kansas City, KS Media Kit

**Project Goals:** The goal is to develop an engaging and informative media kit providing history, facts and story ideas for journalists regarding tourism in Kansas City, KS. By providing a press kit we want the media to know that we love press, and here's some story angles, ideas and information to put your story together as well as how to reach us.

**Problem to Overcome:** Media kit should give writers a snapshot of the city, provide resources and information on Kansas City, KS.

**Background:** Within the last three years, Visit Kansas City, KS has invested more time and budget dollars towards working with media, not just traditional TV reporters and journalist but also bloggers and social influencers. We started with a one page profile that eventually grew to a full media kit because of necessity.

**Community Resources:** We worked with our city on getting local city facts and figures.

**Results:** The Media Kit has been very useful when meeting and talking to journalists. We also include the kit in any welcome baskets we give when we host travel journalists and bloggers and the feedback has always been very positive.

**Web Link:**

[https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/kansascityks/Media\\_Kit\\_2019\\_e1d176f9c-e7b0-4ee9-aa1e-f9483cdadef0.pdf](https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/kansascityks/Media_Kit_2019_e1d176f9c-e7b0-4ee9-aa1e-f9483cdadef0.pdf)

**Additional:** [https://tiak.org/wp-content/uploads/gravity\\_forms/15-61c67be98f6a04d7f060990523ca1815/2019/08/Media-Kit-2019.pdf](https://tiak.org/wp-content/uploads/gravity_forms/15-61c67be98f6a04d7f060990523ca1815/2019/08/Media-Kit-2019.pdf)

**Comments:** Media Kit is also viewable online.