

# Gaining Media Coverage in a Crowded Market

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## Situation

The Dallas Boat Show was a mainstay in local events for more than 50 years. Their unique challenge came in 2011, when the show was held on the same weekend – and in the same city -- as the NFL Championship game, as well as a week of unprecedented ice storms. Oh, and the Egyptian president was overthrown in a coup.

Somehow, the Dallas Boat Show still needed to get some traction in the media. They relied on local media to help drive attendance at the show. While they wanted as many people as possible to attend the show, the vendors really wanted people who buy boats to attend the show.



## How Michelle Tanner Communications helped

We knew this would be an uphill battle to gain any traction in the local media. We worked with event organizers to bring in unique exhibits that would draw media and attendance to the event.

We also focused more attention to draw media and attendees for the second weekend of the Boat Show. Most of our efforts were focused on boating websites, working with outdoors reporters and gaining traction with local media. We identified spokespeople to discuss the event, including one vendor who is a retired NASCAR driver, and who is a professional angler. We gave them targeted talking points and some media training.

One of our recommendations was to pay for a live remote broadcast with a popular radio show.

## Results

The Dallas Boat Show received good media coverage, considering all the events occurring during the show.

- Mentioned on more than 100 websites
- Taped segments aired on local tv and radio broadcasts
- Six printed articles in the local papers
- Local morning news show broadcast live from the event
- Boating website sent reporter to cover event live

For more information on how Michelle Tanner Communications can help you with your media relations, contact us at [michelle@tannercomm.com](mailto:michelle@tannercomm.com).

