

MEDIA RELATIONSHIPS MATTER

The Mt. Hood Territory PR team works at developing ongoing relationships with writers and editors. By making these contacts more than just a single touchpoint, the PR team is able to pitch these media with new and ongoing story ideas. Also, Mt. Hood Territory becomes front-of-mind for these writers and editors when they are working on other story ideas. They'll contact the PR team with requests for ways in which The Territory can tie into stories they are working on producing. Here are a few recent examples of content that was placed because of these relationships.

Smarter Travel | [10 insanely affordable spring vacations for 2019](#)

After developing a relationship with Smarter Travel staff when meeting them at International Media Marketplace in NYC and then hosting them on a media trip, they now link to our Mt. Hood Territory story whenever possible, including in this roundup. Smarter Travel has consistently referred potential visitors to our website every month since our original story published in May 2018.

LA Times | [Where you can ski for less](#)

Originally, the author was not planning on including Oregon ski resorts, but since PR has a relationship with her and was able to reach out with compelling suggestions, she included Mt. Hood.

NW Travel & Life | [Tree Climbing Planet](#)

Because of our relationship with the editor-in-chief, our website is always included in any pieces referencing the area as a tool to find lodging and reasons to linger longer in the area.

Willamette Week | [Five Campsite You Can Bike to From Portland Without Suffering](#)

Portland-based freelance writer Michelle DeVona got to know Milo McIver State Park when working with PR on past story assignments. Because she experienced the park for herself and became a fan, she pitched and was able to secure it in this Willamette Week roundup that, by its nature, encourages overnights.

Visit our [In the News](#) page for more curated media clips.

OREGON TRIAL CAMPAIGN WINS 2019 AMERICAN BUSINESS AWARD

The American Business Awards (ABA) announced [2019 Stevie Awards winners](#). Mt. Hood Territory has been honored with a Silver Stevie Award for its "Travel the entire Oregon Trail for the 175th anniversary" campaign entered in the Communications or PR Campaign of the Year - Events & Observances category. Winners were determined by the average scores of more than 200 professionals over two months of judging in March and April. [See the lists of 2019 judges](#).

All 2019 ABA Stevie Award winners will be celebrated during a gala banquet at the Marriott Marquis Hotel in New York on Tuesday, June 11. The Stevie Awards are the world's premier business awards. They were created in 2002 to honor and generate public recognition of the achievements and positive contributions of organizations and working professionals worldwide. In short order the Stevie has become one of the world's most coveted prizes.

PR AGENCY RFP HAS BEEN ISSUED

Jeannine and PR worked with Procurement to establish the following dates/deadlines for the RFP.

RFP issued – May 6

Closing date to submit – May 28

Evaluation committee reviews and completes initial scoring – May 30-June 9

Evaluation committee meeting to score – June 10

Oral interviews of top candidates – June 26 or 27

TRENDKITE HIGHLIGHT: ARTICLES THAT DROVE APRIL WEBSITE TRAFFIC

According to our TrendKite's PR attribution metrics, these are the top articles the Mt. Hood Territory PR team aided (or wrote) that are directing traffic to our website this month.

Oregon Wine Country | [New Spring Exhibit Opens at World of Speed Motorsports Museum](#)

Hood-Gorge | [Discover the Oregon Trail Through the New Activity Guide](#)

Oregon Wine Country | [The Historic Roots of the Wooden Shoe Tulip Fest](#)

It's Not Hou It's Me | [A Houstonian's Guide: Oregon's Mt. Hood Territory Wine Trail](#)

Lone Star Looking Glass | [Where to See the Tulip Fields in Oregon](#)

Smarter Travel | [9 Fun Things to Do in Oregon's Mt. Hood Territory](#)

Backroadplanet.com | [How to Plan an Oregon Road Trip](#)

REGION UPDATES

Mt. Hood and Columbia River Gorge

MEDIA TRIP RESULTS

Several results from the Hood-Gorge Region's deskside tour efforts and resulting media trips – organized through Lawrence PR – are now live. Stories include:

Oakland Magazine | [Cascades Flow Rampant Through the Columbia River Gorge](#)

AFAR Magazine | [Portland's Favorite Outdoor Playground Is Making Its Post-Wildfire Comeback](#)

MSN (AFAR pickup) | [Portland's Favorite Outdoor Playground Is Making Its Post-Wildfire Comeback](#)

MEDIA TRIP – MOUNTAIN BIKING

Travel Oregon reached out to the Hood-Gorge Region for assistance hosting Jos Ensing, a journalist with [Reishonger](#). A Dutch online travel publication, Reishonger has a circulation of 250,000 unique visitors and caters to the 18-45 year old male/female audience. Jos will be writing an 800+ word article on Oregon with a focus on active outdoor activities (mountain biking, hiking, kayaking), kid friendly experiences, and scenic coastlines). Mt. Hood Territory is working on setting up a mountain biking tour with Mt. Hood Outfitters.

Willamette Valley Visitors Association

The Mt. Hood Territory PR team introduced wine and travel freelance writer Charlene Peters to WVVA lead, Becca Barnhart. Charlene and Becca are in contact to arrange a WVVA media trip for Charlene in late July. Charlene will be gathering research for her syndicated column, Taste of Travel and her Apple News blog Siptripper.com.

Portland Region – New Photo Assets

Photographer Andrea Johnson has been hired by the Portland Region to capture photography assets for Portland Region partners over the next few months. Final Mt. Hood Territory photo destinations (within

the Portland Region boundaries) are: the I-205 viewpoint of Mt. Hood, Oregon City and Willamette Falls; downtown Oregon City with people; water activity on the Willamette at George Rogers Park; the new Stickmen Brewing patio dining with a view of the lake and people, and the Willamette Shore Trolley.