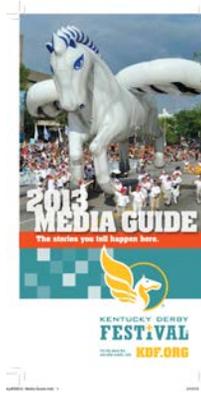


Best Press/Media Kit



Overview:

For more than 20 years, the Kentucky Derby Festival's Press/Media Kit has been a primary tool of the Festival's communications program. The kit includes a Media Guide, Press Credential and Lanyard.

The Media Guide serves as a comprehensive guide to the Festival each year and includes the complete schedule of events, in addition to historical information, background on each event, ticket information, event maps, broadcast guidelines and coverage notes. Re-designed in 1996 in the format of a reporter's notebook, it became more practical for media to carry at all times and evolved into a major resource for the press. In fact, some members of the media make requests months in advance to reserve their copy. The media guide has also become a resource for Festival staff, board and volunteers who want access to Festival information at their fingertips. The Press Credential, given to each member of the media, allows them access to Festival events and has become a collectible souvenir for many reporters and photographers.

Each year the guide and credential have a new design and look based on the Festival's advertising and promotional campaign for that particular year. In 2013, the Festival's campaign featured photos from years past with a pixelation treatment and the tag line, "The Stories You Tell Happen Here." The same treatment was incorporated into the look of the 2013 Press/Media Kit.

In 2013, the Festival again implemented online components to its Media program – making the process more efficient for both the Festival and members of the media, as well as more accessible and user-friendly. The online media accreditation system was designed by Sports Systems Services, Inc. and first used by Festival in 2008.

The credentialing system is linked from the "Media Center" section on the Festival's website at www.KDF.org. The system is updated in January-February of each year. Once the system is set, a mass email is then sent to all members of the Festival's media database to alert them that they can begin requesting credentials to cover the upcoming events. New media members (not yet part of the database) can also easily find and access the credentialing application by going to the Festival's website. The online process has streamlined the Festival's credentialing process and eliminated the need for a bulk mailing of credential forms to dozens of media outlets, saving both paper and valuable time for the Communications Team.

The online application allows all members of the media to submit their credential requests for various Festival events via the internet with a few clicks of a mouse. In addition, larger media outlets are able to easily credential multiple attendees or add attendees for their organization. Once requests are submitted, each media outlet receives a confirmation email that their requests are being considered. The Festival is then able to easily manage and review these requests for approval or denial and track all media data with the system. This data is also downloadable to Microsoft programs for use in customized reports and labels for the credentials.

The Festival also posts a downloadable version of its 2013 Media Guide online in the "Media Center" area on its website. Inquiring members of the media can access the document by simply clicking on a link. The online version makes it easy for media to view and download Festival information for quick reference, when they aren't able access their Media Guide booklets. In addition, the Media Guides usually run out quickly, so having an online version is very helpful when hard copies are no longer available.

Target Audience:

Printed and assembled in early spring each year, 800-1,000 media kits with media guides and press credentials are distributed to members of local, regional and national media covering the Festival's events.

In 2013, nearly 100 different local, regional and national media contacts and media outlets from Louisville's *The Courier-Journal* to *World Airshow News*, as well as *NBC's First Look* and the *Travel Channel* used the online credential portal for the 2013 Festival and requested more than 1,000 credentials to various Festival events for reporters, photojournalists and media staff.

Overall Effectiveness/Measurable Results:

The effectiveness of the Festival Press/Media Kit guide is evident in the quantity and quality of Media coverage the Festival continues to receive each year.

Local, regional, national and international press turned their attention to Kentucky Derby Festival 2013 to make it another incredible year for broadcast coverage of the events. Proving the community has an insatiable appetite for Festival coverage, television stations devoted over 140 hours of broadcast time in local and national newscasts, as well as special programming. A total of 2,381 stories* or news teasers were documented with an estimated Ad Value of \$533,101.08 and an estimated Publicity Value of \$1,066,202.16*. (*These are audited numbers provided by Vocus.)

TV viewers across the nation had a front row seat to some of the exciting events leading up to the world's most famous horse race, thanks to outstanding national coverage of the 2013 Kentucky Derby Festival. Regional and national affiliates from the four major television networks: ABC, CBS, FOX and NBC aired coverage of some of the most visual Derby Festival events. Some of these broadcast hits made national networks including, *MSNBC-TV*, *CNBC*, *The Weather Channel* and *Travel Channel*.

In print and online, the Festival made daily headlines and reached national audiences with feature stories in daily newspapers and publications locally and around the country including: *Southern Living*, *Yahoo News!*, *ESPN.com*, *Forbes Travel Guide*, *Atlanta Journal-Constitution*, *Examiner.com*, *USA Today*, *iHigh.com* and *Yahoo Sports!* Some aspect or event of the 2013 Festival was documented in more than 3,600* stories, features, posts or listings in print and online with an estimated advertising equivalent of \$3,756,953.98 and an estimated Publicity Value of \$7,513,907.94*. (*These are audited numbers provided by Vocus.)

Furthermore, the Festival has noticed an increase in the number of requests for copies of the media guides from media outlets who want to make sure everyone on their staff has one on hand for quick reference. Due to the additional blank pages included in the Media Guide for notes, many reporters have been spotted using the Festival Media Guide well after the Festival is over. In addition, the Media Guide has also become a resource for other Festivals, who have requested copies in order to try to duplicate the format and success of the 100-page booklet.

Updates/changes to the Kentucky Derby Festival Press/Media Kit:

In recent years, the Communications Team has made some major changes to its Press/Media Kit and credentialing process.

In 2010, 16 pages were trimmed from the Media Guide in an effort to reduce printing expenses. To accomplish the cut without affecting the functionality of the piece, the Staff combined some information to save space, reduced font sizes in some sections of the booklet and eliminated a few redundancies. The team also took a creative approach in the page reduction and used the opportunity to promote the website and push members of the media to find

additional information online, such as lists of past event winners and other historical information like past parade Grand Marshals.

Then, in 2011, instead of putting the press credentials in a plastic sleeve, the Communications Department decided to try laminating the credentials. This eliminated several steps in the process of assembling the credentials, as well as saved a few hundred dollars in the budget.

All these changes to the press/media kit have been received positively by the media, as well as helped in the economic pinch. As a result, the Communications Department decided not to make any additional changes to the credential or media guide for 2013.