



**FOR IMMEDIATE RELEASE**  
**NOVEMBER 4, 2010**  
**FOR INFO: LINDA KURTZ, 302-734-7511**

**KENT COUNTY TOURISM FOSTERS COMMUNITY CONNECTIONS AND OFFERS PROFESSIONAL DEVELOPMENT THROUGH PR PROS GROUP**

Kent County Tourism is offering a valuable opportunity for public relations and marketing professionals who promote tourism in Kent County.

The "PR Pros" group was established by Kent County Tourism to bring organizations together on a regular basis to network, exchange ideas on best practices, and develop partnerships that further promote the county's attractions, lodging industry, recreational sites, sports, arts and culture, retailers, eateries, etc.

The next PR Pros meeting, set for 9 a.m. on November 10, will feature a distinguished panel of media professionals who will offer tips and techniques on how to secure media coverage for an organization. The media panel includes:

- Ashley Dawson, News Editor, *Delaware State News*
- Dave Hill, Sr. Account Exec., Clear Channel Broadcasting - WRDX-FM, WDSB-FM, WILM-AM, WWTX-AM, WDOV-AM
- Sarika Jagtiani, Staff Writer, *Dover Post*
- John Mussoni, Managing Editor for Delaware, WHYI-TV
- Mark Nardone, Editor, *Delaware Today* magazine
- Jeremy Tucker, Reporter and Dover Bureau Chief, WBOC-TV

"The media is bombarded with story ideas and breaking news every day, so the big question for PR professionals is, 'how do I get my story and my organization press coverage?' This media panel will offer some helpful insight," said Linda Kurtz, Director of Public Relations and Special Events for Kent County Tourism. In addition, the group will finalize details for a Speakers Bureau during the meeting.

The meeting will be held at the Air Mobility Command Museum, located just south of the Dover Air Force Base at 1301 Heritage Road, Dover AFB (Exit 91 off DE 1/US113). Following the one-hour panel discussion, participants are invited to tour the museum. If you are interested in attending the November 10 meeting, please RSVP by calling Linda Kurtz at 302-734-7511.

Kent County Tourism offers other professional development opportunities to the general public. This past May, the tourism office offered a seminar on Social Media Marketing. The event was a great success, and due to popular demand, Kent County Tourism will be bringing back Mindie Burgoyne for Part II of Social Media Marketing. The seminar is scheduled for Thursday, January 27 at the Hilton Garden Inn in Dover. For more information, call Kent County Tourism at 302-734-4888.

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