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Nevada Magazine Highlights

- Best of Nevada

Since 1998, *Nevada Magazine* has conducted an annual Best of Nevada poll to ask its readers to vote for their favorite hotels, parks, restaurants, etc. In addition to providing an interactive component to the magazine that allows readers to express their opinions, a side benefit has been the free publicity it generates for *Nevada Magazine*. Many of the winners cite *Nevada Magazine* in their advertisements promoting the fact they are the best.

- NCOT Publications

Starting in 2002, *Nevada Magazine* assumed responsibility for producing several Nevada Commission on Tourism publications including the design and layout of the annual Nevada Travel Planner, the Governor's Conference on Tourism Awards Book, the Rural Roundup collateral materials, the Discover the Facts newsletter, and the Nevada Visitors Guide. This partnership has resulted in cost savings for the Commission on Tourism as well as greater editorial and design control. Additionally, producing these publications in-house allows the Commission on Tourism to utilize the expertise and knowledge of *Nevada Magazine's* experienced staff of editors, writers, and designers.

- Historic Calendar

The Nevada Historical Calendar 2003 contained more than a dozen historical photographs of people and places from throughout the state. The one-of-a-kind photos that appeared in the calendar were carefully selected from private and public photo collections. Calendar scenes included: actors Marilyn Monroe, Clark Gable and Montgomery Clift playing paddleball at the Odeon Saloon in Dayton (taken during the filming of *The Misfits* in 1960); Winnemucca's first service station (1922); and the Fourth of July celebration in Tonopah in 1906. Since 1978, Nevada Magazine has annually produced the award-winning historical calendar.

- Advertising Department Reorganization

In late 2002, Nevada Magazine reorganized its advertising sales department to outsource responsibility for selling magazine advertising space from a small in-house staff to independent contractors working on a commission basis. As a result of this shift, Nevada Magazine eliminated one fulltime position.

- Wild Nevada Partnership

In 2002, Nevada Magazine began providing research and other information to the Wild Nevada television program, broadcast weekly on the state's public television stations, in return for promotional considerations. As a result, Nevada Magazine staff have appeared on camera talking about historic and geologic sites in the state that have been featured in the magazine. This not only encourages viewers to explore Nevada but educates them about Nevada Magazine.

- State Parks Partnership

In 2002, Nevada's state parks had more than 3.4 million visitors—potential subscribers to Nevada Magazine. To take advantage of this high volume of visitors, Nevada Magazine, in conjunction with Nevada Division of State Parks and the National Park Service, has developed a new guide to Nevada's parks, which will highlight and describe the recreational opportunities found at the state's parks.

The key element of this partnership is that the book is available at no cost to park visitors who choose to subscribe to Nevada Magazine. Park rangers and other staff will distribute a special subscription brochure that describes the offer. The partnership will benefit the parks because they will have a quality publication that promotes their parks and attractions. Nevada Magazine benefits by being able to target a large audience that is predisposed to want to know more about the state.

- Department of Motor Vehicles Partnership

For the past three years, Nevada Magazine has partnered with the Nevada Department of Motor Vehicles to insert a subscription offer inside of Nevada driver's license renewal mailings. This successful program has resulted in approximately 3,000 new subscriptions per year as a low cost. In 2003, Nevada Magazine will be redesigning and updating the subscription offer form.

- Nevada Magazine Gift Shop and Bookstore

In 2001, Nevada Magazine opened the Nevada Magazine Gift Shop and Bookstore on the first floor of the historic Paul Laxalt State Office Building in Carson City. In an effort to develop its own identity and clientele, the Gift Shop and Bookstore has sought to specialize in items not generally available in other retail shops including:

- The shop is the exclusive dealer for the official Bicycle Nevada bike jersey. This dynamic jersey, which displays the State Flag, was designed by Nevada Department of Transportation multi-media chief Barron Lauderbaugh for Bicycle Nevada, a state-sponsored group that promotes bike routes and bicycle safety.

- The shop became the exclusive retail outlet in Carson City for Nevada-based Ethel M Chocolates. The gift shop sells a selection of Ethel M chocolate confections, including its popular nuts and caramel assortment, milk chocolate assortment and liqueur-based chocolates.

- The shop specializes in autographed Nevada books, which are promoted as one-of-a-kind gift items. When possible, the shop gets Nevada authors, which have included David W. Toll, Stanley Paher, Carolyn Dufurrena, Sally Zanjani, Ronald James, and Shawn Hall, to sign their works.