

## KANSAS HOSTS TOP PRODUCER AND ACTRESS AT KAN

Producer and director Bob Misiorowski and actress Dee Wallace Stone were the featured speakers and festival judges at the Fourth Annual KAN Film Festival held June 2 & 3 at Johnson County Community College. Bob Misiorowski, who produced TOMBSTONE and MEDICINE MAN, conducted a workshop on producing feature films. Dee Wallace Stone led a workshop on breaking into acting in Hollywood. Ms. Stone is a native of Kansas City, Kansas, and veteran of many feature films, including THE HOWLING and CUJO. She is best known for her role as Elliott's mom in the boxoffice smash, ET.

At the festival, Kansas City High School student John Stewart Muller came away the big winner receiving \$1,200 worth of U.S. Savings Bonds. Muller entered four different films in all four categories in the Secondary Division (grades 10-12). Two of his films placed first and two placed second. His documentary "Save A Connie" received the Dickinson Best of Division Award.

The festival, the only event of its kind that accepts entries from students as young as first grade, drew 135 entries in four student divisions and two open divisions. This year over 200 people attended the festival. The festival is open to students and residents of Kansas and Missouri.

## KANSAS FILM ACTIVITY IN JULY

July 24-28, the FX Cable Network series "Breakfast Time" shot five segments on location in Kansas, including spots featuring artist Stan Herd in Linwood, the surviving four Morris quintuplets from Manhattan, a miniature-horse club, a Santa Fe Railway engine shop and a swim club in Topeka. The segments were aired live from 6:00 a.m. to 8:00 a.m. during the week.

Noted photographer Annie Leibowitz came to Lawrence in July to shoot photos of William Burrows for a *Vanity Fair* article to appear in a fall issue of the magazine. Watch the September through November issues for Mr. Burrows.

STS Film & Video shot two days in Hutchinson and Lyons for an industrial video on salt companies.

Tudor Owen and his crew from Wales shot in and were escorted around Ford County by Nancy Jo Trauer for a Kids Educational Show back in the U.K.

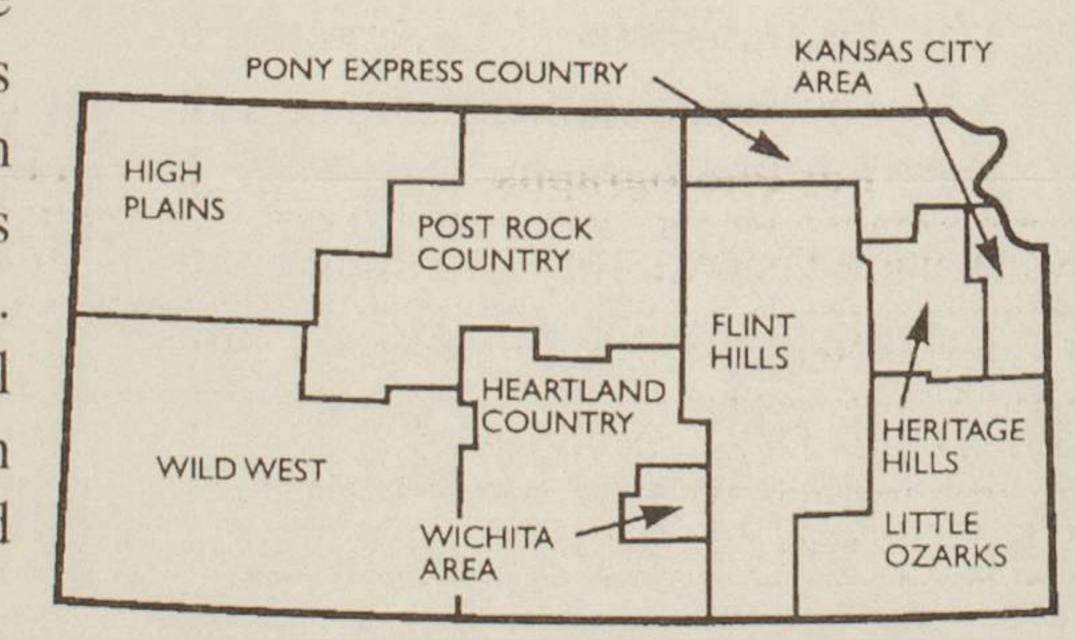
KANSAS CITY, the feature film directed by noted filmmaker Robert Altman, wrapped up filming and production in Kansas City in July. The feature film, starring Jennifer Jason Leigh, Miranda Richardson, and Harry Belafonte, will be in theatres next year.

## 1996 TRAVEL GUIDE

Many changes are planned for the 1996 Travel Guide.

- 1. The Travel Guide and Event Guide will be combined.
- 2. The Kansas Secrets program will sunset.
- 3. Attractions and tourism businesses will be listed alphabetically rather than by regions. We had many concerns expressed about the difficulties of locating cities by region.
- 4. Ten areas in Kansas are featured with beautiful photos and narrative sections. We have given these areas names which are designed to present the character of the area and draw special attention from travelers. (See
- diagram.) We looked at the state physiographic regions and considered tourism attractions and travel patterns in designing these areas.

  Topical areas or travel corridor areas have also been considered and may be used in the future.



- 5. Ad costs increased. Our goal is to have the Travel Guide self-supporting with advertising and listing fees. We compared ad costs in state Travel Guides and state magazines in the Midwest area. We also considered the 35-40% increases in paper costs since we printed the 1995 Guide.
- 6. We've upgraded the quality of the paper for the cover, and, because of the increased size, will use perfect binding rather than saddle stitched. We're also increasing the size and quality of the photography.

## TOURISM MARKETING ACTIVITIES & RESULTS JULY 1995

TRAVEL WRITERS MARKETING		
	Month	YTD
Articles Published on Kansas  Dollar Value	40 \$103,894	653 \$512,123
Articles Directly Assisted by Division Dollar Value	6 \$33,479	71 \$234,740
Press Information Mailed Out	32	312
Journalists Visiting Kansas	2	6
Assistance Provided to Journalists	17	85
Sales Calls Division Initiated	2	24

ADVERTISING CAMPAIGN: INFORMATION REQUESTS	Month	YTD
800 Number	3,443	32,199
State Office	1,336	18,296
Reader Response Cards	2,873	33,142
Total Information Requests	7,652	83,637
Request Origination by % of Total Out-of-state Kansas International	87% 10% 3%	87% 10% 3%

GROUP TOUR MARKETING		
	Month	YTD
Operators Adding Stops in Kansas Dollar Value (estimated)	0	0
Group Tour Operators Visiting Kansas	0	43
Group Tour Information Mailed Out	4	458
Direct Mail Campaign	0	500
Mailings	0	68
Information Requests from Operators		
From Tour Planner Form	0	55
From Direct Mail Campaign	0	15
Sales Calls Division Initiated	0	20

ENTIVE Month	YTD
726	2,142
\$139	\$157
\$100,914	\$335,716
67%	66%
84%	83%
74%	74%
0.60/	0.50/
	95%
	4% 1%
	Month 726 \$139 \$100,914 67% 84%

FILM PRODUCTION MARKETING		
	Month	YTD
Projects Filmed in Kansas	4	14
# of Days on Location in Kansas	9	36.5
Film Producers Visiting Kansas	0	12
Requests from Producers For Location Assistance For Production Guide For Photographs	46 109 11	203 1,088 74
State-wide Searches for Locations	0	7
Counties Scouted/File Photos Sent	21	236
Sales Calls Division Initiated	0	28
Camera-Ready Seminars/Speeches	0	14

INTERSTATE MARKETING: INFORMATION CENTERS	Month	YTD
Total Visitors Signing Registers % Change from Last Year	74,445	260,693
Total Person-Days Traveling in KS Dollar Value of Travels (based on \$70/person-day, rounded)	160,356 \$7.4 mil	603,294 \$21 mil
Visitor Origination By % of Total Out-of-state Kansas International	87% 11% 2%	85% 13% 2%

TOURISM HIGHWAY SIGNAGE	Month	YTD
Signage Applications Received	3	9
Signage Applications Approved	4	4
Tourism Signs Installed by KDOT	0	0

KANSAS! MAGAZINE	
Total Subscribers % Change from Last Month	49,75828%
KANSAS TOO! Subscribers % Change from Last Month	3,644
Outlets Selling Magazine/Calendar % Change from Last Month	69 3%