

## Project continues to capture captivating Priest River area on new media

Interest sought from local artists/freelancers to feature Priest River Area in community promotion

By BRENT CLARK  
News Editor

PRIEST RIVER — Over the past three years, a collective group of businesses, freelancers and artists

ible media products in the campaign contains some of the region's best scenery, a soundtrack by some of the area's best musicians, and contributions by some very talented freelance photographers, video producers, web/media designers and computer programmers.

"In order to get as much pertinent information as possible, we are seeking feedback from other agencies who's mission is to promote the region and businesses," said Rob McKenna, owner of Systemic Interactive Communications, a division of the McKenna Agency, LLC, a Hayden-based company, who added he hopes the Priest River Chamber of Commerce or other supporters becomes involved or at least provide us with feedback so we can make this one of the best promotional tools for their community and its businesses.

McKenna is also the creative edge behind many productions in the Inland Northwest, but would like to get more involvement from the Priest River community on "The Best of Your Community" new media promotions to help their company tailor a Priest Lake/River promotion that is already in development.

Local photographer Tom Holman, of Buena Vista Photography, has already joined efforts with McKenna to promote his collection of images of the Priest Lake area.

Priest Lake's native Mike Wagoner has also donated his song "Goin to The Lake", a song which has become an anthem for the area.

"Aside from promoting the beauty and culture of the region to tourists,

businesses and people relocating to the area, the promotion is being tailored to provide a conduit of exposure to promote area businesses in the production's expanding line of media products and websites" said McKenna.

The Northwest Business Alliance, a non-profit organization, has also joined efforts with McKenna. The organization is geared to assisting new and established businesses by offering members discounted business services, an online business referral system, free membership and free promotion in the Northwest's Best New Media Marketing Campaign, "The Best of Your Community Promotion."

"These new media community promotions are truly innovative and the only of their kind in the world, however in the near future they will become common place because of the exponential increase in digital technology and the internet," he said. "One of the reasons why this type of media is so powerful is because you can use various types of media, video, print, interactive visuals, narration and music, more over you can tailor the content to truly capture the unique character of a community."

"Our community promotions are like no other — in the Virtual Northwest option people can take a virtual tour of a street, enter a participating store, tour that store and

ultimately select a product that they like and purchase it via an online shopping cart.

After seeing a sample CD, River Mountain Realtor, Stephan Sommer said it would be a great idea for the chamber, Priest River Development Corporation, and even realtors to become involved in a project that gives Priest River some needed exposure.

If people can't go to your store, you take the store to them, McKenna said. "The combination of the CDs and DVDs working together with e-commerce based websites means that those visiting a community can take home the virtual representation of that community and return back at anytime to purchase products or even services from those businesses who participate in the program."

"The local businesses will have numerous opportunities for free exposure in what is becoming the Inland Northwest's best new media promotion, so I'm sure area residents and businesses will want to be involved in this exclusive project," said McKenna.

McKenna spent his childhood growing up on Priest Lake, but there's still a lot of adventure left in him, so he returns each year to increase the

spectacular library of images and digital recordings of the area.

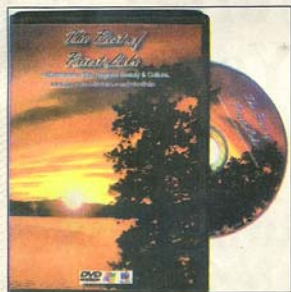
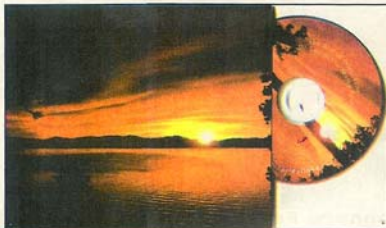
The Best of North Idaho CD even features virtual tours of McKenna tackling the toughest of slopes on Schweitzer. Another section of the DVDs and CDs allows viewers to play a virtual round of golf on a local course, yet another aptly titled "Help Huckleberry Harry: Get the Berries before the Bears get Harry" reflects what its liking picking huckleberries up in the backwoods. Other fun things include screensavers of each Idaho season. The CD is now available at the Priest River Times office.

He hopes to feature Priest River in the upcoming project by visits this year, but hopes that people with images of past Priest River Timber Days, Fourth of July celebration and other area activities come forward to feature Priest River specifically.

Some of McKenna's productions have made their way across the Atlantic Ocean to potential business developers that have relocation interests.

The premise is to maximize the exposure of that participating community and those businesses participating in the program. So, if you see a film crew around the local events over the next couple of years there is a good chance it could be System IC gathering video and photographs for the best of your community promotion and the virtual unfolding of Priest River on the web.

McKenna closed by stating that "We are encouraging feedback and participation from any individual, organization or business who wants to be included in these very innovative community promotions so please contact us at (208) 762-4014 to provide us with information on how this promotion can best represent your community."



have contributed creative works and invested over \$100,000 to produce and promote what will soon be the region's best new media marketing campaign.

The promotion includes numerous event and region specific CDs, DVDs, interactive postcards and the virtual unfolding of the Inland Northwest online, complete with electronic shopping.

Each of the PC and Mac compat-

