

**RULES
OF
TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT
DIVISION OF INFORMATION AND ADVERTISING**

**CHAPTER 1670-2-1
INFORMATION AND ADVERTISING**

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1670-2-1-.01 GENERAL. The Division of Information and Advertising operates basic information, publicity and public relation functions. This includes (1) overall publicity, (2) working with the news media, statewide and throughout North America and (3) brochure development. In the field of Advertising the Division is responsible for advertising in our key market areas via radio and television in our efforts to promote Tennessee as a tourist destination area.

Authority: Chapter 468 of the Public Acts of 1976. *Administrative History:* Original Rule filed June 1, 1976; effective July 1, 1976.

1670-2-1-.02 PUBLICITY. The Division of Information and Advertising is responsible through the avenue of publicity to promote the billion dollar industry of tourism in the State of Tennessee which encompasses a radius of 582 miles, 19 lakes, 28 state parks, 8 national parks, 100 major tourist attractions, and numerous hunting preservations.

Authority: Chapter 468 of the Public Acts of 1976. *Administrative History:* Original Rule filed June 1, 1976; effective July 1, 1976.

1670-2-1-.03 BROCHURE DEVELOPMENT. The Division of Information and Advertising is responsible for artistic layout design for all nine of the in-house brochures promoting the State's vast tourist attractions, (both public and private) which includes: camping, fishing, symbols and facts, history, mini-tours, hunting, golf, "Tennessee" and Outdoors. Since we receive over 350,000 pieces of mail annually requesting information on tourist attractions and various areas of Tennessee, the importance of brochures is easily understood. Other responsibilities of the Division in the area of brochure development include artwork and artistic layout design for all other printed material promoting and/or assisting overall promotion efforts of Tennessee Tourist Development.

Authority: Chapter 468 of the Public Acts of 1976. *Administrative History:* Original Rule filed June 1, 1976; effective July 1, 1976.