**TENNESSEE MUSIC PATHWAYS TOOLKIT**

**OVERVIEW**

Tennessee Music Pathways stretches across all 95 counties and connects visitors to musical points of interest through an online travel-planning experience. Hundreds of landmarks and attractions are featured from across seven music genres – blues, bluegrass, country, gospel, soul, rockabilly and rock ‘n’ roll – that call Tennessee home. More than 500 possible locations for markers have been identified including birthplaces, resting places, hometowns, high schools, churches and locations of first-known recordings or performances of the pioneers and legends influenced and shaped by Tennessee.

Visitors can curate their own paths based on music interests through an interactive guide at [www.tnmusicpathways.com](http://www.tnmusicpathways.com). Follow the conversation on social using or searching hashtag #tnmusicpathways.

Launched by the Tennessee Department of Tourist Development (TDTD) in 2018, the Tennessee Music Pathways recognizes our state’s significant musical story and its ability to drive travel year-round. The project is state-funded with the support of the Tennessee State Legislature and Governor Bill Lee.

**TALKING POINTS**

* From the largest cities to the smallest communities, Tennessee Music Pathways stretches across all 95 counties and features hundreds of landmarks and attractions from the seven genres of music that call Tennessee home: blues, bluegrass, country, gospel, soul, rockabilly and rock ‘n’ roll.
* Tennessee Music Pathways is a guide that connects visitors to the rich musical heritage of our state.
* Most know about Elvis Presley in Memphis, the historic Ryman Auditorium in Nashville and Dolly Parton’s East-Tennessee roots; but there is a deeper story to be told. From rockabilly to sacred music – our musical history is statewide, diverse and deserves to be heard.
* Visitors can curate their own path based on interests using an interactive guide at [www.TNmusicpathways.com](http://www.TNmusicpathways.com).
* There has never been a better time to visit Tennessee. Ranked among the top travel destinations in the nation, Tennessee continues to break visitation records and recorded 119MM person-stays in 2018.

**INSTALLATION & CELEBRATORY EVENTS**

TDTD is eager to support local installation and celebratory events as organized by the communities. We recognize each marker is unique, and encourage the local communities to create an event that best suits their needs. If you are planning an event, please let us know so that we can help amplify across TDTD platforms.

* Before installation, share tentative plans for events with TDTD.
* Successful events have included unveilings and/or celebrations that include artist(s), family, TDTD, legislators and media.
* Prior to event, work with TDTD communications on media alert.
* Work with TDTD on list of invites to include local members of community, legislators, media and TDTD staff.
* TDTD will work with you on legislative outreach and alert Governor’s office.
* Secure photographer to document event.
* Work with TDTD communications following event to share photos among industry, media and TDTD channels.

**SUGGESTED COPY FOR SOCIAL**

Want to post Tennessee Music Pathways on Facebook, Twitter or Instagram? Here’s SOME example copy you’re welcome to use. Please incorporate your brand voice and destination as you see fit and be sure to use #tnmusicpathways.

* Discover why seven music genres call Tennessee home and experience #tnmusicpathways first hand by visiting or experiencing (insert location detail here)
* Explore (insert destination information) and plan your trip to experience #tnmusicpathways now.
* (Insert Location here) is a part of #tnmusicpathways! Learn more about the impact (insert artist here) had right here in (destination).
* Link to include in posts: <http://www.tennesseemusicpathways.com/>

**MEDIA RELEASE**

TDTD encourages sharing news of your TMP marker with media and are eager to assist in sharing with regional and national media. Here are some ways we can help:

* Loop in TDTD communications to assist with list creation for media invites and post-event coverage (Marykatelyn.price@tn.gov and Amanda.murphy@tn.gov).
* Share final approved press release with TDTD for on press website and event listings.
* Ensure quality photography is available following event, especially if artist(s) being honored are on-hand at local event.
* Photographer should capture posed and candid photos of unveiling, including: photos of artist with marker if attending, photos of artist with community leaders, photos of artist with legislators.
* Inviting local media to cover your event? At the end of this toolkit is a sample press release to help you get started. Feel free to use your own voice and destination information as it fits.
* After the event, don’t forget to follow up with invited media with quality high-res images.
* Share images and event information with TDTD to include on social channels, newsletter, etc.

**LOGOS AND GRAPHICS**

Download TMP logo: <https://tdtdfiles.egnyte.com/fl/LPQP5c9iCT> (NOTE: TDTD does need to approve creative using our logos so please send artwork to Jaisie.Shahan@tn.gov prior to use/production.)

**QUESTIONS:**

**Outreach: Communications:**

Marty Marbry Amanda Murphy
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**SAMPLE PRESS RELEASE**

**[INSERT ARTIST] HONORED BY STATE OF TENNESSEE WITH UNVEILING OF
TENNESSEE MUSIC PATHWAYS MARKER ON [INSERT DATE]**

CITY, TN – DATE – Local artist [insert name(s) here] will be honored by the State of Tennessee with a new “Tennessee Music Pathways” marker in [insert location here]. The unveiling is set to take place on [insert date/time]. \*NOTE: be sure to include local connection to artist here.

INSERT QUOTES FROM ARTIST(S)/LOCAL LEADERS/TDTD WHEN AVAILABLE

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Insert bio information for artist(s) being honored.

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PRESS CONTACT:
[insert contact here]

Jamie Dailey Honored by State of Tennessee with Unveiling of “Tennessee Music Pathways” Marker on Oct. 5 in Gainesboro