

Two Agencies for Ad Promotion

Commissioner of Commerce and Economic Development Tony Motley recently announced the selection of two agencies for handling advertising, promotion, publications production and public relations for his department.

The Alaska-based agency of Murray, Kraft and Rockey has been selected to handle publications production and promotion for the Division of Economic Enterprise. Fawcett-McDermott-Cavanaugh, Inc., of Honolulu has been selected to handle national media advertising and cooperative programs with the visitor industry for the Division of Tourism.

Motley said, "This combination of agency resources provides the Department in-state strength along with the nation-wide

marketing abilities of a highly successful agency. Our advertising budget will be less this year despite inflationary increases in media costs.

"Through internal economies, however, we expect to get more exposure for Alaska as a travel destination than was provided by previous programs."

In his announcement, Motley said there are two contracts being awarded. One for the Division of Economic Enterprise for \$50,000, which went to Murray, Kraft and Rockey, and the other for the Division of Tourism for \$400,000.