

Guest Column: TV Commercial Promotes Tourism In Del Norte County

May 10, 2022



Many of us have recently viewed the new TV commercial airing across all the major Spectrum networks that features some of the best attractions that Del Norte County has to offer: Towering redwood groves, pristine rivers and our rugged and sweeping coastlines.

You may have wondered - like myself - how this project was spearheaded and who made it possible. I first saw the ad while watching a Giants baseball game on NBC Sports Bay Area and was instantly attracted by its professionalism and beautiful production. Outstanding!

Enter Cindy Vosburg, the executive director of the Del Norte County/ Crescent City Chamber of Commerce who, along with a \$15,000 'Pay it forward' grant from Spectrum, got the TV commercial up and running.

Thanks to their endeavors, the public service announcement ran 4,566 times in April and will continue into May and June and will be seen in the Grants Pass, Medford, and the North Coast Spectrum stations.

The video for the commercial was produced by Lynnette Braillard, owner of Lulish Design, the agency of record for the Del Norte Visitor's Bureau. It is both astonishing and magnificent in content.

Vosburg indicated the importance of reminding viewers of all that Del Norte County has to offer as paramount to attracting new tourists to our area who spend thousand of dollars a year, supporting local

hotels, eateries and our state and national parks.

“Families and adventurers don’t need to travel the world to find the tallest redwood trees, the freshest air, and pristine beaches,” she boasted. “Del Norte County equals most anywhere in the world for our variety of wildlife and perfect summer weather.”

The Crescent City Chamber of Commerce could not have completed the process without the assistance of Spectrum’s Reach programming, headed by William Krumpeck, their assigned account executive.

“William has been so beneficial to our local area and without his help, we would not have been granted the ‘Pay it Forward’ grant to make this possible,” Vosburg concluded.

Newcomers to the Del Norte Visitor’s Center can see the video, along with other locally produced videos that showcase Del Norte County, on a loop that plays throughout the day.

So please join me in applauding the efforts of Spectrum and our Chamber of Commerce staff to attract visitors to Del Norte County and show the resplendency of our ecosystems that are found nowhere else on Earth to future visitors.

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Crescent City

Mr. Zopf is freelance environmental reporter who covers issues along the North Coast. He is a Crescent City resident.