

Anthony Tham, Public Relations Manager

Brief Position Description: Responsible for developing, implementing, and evaluating the Association's public relations program. This includes writing and distributing press releases, media kits, electronic newsletters, etc.

BIO – Anthony Tham

Anthony Tham joined Travel Salem in August 2008 as the Public Relations Manager. Prior to joining Travel Salem, Anthony was a public relations intern at the Portland Rose Festival Foundation; managing projects such as the production of media guides, media scripts, on-site events and various programs. Anthony has a degree in Communication Studies with additional focuses in Business Administration and Civic Leadership from Portland State.

Anthony's main objective is to promote the Salem area, including Marion and Polk counties through broadcast, print and online media sources. As PR Manager Anthony oversees Travel Salem's Industry and Consumer E-newsletters, generates storylines for the media, assists a wide variety of journalists, tracks media impressions and maintains an up-to-date media database with local, regional, and national contacts. Through Anthony's efforts Travel Salem has increased the number of national media contacted by 550% and local media by 1200%.

Armed with the knowledge of technology, Anthony has established and is responsible for implementing Travel Salem's online social media tools such as Twitter, Flickr and Face Book. These tools have helped Travel Salem reach national and international audiences regarding the Association's activities and the promotion of the Salem region. As a member of the Public Relations Society of America and a follower of industry professionals on Twitter, Anthony continues to increase awareness of the Salem region through PR and social media.

Anthony also oversees the process of interviewing and selecting candidates for the Association's Internship Program. In addition, Anthony plans and directs intern projects and supervises the development of interns. His experience as a peer mentor in college and an intern facilitates the process of creating a comprehensive learning experience for the Association's interns.