

Silver Valley Attractions & Activities

Wallace Area

Pulaski Tunnel Trail

One mile south of Wallace on Moon Pass Road (Kings Street)

Visitor's Center & The Mine Heritage Exhibition

10 River Street, Exit 61, I-90, Wallace, ID 83873 800-434-4204

Sierra Silver Mine Tour

420 Fifth Street, Wallace, ID 83873 208-752-5151 www.silverminetour.org

Wallace District Mining Museum

509 Bank Street, Wallace, ID 83873 208-556-1592

Northern Pacific Depot & Railroad Museum

219 Sixth Street, Wallace, ID 83873 208-752-0111

Kellogg Area

Sunshine Miners Memorial Statue

Exit 54, I-90

Crystal Gold Mine Tour

51931 Silver Valley Road, Kellogg, ID 83837 208-783-4653

Staff House Museum

820 McKinley Ave, Kellogg, ID 83837 208-786-4141

Cataldo Mission (Old Mission State Park)

Old Mission State Park, Cataldo, ID83810 208-6823814

Mullan Area

Captain John Mullan Museum

Earle Ave, Mullan, ID 83846

Hale Fish Hatchery & Shoshone County Park

East of Mullan, ID 208-744-1576

Bicycle Trails

Route of the Hiawatha

Lookout Pass Ski & Recreation Area, I-90 Exit 0, Mullan, ID 83846 208-744-1301

Trail of the Coeur d'Alenes

Trailheads located throughout the Silver Valley on the I-90 corridor.

Publicity Plan

Ten ideas to help you get the word out about your project or program

Although every teacher, project and program is different, here are ten ideas to promote your Pulaski Tunnel Trail field trip and Idaho history lessons to your local media.

1. Upon field trip approval and approval from your principal, send a press release to your local media to let them know of the field trip and any upcoming activities related to it.
2. It is often best to designate one person as the contact person for most press releases so the messages are consistent. Remember to allow plenty of time in advance of deadlines.
3. Know your local media people. Find out to whom you should be sending press releases to ensure coverage. If press releases are mailed, faxed, or emailed, follow up with a phone call to ensure that the media has received your press release.
4. When possible, try to supply an appropriate photo to the local newspaper(s) that might help illustrate the project or activity you have planned. Quotes in a press release by local folks involved in planning, implementing or funding of the project are often a plus. If you are inviting a guest lecturer, see if the media would be interested in an advance interview.
5. Make use of any local calendars (media and/or online) of the Chamber of Commerce, newspaper, radio station, or visitor's bureau to post your upcoming events and activities.
6. Consider developing key partnerships in your community (media, library, historical society, school, civic group) that might help you get the word out about the field trip and special related events or activities.
7. Remember to invite local political or school officials to your activities.
8. Make use of your newspaper's "Letters to the Editor" column to promote your field trip, to urge community members to participate in your programs, to thank local supporters, and to thank the media for coverage of your events. When your project is completed, it is often appropriate to publicly thank those who helped you accomplish your goals in a "Letter to the Editor."
9. Above all, develop a plan for publicity at the beginning of your project. Don't wait till the last minute or write your press releases hastily. Be mindful of deadlines and how much time the media needs to develop any features about your project and activities.
10. School board members, administrators, fellow teachers, parents and students appreciate positive publicity for educational activities. Review the above ideas and choose those activities that fit your situation and available energy expenditure.