

# The Bandera PROPHEET

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Bandera CVB considers spot on statewide travel show

By Jessica Nohealapa'ahi Goode  
The Bandera Prophet

Always seeking the most progressive way to promote Bandera, the Bandera County Convention and Visitor's Bureau hosted Erika Grimm and Jackie Delgado of YOLO TX this week, to learn more about how the travel and lifestyle TV show can spread the word.

"YOLO has the furthest reach to more than 16 markets and 22 television stations," Grimm, vice president of marketing for YOLO parent company Quarter Moon Productions, said.

YOLO - the well-known acronym for "You Only Live Once, so make the most of the present and don't worry about the future," is a 30-minute show that airs Saturdays and Sundays. It started in the fall of 2017 and Grimm said its popularity continues to grow.

"We are over our three-year mark and we're excited about Season 3," she said.

The program runs 52 weeks a year, with 42 weeks of original content and 10 weeks of re-airs, or "The Best of YOLO Texas."

Bandera was briefly featured in an episode that aired in June of 2019 during its second season, when producer Jackie Delgado visited the Dixie Dude Ranch. Now considering what more YOLO TX can do for the Cowboy Capital of the World, the CVB inquired what packages were available to buy Bandera a little more air-time.

Sponsored segments during a program are available, Grimm said.

"Everything we do is on location," she said. "You don't have to come to us. We come to you."

The objective of the programming, which targets a female audience between ages 25 and 64, is to plug weekend getaways, overnight stays, day trips, unique places, festivals and events throughout the state - and is one of the only Texas travel shows hosted by a female, Grimm said.

“We want to try to encourage people to get off the main roads,” Grimm said.

All of their networks are available to stream, and segments are also featured on social media, via Facebook, Instagram and Twitter.

“You don’t have to have cable to see the show,” Grimm said.

After the segment airs, producers will send it to the CVB, and it can be used to self-promote via a website and all social media platforms.

“There are no residual fees, but we ask you to include the YOLO logo and link,” Grimm said.

A 30-second TV spot will cost \$1,000; a four-minute feature will cost \$3,500; an eight-minute feature will cost \$6,000; and website banners on the YOLOTX.com website cost \$500 per month. If an overnight stay is required, complimentary lodging is expected, as well.

“I want to tell your story. Depending on what it is that we’re doing, we’ll decide what kind of gear will be needed. We want to get people out here,” Delgado said. “I think the biggest thing we get from our viewers is, ‘I’ve lived here my entire life and I didn’t know this was out here.’ We’re not a Hollywood crew with rigs and a bunch of equipment. We bring mobile gear so we can move quickly. We use licensed drone pilots, go pro, sticks.”

Discussing the possibilities, CVB Executive Director Patricia Moore said the county has two State Natural Areas and numerous sites and events worthy of star time. Also worthy of star time is the full solar eclipse on April 8, 2024, during which Bandera is in the direct path.

“We’re being looked at internationally,” Moore said, adding she is already helping the county prep for the once-in-a-lifetime event.