

Media and Publicity Skills Workshop PART 1

Prepared by Michelle Armstrong

Achieved in the past 12 months?

- Development of a Public Relations Plan
- Implementation of media related activities (from the above plan)
- Coordination and hosting of media famil events
- Media liaison
- Generation of editorial coverage (travel stories) and coordination of broadcast media interviews/live broadcasts
- Working with key operators in the region

Results

- Increased awareness of the High Country destination offer amongst key media & target audiences.
- Extensive editorial coverage in travel/lifestyle media, including: metropolitan newspapers/magazines; regional newspapers/travel sections; weekend supplements; radio & TV travel programs
- Inclusion of key regional events in 'What's on'/events listings.
- Creating media exposure for High Country tourism operators in 'deals/reader offer' sections of travel media (newspapers & magazines).
- Coordination of over 45 Media famils to High Country.

Results (continued)

- Provision of media (travel/lifestyle) enquiry service: daily liaison with media and provision of information and images.
- Regular liaison with tourism operators in High Country, resulting in strong product knowledge and increased understanding by operators on how to work with media.
- Establishment of strong links between NEVT and the travel media.

The next 12 months

The consultant will work with NEVT on an action plan, to include the following:

- Media Release program highlighting storylines/core messages.
- Storylines to be woven into themes for media famils.
- Media Subjects to include (but not limited to): Nature-based (National/State Parks/Wilderness);
- Events/Culture/Art; Village Life/Country Pubs; Fishing; Great Cycling/Mountain biking; Living Heritage.

Story angles

- Great Drives/Touring routes; Adventure - land based; aerial; Food & Wine; Cycling/Mountain biking; Living Heritage.
- Specific angles: cycling: rail trail; mountain biking; road cycling in mountain resorts; pedal to produce project;
- Microbreweries/Wineries
- Arts/Wine trail: eg Benalla/Glenrowan: emerging wine region/gourmet offer
- Heritage: Ned Kelly/historic towns: Chiltern/Rutherglen/Beechworth
- Shopping/Spa/Indulgence: Beechworth
- Alpine Book Trail and Great Alpine Road
- Avenel / Nagambie / Marysville/ Lake Mountain

Media Famil/editorial opportunities

- Pitch story ideas to travel editors/freelance writers, based on the agreed core messages/storylines. Also discuss feature story opportunities and inclusion in stories writers currently working on.

Media opportunities

- Herald Sun, Sunday Age, Adelaide Advertiser, Sunday Mail, Canberra Times, Rex 'Out there' magazine; The Land, Royal Auto, Border Mail, Luxury Travel, Australian Traveller, Vacations & Travel, Australian Senior Traveller, WineState, Scoop Traveller plus TV Travel programs – Getaway, Postcards, Great Outdoors, Coxy's Big Break, TODAY Show; Regional newspapers (NE Vic; Southern NSW; Gippsland), The Australian, The Australian Financial Review, The Sydney Morning Herald, Daily Telegraph, Sun Herald, Sunday Telegraph, AAP.
- More focus would be directed to Sydney/Sth Australian/Qld media and niche publications (eg Outdoor; 'G').

Media famils

- Need to tailor accommodation/eat & drink options/activities to the specific angle of the story; type of publication and audience.
- Important to 'put best foot forward'... travel writers always looking for new product; interesting accommodation/restaurants, wineries etc with story to tell.

Famils (continued)

- If the story is likely to include accommodation/eating out/tour operator details, you will be asked if interested in showcasing your business through participation in the famil.
- Where it is unlikely that your business can be highlighted in the story, for e.g. - story is of a generic regional nature, Tourism Victoria, may offer to pay a media rate.

Other media opportunities

- Deals/Prize Giveaways/Events
- Herald Sun (extra go) on Friday: 'Victoria Secret'
- Sunday Herald Sun (Escape): deals & prizes
- The Age (Traveler): deals section/For the Diary
- The Age (Epicure): events/news snippets/features

Media and Publicity Skills Workshop PART 2

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Agenda

- Marketing mix and why Publicity?
- Media mediums
- The Media Release - preparing, writing and releasing
- Media Kits

- Alerting the media to events
- Dealing with the media
- Crisis Relations
- Where PR fits for you

The Marketing Mix

- The marketing mix comprises of four main elements → price, place, product and *promotion*
- Public Relations comes under the promotions element of the mix along with many other tools such as...
 - Sales Promotion
 - Sponsorship
 - Trade Fairs and Exhibitions
 - Advertising
 - Direct Mail
- As with any of these marketing tools PR is not the sole generator of marketing for your business → it is one tool that can be used in conjunction with others

So...why publicity?

- PR is commonly described as 'free', especially compared with advertising
- Only real cost is your time
- Editorial publicity is acknowledged as more valuable than advertising
- Potential to provide more detailed information and visual

What is the media?

- Television
- Radio
- Newspaper & Magazines
 - E.g. The Age, Herald Sun, Border Mail (especially travel lifestyle & event listing sections), Royal Auto; Get Up & Go magazine; Weekly Times; Canberra Times; The Australian.....
- Internet
- Study the media most relevant to you

The media release – Preparation

- Media release used to draw media attention to your news story
- Thus, only covers the most important details
- Before starting, you need to consider...
 - What is the main point/angle of the story?
 - What is the point of interest?
 - Who are you targeting?
 - What media channel?

Writing the media release

- Your release is competing with others → imperative to communicate your message as clearly and succinctly as possible in a way that stands out
- Two most critical parts...
 - Headline: to attract attention
 - First two paragraphs: convey key information (who, what, where, when, why, how)

Media Release Essentials

- Keep it short - 1 page
- Keep it simple
- Use 'inverted pyramid style, with the most important info first
- Be objective
- Proof read
- Put all contact details at the end of the release
- Date the release on the top left hand corner
- Use a clear easy to read font and 12-24 size

Media Release Traps

- Don't get facts wrong
- Don't use clichés, unexplained acronyms or jargon
- Don't make unsubstantiated claims
- Don't put too many ideas in one sentence
- Don't waffle

Distributing the media release

- Could use mail, fax or email
- Important to target the relevant media organisations that best match your key consumers
- Timing - consider the news deadline of the target media
- Address and send the release to the most relevant person, not just the enquiry address

Media Kits – key info.

- Media kits consist of...
 - General media release detailing the different aspects of your business (e.g. history, owner profile)
 - Brochures
 - Relevant transparencies or digital images
- Good to have on hand to give to journalists or travel writers if the opportunity arises

Alerting Media to an Event

- A Media Alert is used to advise media of a Media Launch, Photo-Call, media announcement...basically any event you think newsworthy enough to invite media to attend.
- Include details such as:
 - -Date, Time, Venue, Interview/picture opportunities and short description of what will be happening.
- Issue the Media Alert (up to 2 weeks prior to the event, follow up with TV news 2-3 days before the event).

Dealing with the media – Basic interviewing skills

- Be clear, concise and make sure your answers to questions to the point
- Don't focus on negatives or criticise other operators/operations to bolster your own business
- Stick to core messages
- Don't fill in silent gaps (created by interviewer)...you will end up saying too much or something you don't wish to be recorded).
- Remember there's no such thing as 'a dead microphone' or 'off the record'.

What journalists hate

- Being hassled with multiple phone calls
- Emails that are not titled clearly
- Not being given enough time to deadline
- Complaints about cutting or editing a story
- Not having the correct image format - need.....

Working with the media

- Building relationships with the media is what PR is all about
- Tips on building media contacts...
 - Always provide accurate info on time
 - Always have follow up info to give (pictures, interview etc.) quickly if needed
 - Small gestures mean a lot

CRISIS RELATIONS

- Just in case!! Its good to have a crisis plan in place
 - Assess the crisis
 - Choose a spokesperson
 - Message delivery
 - Dealing with the media
 - Cover all audiences
 - Post-crisis follow up

WHERE DOES PR FIT FOR YOU?

- Publicity is part of the overall marketing mix and is just ONE of the tools you can use in your promotion efforts
- Good alternative to paid advertising - got nothing to lose by giving it a go and the gains are large
- Start small (e.g. deals sections) and then aim for bigger stories (e.g. editorial on your business)