



Adirondack
Destination
Marketing
SUMMIT

Public/Media Relations 101

#ADKSummit2016

Zero Moment of Truth and the 5 Stages of Travel



Part of the Ecosystem of Marketing

In the Olden Days...

- **PAID** (magazine/TV ads)
- **OWNED** (printed brochures)
- **EARNED**
(traditional PR - press releases, editorial content)



Part of the Ecosystem of Marketing

Today ...

- **PAID**

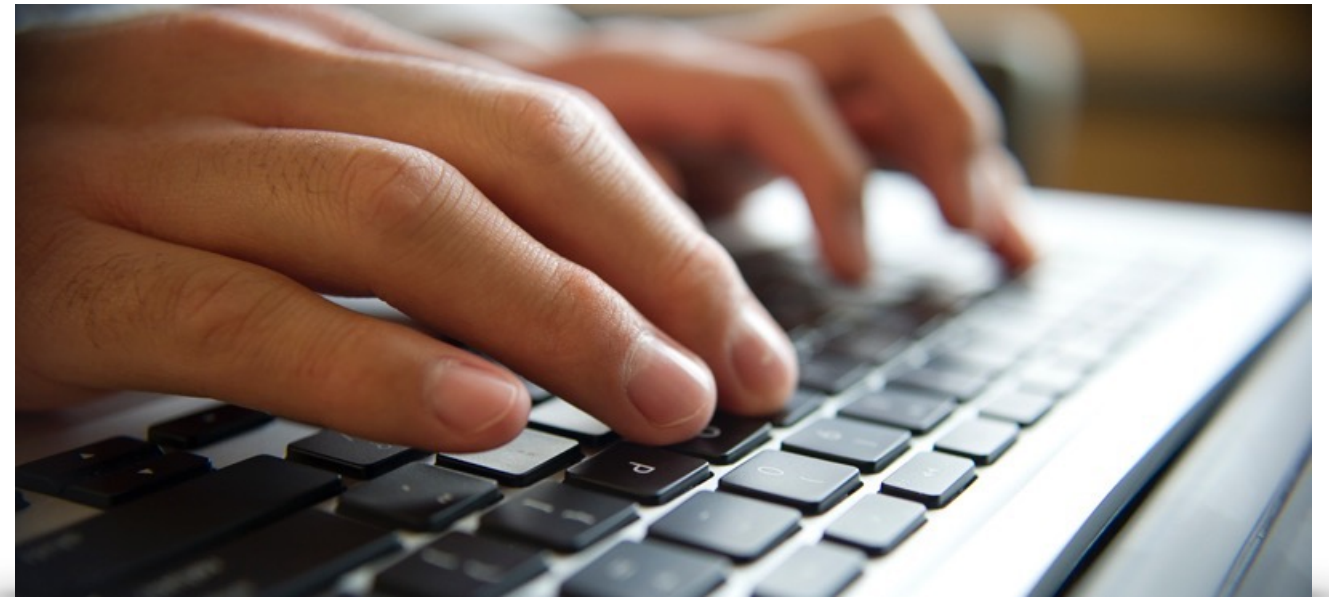
(Advertising: Google adwords, display ads, SEO, PPC, native ads)

- **OWNED**

(YOUR content: website, blog, white papers)

- **EARNED**

(PR/Communications: RELATIONSHIP BASED - media relations, ambassador communications, social media)



We STILL write Press Releases.



PR TOOLBOX

We **STILL** write Press Releases.

- Press releases **deliver news**.
- They spotlight a company, its products, its partnerships and **create awareness** of its place in the market.
- Invite members of the media and readers to find out more about the company.
- Good publicity can very often **generate a surge in demand** for the company's products and services.

**The press release is still
the workhorse of PR campaigns.**



**How can you use this tool
to promote your business?**



PR Campaign

- **Goals**

- what is your NEWS? (event, staff promotion, new product)

- **Target audience**

- geographic (Adks)
- demographic (arts or sports fans, millennials)

- **Target media**

- Where does that audience get its news? (newspaper, radio, TV, - NYC, local)
- Create a media contact list (direct emails)

- **Outreach** (write pitch/press release, send to media contact list)

- **Measure** (news clippings, website visits, etc.)

HOLD ON.

Before you start writing...

Think like an editor.



Is my news actually NewsWORTHY?

Editors look for news to meet 2 OR MORE of these criteria:

1. **TIMELINESS:** In the news business, newer is better, and stories grow old in a hurry.
2. **PROXIMITY:** People are more interested in home-grown news than in news from far-away places.
(Though changing with today's smaller online world.)
3. **IMPACT:** Will the information in this story change our lives?
Ask this question: "Does it matter?" Does your story pass the "**so what**" test?
4. **NOVELTY/RARITY/BIZARRE:** Is it an unusual story?
5. **CONFLICT:** A book about everybody being nice to each other all of the time and living carefree lives doesn't exactly grab attention.
6. **HUMAN INTEREST:** Stories that show something about the human condition.
From rags to riches stories, experiential pieces and the like.
7. **PROMINENCE/CELEBRITY:** People are more interested in famous people than in non-famous people.



Is my news actually NewsWORTHY?

- New employee/staff promotion
- Special event
- Fundraising campaign
- Company, product or program launch



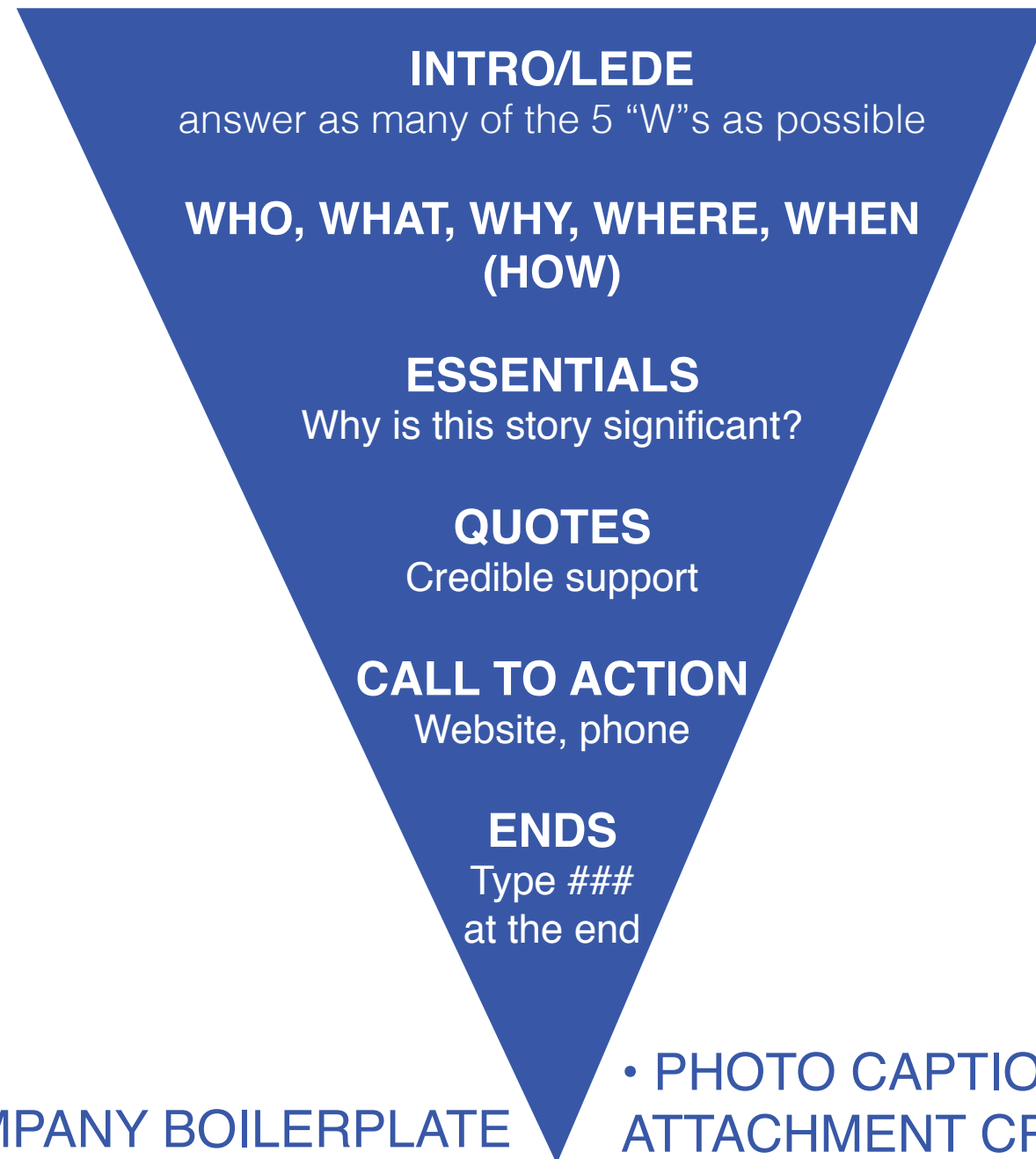
Is my news actually NewsWORTHY?

- Promotion or sale



PRESS RELEASE FORMAT

- HEADLINE - highlight main news point
- FOR IMMEDIATE RELEASE/embargoed date
- CONTACT - for more information





MEDIA CONTACT

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FOR IMMEDIATE RELEASE **DATE / EMBARGO**

HEADLINE

ROOST to Host Adirondack Destination Marketing Summit

LEDE / INTRO

adirondacks, usa — The Regional Office of Sustainable Tourism (ROOST) invites all businesses, organizations and interested individuals to attend the inaugural Adirondack Destination Marketing Summit at the Conference Center at Lake Placid from 8 a.m. to 5 p.m. on March 3.

WHO, WHAT, WHY, WHERE, WHEN, HOW

The daylong workshop will consist of a series of sessions led by industry experts on various disciplines of marketing, including website design, content development, search engine optimization, social media, media relations and reputation management.

ESSENTIALS

The Summit includes a lunch keynote presentation by Dr. Bill Siegel, founder and CEO of Longwoods International, a respected leader in marketing, advertising and public opinion. The Summit will also feature Sheila Scarborough, writer and speaker specializing in tourism, travel and social media.

Other sessions will be led by some of the marketing experts at Adworkshop, an integrated marketing agency with its home office in Lake Placid, and ROOST senior marketing staff. The day will round up with a chance to ask questions in a moderated panel discussion with all presenters, followed by a networking reception.

QUOTE

“We’re excited to offer this day of marketing insight to support the success of our marketing partners throughout the region,” said James McKenna, president of ROOST. “With top-notch speakers and a range of topics, attendees will be sure to benefit from the high-caliber day we have planned, whether they are just delving into marketing or have years of experience.”

CALL TO ACTION

The Adirondack Destination Marketing Summit costs \$20 per person for all workshops plus a continental breakfast and lunch. For more information, agenda, speaker bios and to register, visit roostadk.com/adms .

ENDS

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**COMPANY
BOILERPLATE**

ROOST is the accredited destination marketing organization (DMO) responsible for promoting New York State's Adirondacks to the traveling public. For more information about ROOST, visit www.roostadk.com.

**CAPTION/
PHOTO
CREDIT**

PHOTO: This is a caption for an accompanying photo.

Press Release **Best Practices**



DO

- ...know the media's deadlines.
- ...send via email.
- ...send in the body of the email.
- ...include contact for more information.
- ...keep it concise (fewer than 500 words).

Press Release **Best Practices**



DON'T

- ...send a poster and expect media to write release for you.
- ...send a PDF.
- ...embed photos in a Word document.
- ...riddle with jargon.
Don't write "myocardial infarction" if you can write "heart attack."

4 out of 4 editors appreciate a pitch AND a press release from a for-profit business.

Because:

“If it's newsworthy enough we will do a bylined story anyway, you can save time with just a pitch.”



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Need a boost from **ROOST** ?

More FREE ways to promote your business

- Send us your EVENTS
- Send us your NEWS
- BLOG for us
- Host visiting media

ROOST

Thank you!

Kim Rielly
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#ADKSummit2016

adworkshop.
AN EMPLOYEE-OWNED COMPANY

ROOST
REGIONAL OFFICE of SUSTAINABLE TOURISM
adirondacks, usa

 Centerplate
Craveable Experiences. Raveable Results.™

TOURISM
CURRENTS

 CONFERENCE CENTER *at*
LAKE PLACID

 Longwoods
INTERNATIONAL

WELCOME TO THE 2016

ADIRONDACK DESTINATION MARKETING SUMMIT