



Public Relations 101

Sonya Hwang
Ki Communications





Agenda

- ✓ What is PR?
- ✓ How to Write a Communications Plan
- ✓ What is a Story?
- ✓ DIY PR or Out-of-house PR
- ✓ What a PR Professional Can Do For You
- ✓ Resources & Reading



What is PR?

- ✓ Public relations is a tool to shape public opinion.
- ✓ Advertising is what you say about yourself. Public Relations is what you get others to say about you.



The Communications Plan

What is it?

A blueprint of yearly communications activities that well executed, should enhance your company's image and create or reinforce a brand, all the while increasing sales and profits. ■



Components of a Communications Plan

1. Situation Analysis

An analysis of the current situation including travel trends, SWOT analysis, detailed description of programs, products and services, current public opinion, competition.



Components of a Communications Plan

2. Goals & Objectives

Goals: General directions that are not specific enough to be measured.

Objectives: Specific and measurable.



Components of a Communications Plan

3. Audience Identification

- ✓ Who exactly is going to be affected by your plan?
- ✓ Who exactly are you trying to persuade?
- ✓ You're going to need cooperation from others; who will this be? Where are they located? How do you find them?



Components of a Communications Plan

4. Strategies

Strategies should include the who, how and what of accomplishing your objectives.



Components of a Communications Plan

✓ Possible strategies:

▪ Build a Media Database

What is it?

A list of writers, broadcasters, websites and TV programs that may be of assistance to you.

▪ Media Calls/Media Pitches

What is it?

Individualized pitches that strive to gain exposure in high-profile targeted publications and media outlets.

▪ Media Familiarization Tours/Press Trips

What is it?

⊗ Organized visitation from targeted individuals or a qualified group of media.



Components of a Communications Plan

✓ Possible strategies (continued...)

- Press releases

What is it?

Newsworthy information on subjects, developments, packages, promotions.

- Press kit

What is it?

A compilation of information about your product that usually includes a fact sheet, history about your product, press releases detailing unique aspects about your product, brochures, business card



Components of a Communications Plan

5. Tactics

Tactics are the specific action items you will take to support your strategies and meet your objectives. Include specific dates as to when the tactics are to be completed.



Components of a Communications Plan

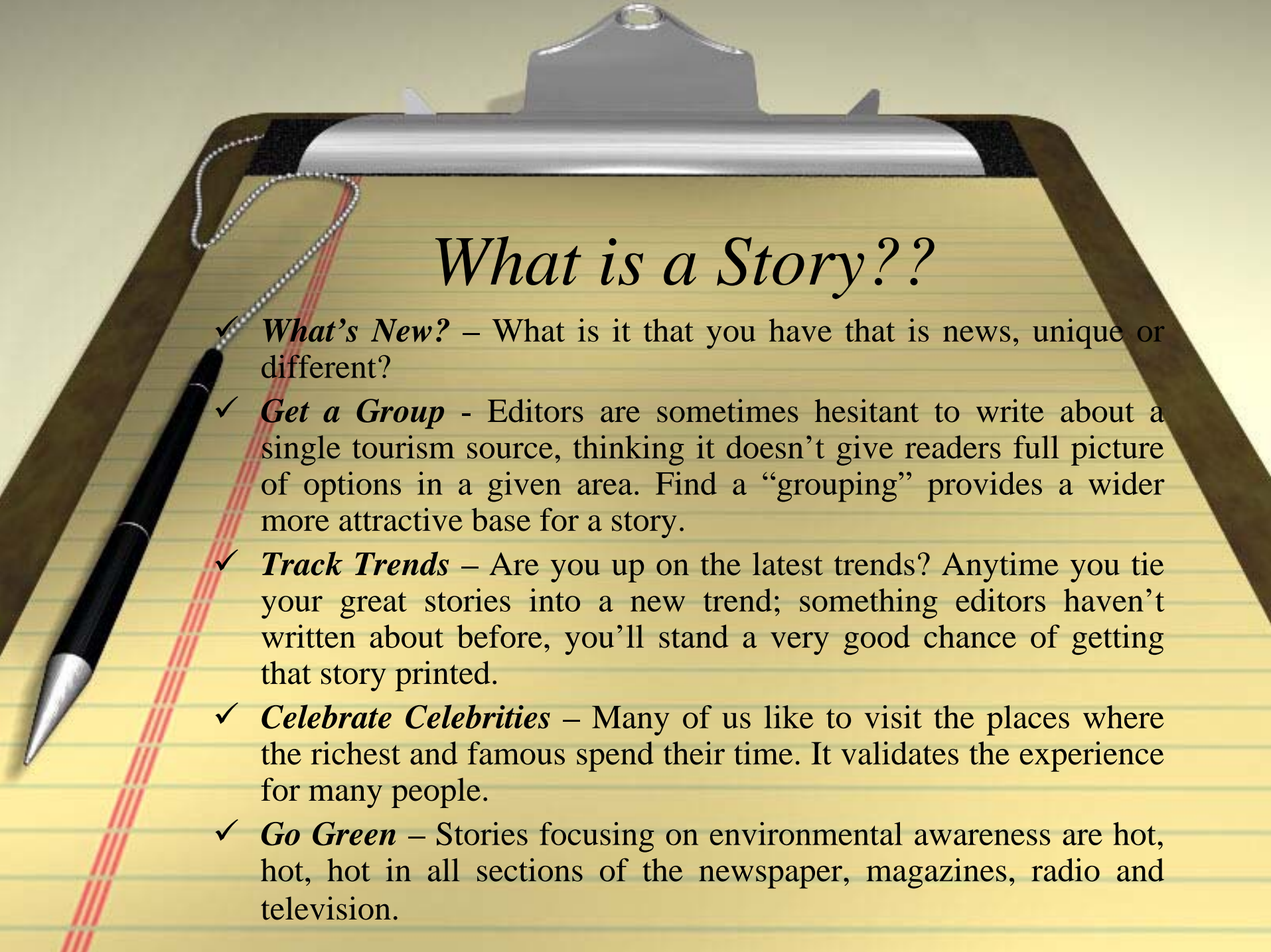
6. Evaluation

Once your Communications Plan is completed, evaluate whether your objectives have been met. If not, determine why.



*A Successful Communications
Plan Should...*

- ✓ Generate sales
- ✓ Be cost effective
- ✓ Promote word of mouth
- ✓ Be credible
- ✓ Shape consumer attitude
- ✓ Develop consumer trust
- ✓ Create leads



What is a Story??

- ✓ ***What's New?*** – What is it that you have that is news, unique or different?
- ✓ ***Get a Group*** - Editors are sometimes hesitant to write about a single tourism source, thinking it doesn't give readers full picture of options in a given area. Find a “grouping” provides a wider more attractive base for a story.
- ✓ ***Track Trends*** – Are you up on the latest trends? Anytime you tie your great stories into a new trend; something editors haven't written about before, you'll stand a very good chance of getting that story printed.
- ✓ ***Celebrate Celebrities*** – Many of us like to visit the places where the richest and famous spend their time. It validates the experience for many people.
- ✓ ***Go Green*** – Stories focusing on environmental awareness are hot, hot, hot in all sections of the newspaper, magazines, radio and television.



DIY PR versus Out-of-house PR

Do-it-Yourself PR

Pros

- ✓ You retain control of the way things go.
- ✓ The contacts you make are your own and you can build relationships with the press.
- ✓ You and your team will learn skills and unleash abilities along the way that will benefit other parts of your business.
- ✓ This is often the cheapest option.

Cons

- ✓ Time consuming!



DIY PR vs. Out-of-house PR

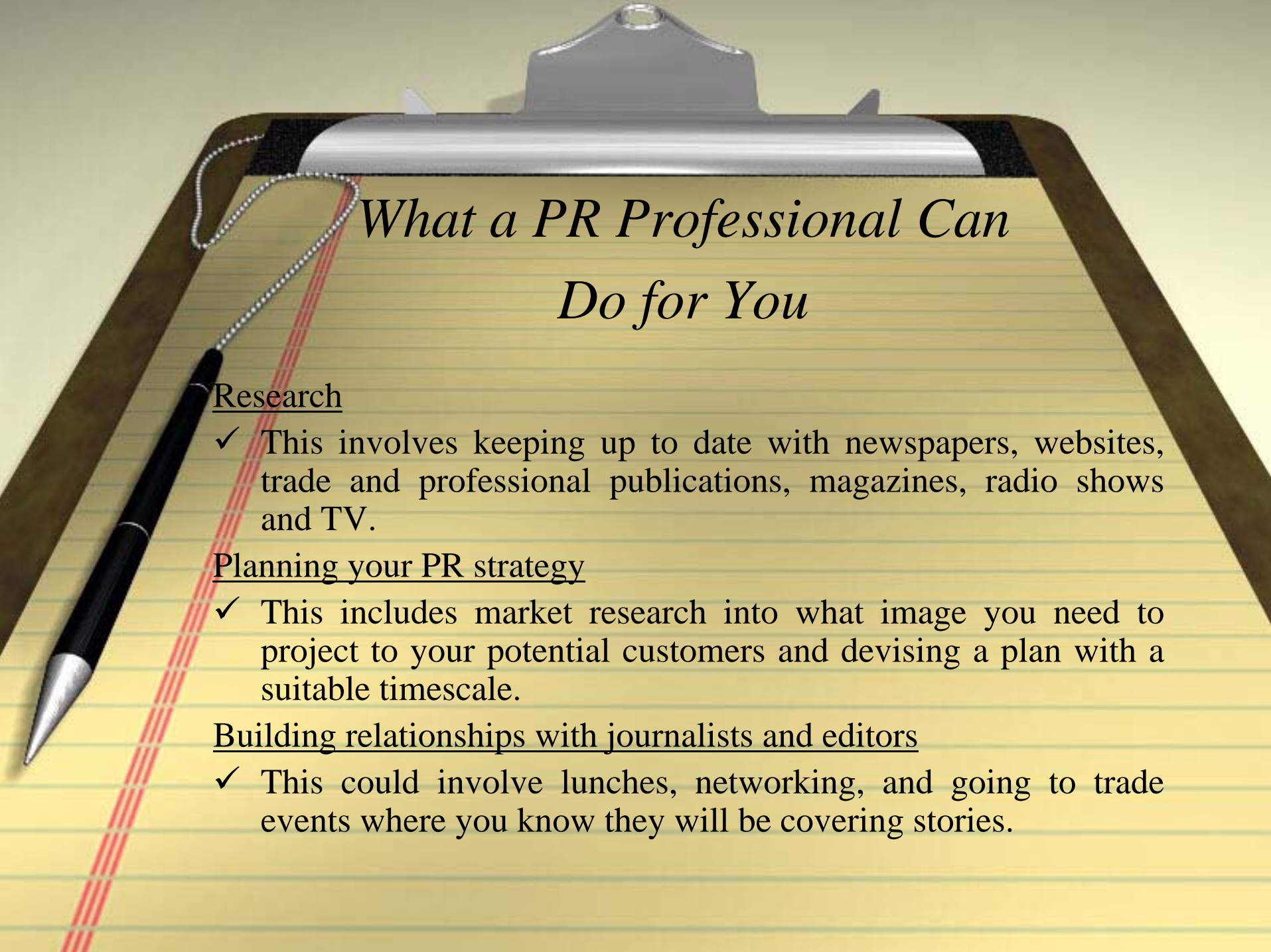
Hiring a PR Professional or an Agency

Pros

- ✓ You have access to their contacts
- ✓ You are able to harness their knowledge and expertise
- ✓ It frees up your time

Cons

- ✓ This is a more expensive option
- ✓ You can portray the passion behind the business much more effectively than someone who is being paid to do so



What a PR Professional Can Do for You

Research

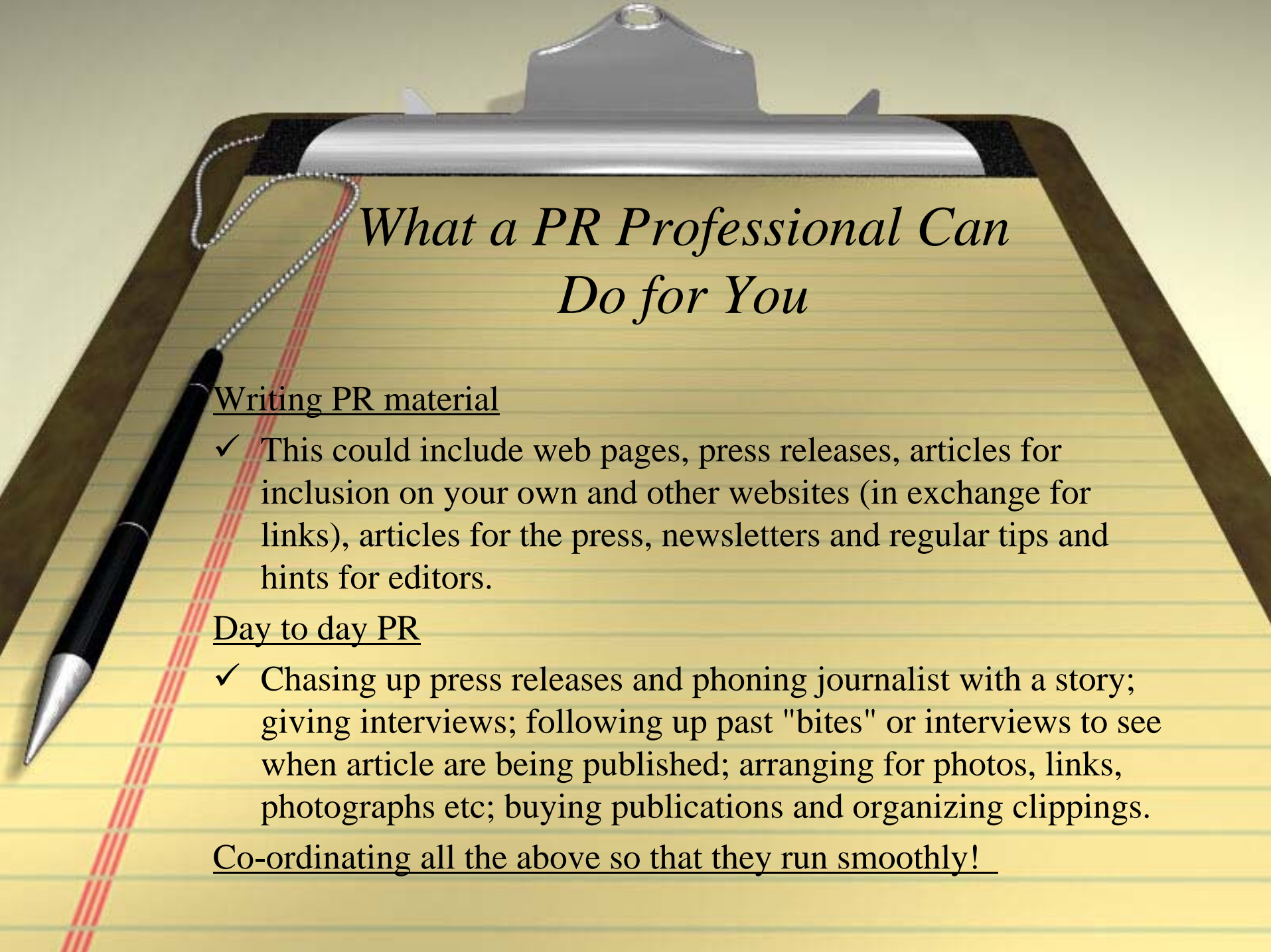
- ✓ This involves keeping up to date with newspapers, websites, trade and professional publications, magazines, radio shows and TV.

Planning your PR strategy

- ✓ This includes market research into what image you need to project to your potential customers and devising a plan with a suitable timescale.

Building relationships with journalists and editors

- ✓ This could involve lunches, networking, and going to trade events where you know they will be covering stories.



What a PR Professional Can Do for You

Writing PR material

- ✓ This could include web pages, press releases, articles for inclusion on your own and other websites (in exchange for links), articles for the press, newsletters and regular tips and hints for editors.

Day to day PR

- ✓ Chasing up press releases and phoning journalist with a story; giving interviews; following up past "bites" or interviews to see when article are being published; arranging for photos, links, photographs etc; buying publications and organizing clippings.

Co-ordinating all the above so that they run smoothly!



How to find a PR professional?

- ✓ Ask around! Look for the best fit.
- ✓ Canadian Public Relations Society

www.cprs.org

Resources & Reading

- ✓ Tourism BC's Travel Media Relations course □ offered through their Tourism □ Business Essentials program. Chris Lofft at 604 660 3673 or chris.lofft@tourismbc.com
- ✓ Travel Media Association of Canada (TMAC)
www.travelmedia.ca
- ✓ Fletcher, Tana and Julia Rockler. Getting Publicity. 3rd Edition. Bellingham, WA: Self-Counsel Press, 2000.
(www.selfcounsel.com)
- ✓ Ries, Al and Laura. The Fall of Advertising & The Rise of PR. New York, NY: Harper Collins, 2002.



Contact information:

Sonya Hwang

Ki Communications

Ph: 604 932 0308

sonya@kicomcommunications.ca