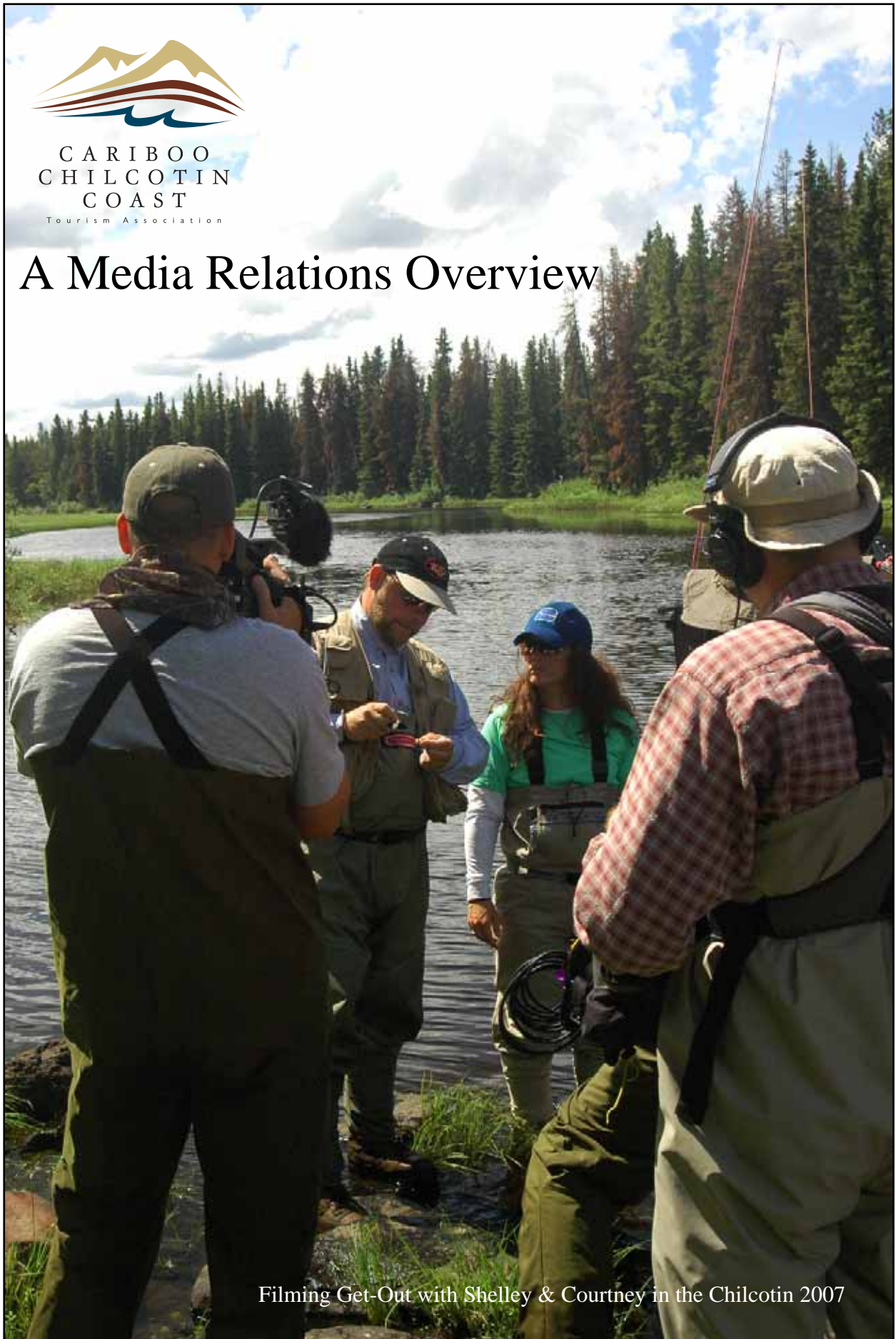




CARIBOO  
CHILCOTIN  
COAST  
Tourism Association

# A Media Relations Overview



Filming Get-Out with Shelley & Courtney in the Chilcotin 2007

*"The caterpillar does all the work but the butterfly gets all the publicity."*  
**George Carlin**



## A Media Relations Overview February 2009

### The W-5 of Media

#### Who?

You and the world travelers

#### What is Media Relations?

Maintaining good and open communications between members of various media outlets and a client (you) and/or between a public relations professional and the media as a means to effectively communicate your messages.

#### Where?

Right here, you don't have to go anywhere. The media can come to you.

#### When?

The sooner the better, because it has never been more important than bringing awareness to your business than Right Now.

#### Why?

It is a *very* cost effective way to get your tourism product and experiences into the minds of past, present and future customers. Editors, travel writers and photojournalists are constantly looking for interesting fresh stories and products to entertain their readers with. *You*, the stakeholder are the heart of all travel media relations programs. Without your participation, stories and images, the Media, Canadian Tourism Commission (CTC), Tourism BC (TBC) and the Cariboo Chilcotin Coast Tourism Association (CCCTA) have nothing but rocks, trees and water to power the marketing machine. You are the drivers. A team of experts and considerable resources are at your fingertips; yes it will cost you an investment of some of your time...

**If jargon like unpaid media** or any other fancy terms confuse you, don't worry, we have included a glossary at the back of this document...

**Does Media Relations work?** In 2008 the Cariboo Chilcotin Coast region shared in over \$4,000,000.00 worth of unpaid media coverage by being active with a media relations component in our CCCTA office. This is only a fraction of how much was actually generated but it is what has been accounted for to date. Our regions investment was less than 1.5%. That is a fantastic return on investment!

**Get involved**, plan on participating by hosting media and sponsoring Fams. There is a whole team of professionals here to help bring the writers to you or deliver your story to them.

**How do you do that?** Consider partnering with stakeholders that have diversified packages that will enhance your businesses and help attract quality media coverage.

**Together** we can achieve far more market exposure and increase awareness to our region's businesses. The days of making "a go of it alone" are gone. In the world of business today it takes teamwork and here in BC we have a darn good one. It starts with our super natural beauty that is complimented with a great heritage; interesting, engaging and considerate people that live here and know how to have fun - travellers love that.

**Let's start...**

with a reminder of what the purchase cycle is that most consumers experience.

- **Awareness**
- **Consider**
- **Intent**
- **Purchase**
- **Experience**
- **Relive / Refer / Repeat**

**Media relations** is one of the tools used in increasing awareness of you and your product to the consumer. Other marketing tools that fall into this category are:

- Ad Campaigns, Website, Social Networks, Travel Trade, Consumer Blogs, Product Listings, VIC's, Direct Mail, Consumer and Trade Shows etc.

Within our office in Williams Lake, the media relations department works very closely with the marketing, travel trade and the research departments in an effort to ensure maximum exposure for all our regions tourism programs, initiatives and communities marketing opportunities.

**The CCCTA Travel Media Relations** department also works in conjunction with the Tourism BC Media Department as an agent for TBC and the Canadian Tourism Commission (CTC) as a key partner. While also working closely with TBC/CTC on the international stage we support the Cariboo Chilcotin Coast regional marketing plan, stakeholders, media, communities and other regional marketing associations by pursuing the following goals:

- Educate media about the Cariboo Chilcotin Coast as a travel destination
- Provide travel journalists, editors and producers with accurate, up-to-date and comprehensive information and experiences
- Build and strengthen relationships with broadcast, print and online outlets in key markets
- Generating unpaid editorial coverage of the Cariboo Chilcotin Coast as a travel destination

- Educating travellers that the Cariboo Chilcotin Coast is an accessible four season destination, offering a wide variety of diverse travel experiences in a spectacular setting
- Increase public awareness of the tourism industry within our region
- Leverage the Olympic Games to generate consumer awareness of BC as the host province - before, during and after the Games

### **CCCTA/TBC Key Messages**

- The Cariboo Chilcotin Coast offers a tourism experience of spectacular beauty, fuelled by the spirit and energy of the natural surroundings and the people who live here. The result is an extraordinary place to visit and pursue an active and diverse vacation experience
- British Columbia's diverse landscape, with six distinct regions, offers a variety of travel experiences in a spectacular setting
- BC is internationally accessible and, once here, the Cariboo Chilcotin Coast offers limitless natural experiences within easy reach of vibrant, multicultural, luxury and urban experiences
- The 2010 Olympics makes BC an exciting and timely destination to visit: the spirit of the games exists throughout British Columbia and will continue after the games themselves
- The Cariboo Chilcotin Coast region is a welcoming, affordable, and four-season destination
- Along with the rest of BC our region reflects a healthy, balanced lifestyle, where we care about the environment

### **Close-in target markets and media for CCCTA Travel Media activities**

Publications and media outlets located in and distributed throughout the following regions

- Seattle & Washington State
- Edmonton & Alberta (including Calgary)
- Portland, OR
- British Columbia

### **North America target markets and media for Tourism BC/CCCTA travel media activities**

- National US Publications
- National Canadian Publications
- Western US: Washington, Oregon and California
- Eastern Canada and US: Toronto & Ontario; New York
- Western Canada: British Columbia and Alberta

## **Overseas Target markets and media offices for Tourism BC/CCCTA travel media activities**

- Latin America (Mexico)
- Australia
- Taiwan
- United Kingdom
- Germany
- Japan
- South Korea

## **Key activities of the Media Relations department are as follows:**

- Hosting travel writers, photographers and film crews on press trips and providing story ideas, images, research and/or fact checking
- Provide support, including story ideas, messaging and press trip development to overseas offices
- Send regular fresh story ideas and publication-ready content to media database.
- Attend key marketplaces and host local and international media events

## **Communication tools that the CCCTA uses in collaboration with TBC**

### **Fresh Story Ideas**

- Distributed to media by Tourism BC on behalf of the CCC region on a bi-monthly basis
- Highlights six key stories from six regions
- Drives traffic to travel media website for additional news & stories
- Stories written by regional representatives or TBC content specialist
- Touring
- Outdoor Adventure
- Fishing
- Festivals/Events
- History, Arts & Culture
- Winter Adventures

### **Full length feature articles**

- Distributed monthly to select newspapers and magazines
- 'Roundups' of key sectors / product and highlight experiences from around the province, endeavouring to cover six regions in each story

### **Travel Media Website**

- Provides media with accurate, up to date and relevant story ideas
- Provides media with high quality photo images for publication
- Facilitates and supports the work of the CCCTA, Tourism BC and the CTC him and in generating unpaid media coverage

### **Destination 2010 website**

- Provides Olympic-related story ideas for sport, travel and lifestyle media
- Content will be developed throughout the fiscal and distributed to our media database as well as posted to the Destination2010.ca site
- Content topics will include: Cultural Olympiad festivals and events; Profiles of communities with athletic spirit, torch relay hosting, training venues and/or sporting events; Unique winter sports in BC and where visitors can participate; Aboriginal and sustainability tourism programs; Beyond 2010 - Tourism Legacies around the province
- Used as a conduit for story ideas from Olympic Consortium Members

### **Media Events with CCCTA Participation**

- Attendance at Canada's Media Marketplace (CCCTA has "one on one" meetings with top US and International media) in partnership with the Canadian Tourism Commission and Tourism BC April '09
- Host joint Calgary media dinner (CCCTA meets with top Alberta media and pitches our stories in conjunction with Tourism BC) May '09
- Host joint Vancouver media event (CCCTA meets with top BC media and pitches our stories in conjunction with Tourism BC) May '09
- Attendance at GoMedia Canada, (CCCTA has "one on one" meetings with top Canadian and International media) in partnership with the Canadian Tourism Commission and Tourism BC September '09
- Attendance at Seattle Canadian Partners (CCCTA meets with top Pacific Northwest media and pitches our stories in conjunction with the CTC and TBC) Dinner, January '10

**If you have read this far** without a break, now is a good time to give your eyes a rest I get brain "pretzels" just trying to explain all of this... For those of you who are tenacious enough to keep going, at least have a drink of water or something!

## Visiting Journalist Program

**\*\*This is a crucial component to the awesome value of Media Relations\*\***

- Regions, Cities and Industry Partners are eligible for Tourism British Columbia's support through the Visiting Journalist program.
- Tourism BC may support requests for media visits which:
- represent more than one industry partner;
- provide unpaid media coverage in our key markets and support our key strategies;
- represent a publication with a minimum circulation of 25,000 (contact Tourism BC's Media Relations department for television / online requirements)
- three weeks advance notice is requested
- In order to qualify for support the applicant must demonstrate that they are also making an equal investment in the press trip
- Tourism British Columbia's primary means of support will be air or ground transportation, industry is expected to provide media with accommodations, meals and activities
- When providing support, TBC should be recognized to media, industry partners and key stakeholders as a contributing partner. This should include name and contact information of a TBC travel media representative, consumer information for HELLO BC (website and phone number), and where possible the TBC logo
- Any coverage resulting from TBC funded projects should be provided to Tourism British Columbia's Media Relations team in a timely manner

## One example of how the Visiting Journalist Program worked

- CTC Hosts US Media and Canadian Tourism Partners at a Media Marketplace trade show twice a year, one each in the US and Canada
- CCCTA met with Terri and Martin Hirsch, travel writers from Manhattan working for the Epoch Times news paper group who has offices all around the world
- We pitched our regional story ideas, in this case, a circle tour adventure through the Cariboo region
- Rocky Mountaineer Vacations pitched their product including the Fraser River Discovery Route to the Hirsch's at the same show
- Terri and Martin in turn pitched the RMV and CCC story ideas to the editor at the Epoch Times, multiple stories were approved
- RMV and CCCTA worked together to build a custom itinerary for the Hirsch's adventure trip and after some networking with other regional stakeholders the trip soon took shape

- A Media Fam trip was executed smoothly, the stories written and two full page articles published in NYC, Boston, LA, and San Francisco. Our region and partners stories were exposed to approximately 174,000 readers. The advertising value came in at \$68,807
- Because the writers were qualified and we met the criteria for the VJP the CTC and TBC teamed up and covered the costs of airline tickets from New York City to Vancouver. RMV covered accommodation, food and transportation to Quesnel, The CCCTA covered the cost of hosting and transportation to the Wells, Barkerville, Bowron Lakes area where a group of stakeholders teamed up to share the expense of food and lodging with some guided activities. The CCCTA then toured the Hircches through the mountains to the central Cariboo where another group of stakeholders pooled resources to give them even more to write about!
- **This story resulted from a proactive approach that was initiated by the Tourism Industry Partners to engage the Travel Media and then the stakeholders engaged in a reactive media relations approach to accommodate, entertain the writers etc. to get the coverage. RMV could have done it alone to get their story printed they but would have had to pay for the whole round trip airfare etc. The fact is we all chipped in far less than the almost \$69,000 worth of advertising value**

**And now for some more really helpful, effective tips and thoughts for your consideration.**

### **What is a Story?**

#### **Criteria for inclusion as a story idea:**

- New product (within the last six months)
- Seasonally relevant (i.e., winter/summer product)
- Highlights a growing trend (i.e.: at least ‘three of something’ makes a trend: “voluntourism,” “man-cations”)
- At least three months lead time for festivals or events
- Creative and unique tourism experiences
- Tourism experiences that highlight one of the following themes:
  - Arts and Culture
  - Sustainability (“green” and eco-initiatives)
  - Festivals and Events
  - Family-Friendly
  - Unique and Offbeat
  - Nature and Wildlife
  - Health and Wellness (Spas, Spirituality)

## What Is Your 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.

## Resources & Reading

**Order a Travel Media Relations Guide**, found at the link below, it's the best \$40.00 you will invest this year.

[http://www.tourismbc.com/business\\_development.asp?id=1252](http://www.tourismbc.com/business_development.asp?id=1252)

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](mailto:chris.lofft@tourismbc.com)

Travel Media Association of Canada (TMAC) [www.travelmedia.ca](http://www.travelmedia.ca)

Fletcher, Tana and Julia Rockler. Getting Publicity. 3rd Edition. Bellingham, WA: Self-Counsel Press, 2000. [www.selfcounsel.com](http://www.selfcounsel.com)

Ries, Al and Laura. The Fall of Advertising & The Rise of PR. New York, NY: Harper Collins, 2002.

**Do you have a Media Relations Plan, a Media Kit, a nice picture ready to send in to a magazine a package with a sale price on your website they could feature?**

## A Successful Communications

### Plan Should...

Generate sales

Be cost effective

Promote word of mouth

Be credible

Shape consumer attitude

Develop consumer trust

Create leads

## Do-it-Yourself PR - 101

### 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

It is time consuming!

**Could you apply** for some Community Tourism Opportunity (CTO) or other funding to help with hiring a professional writer or PR firm to help develop materials and a plan?

Yes. But you can't do it alone.

## What can a PR Professional 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.

### 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.

*Coordinating all the above so that the program runs smoothly and maximizing the return on investment.*

**We have enjoyed** putting this information together and hope that you find it useful.

Special thanks to TBC's Media Relations Manager: Janice Greenwood-Fraser, Sonya Hwang of Ki-Communications, the CTC's Carol Horne and countless websites for supplying some of the information you have in front of your eyes.

Questions are welcome! Our contact info is on the last page.

**For an online pdf version:** [www.landwithoutlimits.com/travel\\_industry/stakeholders](http://www.landwithoutlimits.com/travel_industry/stakeholders)

Cheers

Geoff Moore

## Glossary of some Media terminology

**Blog** - A "Web log" (often shortened to "blog") is an online journal. First appearing in the late 1990s, most were originally almost entirely as online diaries, but today, many businesses employ blogs as a way to speak directly to customers and would-be customers and gain instant feedback from them about products and services.

**B Roll** - refers to footage provided free of charge to broadcast organizations as a means of gaining free publicity. For example, a guest ranch may have a crew shoot parts of the various activities it supplies to clients, hoping that segments will be used in stories about the ranch or the tourism industry in general. "B roll" sometimes makes its way into stock footage libraries.

**Cost per thousand** - How much will it cost to reach a thousand of your prospective customers (a method used in comparing print media)? To determine a publication's cost per thousand, also known as CPM, divide the cost of the advertising by the publication's circulation in thousands.

**Fact sheet** - A list of facts prepared for the media that is meant to give a brief overview of a company, individual, event or ongoing situation. Most often used by businesses as part of a media kit.

**Familiarization trip or Fam** - A free (or low cost) trip for travel writers or consultants, provided by a tourism operator as a means of promoting their products and services. Also a PR tool used by TBC/CTC/CCCTA to attract individual or a small group of writers or travel agents to experience a number of operations and activities throughout a region.

**Frequency**. Using specific media, how many times, on average, should the individuals in your target audience be exposed to your advertising message? It takes an average of three or more exposures to an advertising message before consumers take action.

**Hi-res Image** – A high quality or large size image (Photograph that is usually larger than 2 Megs and as much as 40 Megs).

**Hook** - The "hook" is that critical piece of newsworthy information that will capture the attention and interest of both the media and their audiences. While there is never any guarantee for media coverage, incorporating newsworthy hooks simply increases the likelihood of interest and coverage from the media.

**Image** – #1 a Photo or # 2 how a client is perceived by its publics.

**Images** – Photographs of your business or area that will be available for publication as a visual aid to help you tell your story.

**Image Bank** – Photographic and Video information that is ready to send out to various forms of media. It is essential that you have the usage rights to these materials signed and on hand ready to present to the publications.

**Impact** - Does the medium in question offer full opportunities for appealing to the appropriate senses, such as sight and hearing, in its graphic design and production quality?

**Key Messages** - Hallmarks of a great key message: brevity, boldness, simplicity, impact and familiarity. Limit your key message to 1 sentence, 30 words or less. Say something that gets noticed and remembered. Leave others wishing that they'd said the same thing. Simplify complexity. Get to the heart of the matter. Use references, comparisons and metaphors to everyday experience that others can easily relate to. Talk in complete sentences.

**Lead** – the introductory section of a story; "it was an amusing lead-in to a very serious matter".

**Media Marketplaces** – Media trade shows that engage hundreds of travel writers, publishers, editors, documentary, film and TV producers etc. with PR and media relations professionals in the process not unlike speed dating. Literally thousands of meetings happen between hundreds of people over two to three days with professional development seminars and networking sessions also being held.

**Media kit** (also commonly known as a **Press kit**) is a pre-packaged set of promotional materials of a person or persons represented for promotional use. Kits are often distributed to announce the release of a new product or service or during a news conference at which announcements are being made.

**Media relations** - Maintaining good and open communications between members of various media outlets and a client, or between the public relations professional and the media as a means to effectively communicate client messages.

**Press or News release** - A public relations tool that is a written or recorded communication directed at members of the news media for the purpose of announcing something claimed as having news value.

**Publicity** - A message containing information that concerns a person, group, event, or product that is disseminated through various media to attract public notice. While publicity can be a useful public relations tool, it is often used on its own, outside of public relations, to simply attract attention of the media and the general public to a specific message.

**Publics** - A public is a group of interested parties who is in some way connected to or interacts with a client on some level. Internal publics are those who are directly employed by the client. External publics are those who do business with the client, such as vendors or customers. Public relations professionals identify these various publics in order to help clients effectively communicate with them. Should not be confused with the term "general public," which is rarely used in public relations, since it is too broad of a category.

**Proactive media strategy** - Controlling a situation by causing something to happen rather than waiting to respond to it after it happens.

**Reactive media strategy** - Reacting to a media relations opportunity that was not planned in a proactive sense.

**Reach** - Expressed as a percentage, reach is the number of individuals (or homes) you want to expose your product to through specific media scheduled over a given period of time.

**SMPR** - Stands for social media press release, which is a release optimized to be spread virally (naturally by readers) and meet the needs of social media.

**Social media** - are primarily Internet- and mobile-based tools for sharing and discussing information among human beings. Businesses also refer to social media as user-generated content (UGC) or consumer-generated media (CGM).

**Story Idea** - The key to successful media attention is establishing rapport with individuals. Those individuals are professionals (like you) who have deadlines and a critical need for good material to publish. Media outlets, whether print or broad cast, generally have four goals: to inform, to advise, to entertain, and to make a profit. To the extent that you can help them achieve one or more of those goals, they'll be interested in telling your story.

**Spin** - Most often understood as a derogatory term for the act of highlighting the positive aspects of a bad situation, statement or action, usually to the news media, who are often skeptical of the attempt to "spin" the details.

**Unpaid media coverage** – Unpaid media coverage is referred to as public relations (PR) or media relations and includes everything from the TV news covering a company's product to feature stories in newspapers and magazines.

**Paid media coverage** is referred to as advertising and includes everything from TV commercials, to banner ads on the web, print ads in your local newspaper etc.

**Selectivity** - To what degree can the message be restricted to those people who are known to be the most logical prospects?

## **Media Contact**

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*"The public is the only critic whose opinion is worth anything at all."*

**Mark Twain**