Do-It-Yourself PR:
The Stuff You Need To Know
PUBLIC RELATIONS
PUBLIC RELATIONS
IT'S KIND OF A BIG DEAL
FOCUS ON WHAT’S IMPORTANT
What will you learn today?

Six Things That Make A Story Newsworthy

Four PR Tips That Will Make Journalists Love You
What is Public Relations?
The persuasive art of getting coverage of a business, person or organization placed in the media through unpaid or unearned methods.
Convincing a journalist you have a story worth writing about...
...and they write about it for free.
FREE
NO GUARANTEE

NO CONTROL

TIME, PERSUASION
& PERSISTENCE
But Remember...
You don’t have to be a mechanic to fix a car...you just need to know how to do it.
So why is PR important?
And why should I care about it?
QUICK POLL
So what do we mean when we say media?
Traditional Media Outlets

- Magazines
- Newspapers
- TV
- Radio
- Websites
- Blogs
Public Relations = Media Relations
EXTRA! EXTRA! READ ALL ABOUT IT!

OMG!!
Factors that make a story newsworthy
Timing (two ways)

New…it’s called news for a reason

Rare or Unexpected

Proximity

Significance…why will readers care?

Human Interest
Keep in mind: you DON’T need all of these...
4 Tips for DIY Public Relations
Building Your Toolbox

Knowing Your Audience

Pitch Development

Working With Journalists
# 1 Build Your TOOLBOX
VISUALS = EVERYTHING
We are pet-friendly.
Bring your best friend with you.
Update Your Website

Get Your Product Ready

Fact Sheet / Backgrounder
# 2 Know Your Audience
Building Target Media List

Identify key markets, outlets and writers

Stay focused

Research

How do I contact them?
# 3 Develop Pitch
Focus on what’s important
Get to the point
Attention grabbing subject lines
Tailor your approach
Focus on what’s important
Get to the point... QUICKLY
So how do you do that?
Lead with the hook
Use bullet points
Forget the fluff
One Sweet Trip

The cold nights and warming days of March and early April trigger maple sap flows and sugaring season deals across the Northeast.

In Vermont, the Inn at Manchester is offering a Maple Getaway package through April 15. It includes a tour of a sugar shack, a quart of maple syrup, a half-pound of buttermilk pancake mix, overnight accommodations and breakfast from $158.

In New Hampshire, the Snowville Inn near Mount Washington is offering a maple sugaring weekend, March 24 to 26, that includes a three-course dinner for two, two nights' accommodations, the pints of syrup and a sugarhouse tour and pancake breakfast. The package starts at $319 for two.

The tree-to-table tour offered most weekends in March by the Inn at Pleasant Lake in New London, N.H., starts on the inn's property with the tapping of its maple trees. It then visits a sugar shack. Rooms start at $225 (two-night minimum) and include a five-course dinner and a chef's demonstration on cooking with syrup.

In Cooperstown, N.Y., the Farmers' Museum offers demonstrations of syrup making along with tastings and breakfast every Sunday in March. The season coincides with winter rates at the Cooper Inn, which start at $99 a night, including breakfast and a bottle of wine.

A culinary program held the weekend of March 24 to 26 in the Finger Lakes region of New York includes a visit to a maple syrup farm as well as a lesson in crepe-making. The Meet the Finger Lakes Tastemakers weekends include two nights at the Inn on the Lake Waterfront Resort and Conference Center in Canandaigua or the Inn at the Geneva Lakefront in Geneva and $150 in dining vouchers. The package starts at $495. ELAINE GLUSAC
Hi Elaine,

For your Chasing the Deal column, please consider the Maple Getaway packages from the historic 21-room, family-owned Inn at Manchester. Located on four park-like acres between the Taconic and Green Mountains, the Inn at Manchester welcomes maple lovers with an insider look at the syrup making process and first-time visitors (plus travelers seeking the perfect social media shot) with a quick taste of all things Vermont.

**Maple Getaway Package**

Available March 1-April 15, 2017 based on availability, the Maple Getaway package features:

- Accommodations for two
- Full freshly cooked breakfast daily
- Behind-the-scenes tour of the Sugar Shack
- Quart of pure Vermont maple syrup from the Sugar Shack to take home
- Half-pound of the Inn at Manchester’s pre-made buttermilk pancake mix to take home
- 10% discount on all maple products/syrup purchased from the Sugar Shack

Rates start at $195 per night, based on double occupancy. To book, call 802-362-1793.

Thank you for your consideration! Happy to send more information and/or images.

Cheers!
Attention Grabbing Subject Lines
Ripley’s Believe It or Not! Times Square Serves Free Ice Cream on National Ice Cream Day
Dare to Taste: Herring, Mustard, Pickle Ice Cream and More Served at Ripley’s Believe It or Not! Times Square
Tailor Your Approach
Challenge:

Get new ride featured in hero newspaper
The Secret Formula

Jersey Shore + Dogs = King Kong Cover Story
THE RETURN OF KONG

After 35 years, Wildwood pier centerpiece will be making a comeback this summer.

The giant Kong face has been a beloved landmark for many years and is set to make a comeback on the Wildwood pier.

Maybe there's a reason the giant Ferris wheel is a symbol of the season. Of summer, at the Jersey Shore. It's not just the big wheel. Not just the neon. Not just the colorful contrast against the night sky. It's the whole season.

The way it turns, the sound, the smell. The way it brings memories back to those who grew up with it. To those who, like me, were there when it opened.

But this summer, the big news at Morey's is something else entirely. A change for the better.

The big news is the return of Kong, one of the most loved boardwalk landmarks from the early 1970s.

The newly minted version of the gorilla-themed amusement ride debuted on Memorial Day weekend as the centerpiece on the Wildwood pier. The 60-foot-high ride will be a centerpiece literally as well as figuratively.

Jack Morey, sporting a suit, is a symbol of the seaside tradition that is Wildwood. The ride is a centerpiece, literally as well as figuratively, thanks to its iconic design.

Jack Morey, sporting a suit, is a symbol of the seaside tradition that is Wildwood. The ride is a centerpiece, literally as well as figuratively, thanks to its iconic design.

The new Kong is being built by Idaho-based custom business for a customized version of a pretty basic amusement ride, the Fly Racing Scooter. Despite the decades of advancements since the original Kong, the new ride's basic technology "is as dumb as it gets," Morey said. The ride evolves and the attached cars swing out. The cars have a certain charm to them.

From Page T-1
Two Takeaways

- Keep taking bites at the apple
- It’s OK to get crafty
# 4 Working with Journalists
✓ Prepped toolbox
✓ Drafted pitch
✓ Pressed send on email
You’ve got their attention... NOW WHAT?
Quick Tips

Be responsive…respect deadlines

Be prepared to deliver

And sometimes…you’ll need to be ready to answer tough questions
So what should **YOU** do first?
PARTING TIPS

Focus efforts...bite size chunks

Choose one story...and get tools ready

Start with a small group of media

Collaborate
Philip Tortora, Communications Director
Vermont Department of Tourism and Marketing

Philip.Tortora@vermont.gov
Questions?

dolecki@redpointpr.com

Redpointpr.com
RedpointSpeaks.com
Facebook.com/redpointpr
@redpointpr