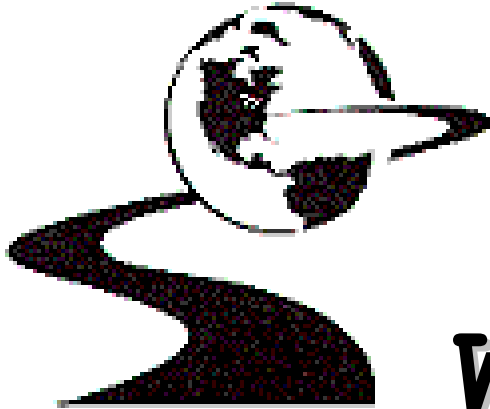


Society of American Travel Writers



**Welcome to the
Press Room !**

PRSA

Public Relations Society of America

Wired Working



Creating an Effective
Online Press Room



Meet Today's Panel



*Travel Industry Association
of America*

Mike Pina

Manager of Communications

&

Chairman, PRSA Travel and

Tourism Section

w w w . t i a . o r g

SanFRANCISCO

Convention & Visitors Bureau

Laurie Armstrong

Vice President,

Public Relations

w w w . s f c v b . o r g



Morris Dye

Freelance Journalist

www.morrisdye.com



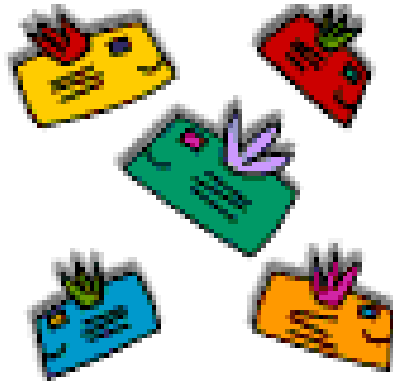
Cynthia Fontayne

President & Creative Director

www.fontayne.com

Traditional >>>> Digital

Mail



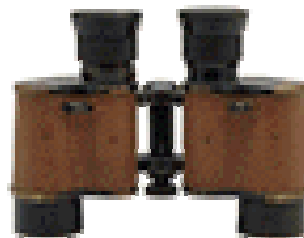
Promotions



Media Relations



Research



Fun & Flim Flam



**Working Online
Saves Everyone:**

**Time
Money
Missed Deadlines
Phone Tag
Tedium
Toner
and
Trees**

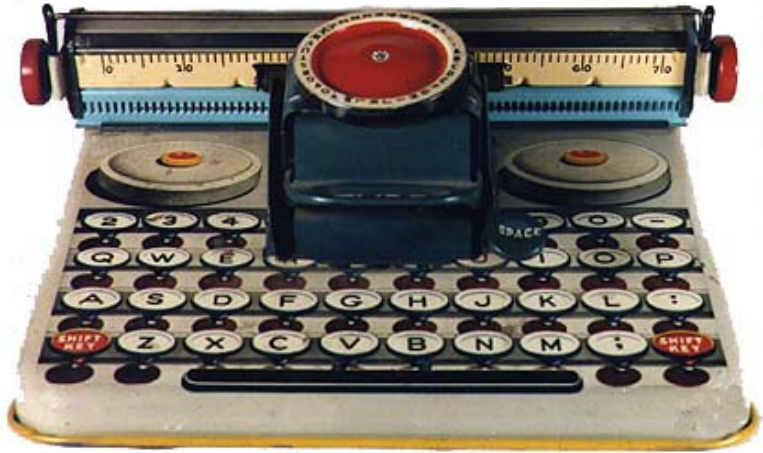


Online Research

- Trends
- Leads
- Insider Info
- Fact Checking
- Referrals
- By-lines
- Coverage
- Competitive Info
- Public Opinion
- Buzz/Gossip



Working Online



Research

Mailbox Triage

Same Day Response

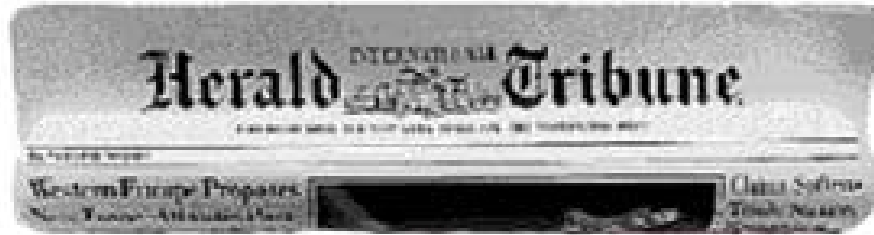
Paste-able Texts

Resource URLs

Updated Databases

Online Press Room

Digital Rule #1: Traditional Rules Still Apply



Good writing. Real News.
Stuff, not fluff.

Planning Your Online PR Presence



Establish Goals

Do Research

Set Benchmarks

Be Strategic

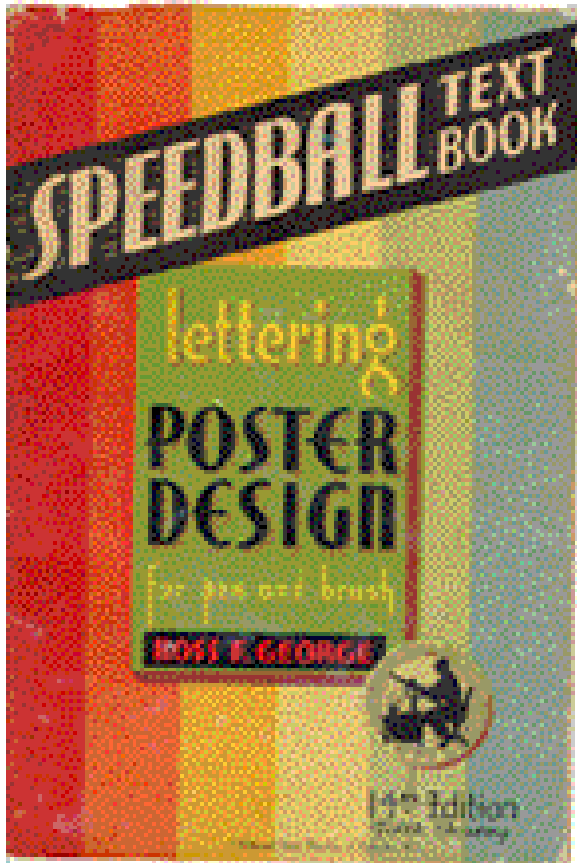
Layout Action Steps

Hone your News Sense

Get Online Regularly,
(same as with newspapers, radio or TV)

Befriend your "IT guy"

Site Design



Easy to Update
Media-friendly
No PDFs
No Plug-ins
Fast
Fresh
Factual
Fun

Use the JET™ Principle:
Just Enough Technology

The Press Room Access Debate: Restricted or Open to All ?



Answer: Open !!

- Don't *you* hate registering to read things online?
- Don't you want as many folks getting info as possible ?

Samples From Online Press Rooms Of Tourism Organizations





Travel Industry
Association
of America

THE PRESS ROOM



[SITEMAP](#) [FEEDBACK](#)

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ABOUT TIA	RESEARCH	PUBLICATIONS	TOURISM AWARENESS RESOURCES	PRESS & COMMUNICATIONS	NATIONAL COUNCILS	GOVERNMENT AFFAIRS

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The Press Room

Here you'll find the latest news and statistics on travel and tourism trends, prices and legislation to help you develop your story. TIA's Communications Department is available to provide you with additional information or put you in touch with other experts in the travel industry. [Meet the people](#) behind the TIA Online Press Room.

Travel Prices Increase in May

- While TIA's Travel Price Index for May increased less than one percent from April, it was up 5.6 percent compared to May 2003 - the largest year-over-year increase since September 2000. Gasoline prices played a major role, with fuel prices up nearly 30 percent against May 2003 and 9.4 percent higher than last month. Lodging prices rose 5.2 percent from twelve months ago. Airfares, however, declined 1.2 percent during the same period. General inflation was

Attention Media and
Click on the links below
PR Professionals

[2004 Summer Travel Forecast](#)

[Extended Travel Forecast](#)

[Historic/Cultural Travelers](#)

[Industry Snapshot:
April 2004](#)

[Last Minute Travelers](#)



Kern River Valley

News & Information

A Service of Kern River Valley Revitalization, Inc.

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[News](#)

[Around the Valley](#)

[Events](#)

[Images](#)

News

There's plenty to do in and around the Kern River Valley. Click on the news release titles to learn more.

See Giant Sequoias in Style via New Guided Bus Tour

Kern River Valley Celebrates Cowboy Heritage With 49th Annual Whiskey Flat Days

Winter Kicks In California's Kern River Valley



Seattle's Convention and Visitors Bureau

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[events calendar](#)

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[travel professionals](#)

[media](#)

[membership](#)

[about us](#)

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[Press Releases](#)

[Media Info Request](#)



Welcome Journalists

The Seattle News Bureau is the public relations division of Seattle's Convention & Visitors Bureau (SCVB) and a resource for Seattle destination information and materials, including press kits, photography, video footage, visitor statistics, background, events and the latest Seattle tourism news.

Each year, the News Bureau responds to more than a thousand inquiries from national and international journalists representing print, broadcast and on-line media. Most of these requests come from, but are not limited to, travel features, travel trade and

go outside
and play

Queensland
Australia

NEWS



Queensland Olympians: A Media Resource for the Atlanta Games

QLD in the USA

Tourism Queensland

1800 Century Park East. Suite 330

Los Angeles, CA 90067

vox: 1.310.788.0997

fax: 1.310.788.0128

Jonathon Day,

Regional Director,

The Americas

e-mail: queensland@aol.com

USA Media Contacts

The Fontayne Group

430 Colorado Avenue

Santa Monica CA 90401

vox 1.310.395.9145

fax 1.310.395.9846

queensland@fontayne.com

The Stuff You'll Find Here

The News: Current Releases

The Archives: 1999 and 2000 Releases

The Press Kit: Facts and Features

What's Up Down Under: Events Calendar

Top Shots: Copyright-free images

The Yarns: Tales from Queensland

Click here for an Aussie Treat

How Can we Help You?



CALIFORNIA COUNTRYSIDE

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Welcome the the California Countryside media center.
This section is prepared with working travel journalists
in mind, but everyone is welcome to poke around.

[Current News Roundup](#)

[News Releases from California Countryside](#)

[News Releases from our Members](#)

[Media Contacts](#)

[Media-only inquiries](#)



[Choo-Choo](#)



[County Fairs](#)



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San Luis Obispo County California's Natural Escape

Enter a keyword:



Search



Home

Meetings & Tours

Film Commission

Press Room

Explore Regions

Go SLO Deals

Accommodations

Arts & Activities

Calendar of Events

Dining & Nightlife

Golf Trail

Great Outdoors

Hearst Castle

Services

Shopping

Press Room

This website section has been designed for members of the print, broadcast, freelance and electronic media. If you are a consumer who requires visitor information, please visit the visitors page or contact us at info@SanLuisObispoCounty.com. If you are a member of the media, please feel free to use the resources in this section for the development of your stories.

The San Luis Obispo County Visitors & Conference Bureau's Communications Department is happy to provide media kits, photos, video footage, statistics, hotel assistance, itineraries and other services to qualified travel journalists and radio / TV reporters.

For more information on San Luis Obispo County, please contact:

Fred Sater, PR Consultant

916-972-1650



monterey

monterey county e-news

Monterey County Convention & Visitors Bureau

Your Guide to What's Happening in Monterey

November 2003

montereyinfo.org

Welcome to the Monterey County Convention & Visitors Bureau's free, monthly email newsletter. We hope you'll find it handy and informative when you plan your next visit to Monterey!

For more information on the categories listed below, please click on the section title. Or for general information about Monterey County, visit our web site at montereyinfo.org.

To book an overnight stay in Monterey County, [click here](#).

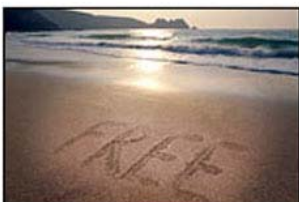
Thanks to our sponsors on the right. Click on their logos for more information.

Presented this month by



Agricultural Wing
at the National Steinbeck Center

Holiday Bounty Returns to Monterey County: Stay for Free in Monterey County



The Monterey County Convention & Visitors Bureau has unveiled its 2003 **Holiday Bounty** program, offering free nights in Monterey County. From November 1 through January 30, 2004, visitors purchasing one room night at participating lodging properties will receive a second night free. More than 20 hotels and resorts are offering 'stay for free' deals, in addition to special off-season rates and

About Us

Pressroom

Our online pressroom includes the latest news releases and press kits plus our photo and video library.



TOP STORY

'Sharks' Opens April 2

"Sharks: Myth and Mystery" features sharks and rays from around the world in galleries that explore how people from different cultures celebrate them through art, dance, stories and other traditions. Nearly two dozen living species, artwork, video presentations and interactive displays. [Flash Preview](#)

◆ [Get the press kit and preview photos/B-roll.](#)

Related Links

[Sharks Exhibit](#)

[White Shark Conservation Project](#)



OTHER FEATURED STORIES IN OUR NEWS RELEASES ◆



[Cooking for Solutions](#)

Jacques Pepin and Alice Waters join us in our annual celebration of sustainable dining.



[Seafood Watch](#)

We've created a new National guide to sustainable seafood.



[20th Anniversary](#)

We're planning special celebrations in 2004 during our 20th year.

RESOURCE LIBRARIES

[News Releases](#)

[Press Kits](#)

[Photo Library](#)

[Video Library](#)

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[Arranging Press Visits](#)

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This section is for journalists, editors, broadcasters and others writing about travel and tourism. It features a comprehensive press kit, the latest news and other resources. If you don't find what you are looking for, please email one of the contacts below with your request.

[Press Kit](#) -- Click here for the current releases of our comprehensive press kit on Sonoma County, with destination overviews, fact sheets and backgrounders on many aspects of traveling in Sonoma County.

News -- In this section, we'll be putting the latest news releases. [Images of Sonoma County](#) -- Here are some photos for casual use. If you require print-quality images for your publication, [email us](#) and we can refer you to professional editorial photographers who have recently visited Sonoma County. **B-Roll** -- Recently produced broadcast-quality B-roll is available upon request. [Email us](#) a description of your program and we'll send you a shot sheet.

Press Trips -- SCTP arranges in-person visits to Sonoma County for a limited number of journalists each year. Selected participants must be on staff or on assignment for major media outlets. Please let us know if you would like to be considered. For more information on Sonoma County, contact SCTP or our public relations representatives:

Sonoma County Tourism Program**Nina Laramore, PR Manager****T:** 707.565.5384**E:** nina@sonomacounty.com

HOME

CONVENTION & EVENT PLANNERS

TRAVEL TRADE

TRAVEL MEDIA

RESEARCH

BUREAU MEMBERS

FOR GREAT DEALS
VISA PREFERRED TRAVEL



SEARCH SITE

Go

IN THIS SECTION

- ▶ [Press Releases](#)
- ▶ [Member Press Releases](#)
- ▶ [Request Assistance](#)
- ▶ [Convention Calendar](#)
- ▶ [Media Staff Listing](#)
- ▶ [Photo Library](#)

SPECIALIZED INFO

- ▶ [Plan Your Trip](#)
- ▶ [Info Kit](#)
- ▶ [Book a Room](#)
- ▶ [Calendar of Events](#)
- ▶ [Maps](#)
- ▶ [Yellow Pages](#)

TRAVEL MEDIA HIGHLIGHTS

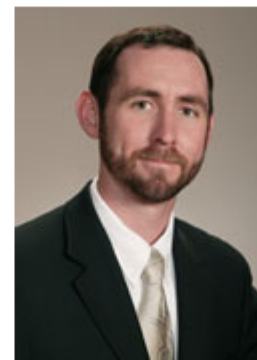


- [Electronic Press Kit](#)
- [Explore the City](#)
- Need assistance? Complete our short [Request for Media Assistance form](#) for a rapid response.
- Need slides or videos? Contact our [Photo/Video Librarian](#)
- Would you like to be [added to our media list?](#)

CONTACTS



Laurie Armstrong



Tim Zahner

SanFRANCISCO

Convention & Visitors Bureau

SanFRANCISCO

Convention & Visitors Bureau

**“I don’t know much about
websites, but I know what
other people like.”**

-- L. Armstrong

SanFRANCISCO

Convention & Visitors Bureau

- **Photos of actual PR people**
- **Direct phone numbers and email addresses**
- **Phones answered by live people**
- **Electronic press kit – *basically the same as regular press kit !!!***

SanFRANCISCO

Convention & Visitors Bureau

- **Request for assistance form**
- **Add to media list form**
- **Photos to download – no restrictions**
- **Event Calendar Search**
- **Statistics**
- **Link to Research Manager**

SanFRANCISCO

Convention & Visitors Bureau

and now....

**“Stuff we put up there that I
wish people would use
more often.”**

SanFRANCISCO

Convention & Visitors Bureau

- **Link to Convention Calendar**
- **Link to overall destination guide**
- **Link to membership directory**

Press Room Content Options



- Welcome
- Backgrounders
- Fact sheets
- Bios
- Latest News
- Release Archives
- Registration
- FAQs
- Research/Statistics
- Staff Directory
- Email Options

Press Room Content Options



- Images
- Event Photos
- Web Cams
- Webcasts
- Streaming Audio
- Streaming Video
- Archival Documents
- Press Request Form
- Links to other relevant resources
- Registration
- Press Trip Policies
- Add to mailing list

Press Room Content Options

- Maps
- Events Calendar
- Newsletters
- Factoids
- Quotes
- History
- Statistics
- Link to Calendar
- Link to Membership Directories



Have a Crisis Version of Site

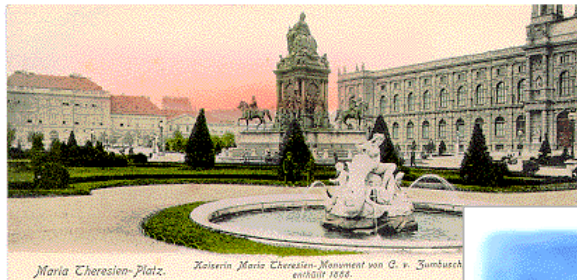


Put it up **FAST !!!**

- **Ready to Roll**
- **Fast Loading**
- **No Flash, No Animation**
- **Spare, Austere**
- **Serious in Tone**
- **Interactive**
- **Easy to Update**
- **Operative Off-site**
- **Multi-lingual, as needed**

Post-Crisis: Review/Edit/Enhance/Re-post Legacy Web Content

K U L T U R



Maria Theresien-Platz. Kaiserin Maria Theresien-Monument von G. v. Bumbusch, errichtet 1858.

"Kultur", as you are probably aware, is the German word for "culture" and we can help visitors a more exciting selection of cultural events and activities. Throughout the year with dazzling musical events and first-rate art exhibits. Our head-office in Vienna has a guide to literally hundreds of music festivals and art exhibits.

1999 Cultural Events and Exhibitions



Music

Johann Strauss 1999. Austria, the land of music, as



Alpine Adventures

*Our **Alpine Adventures** section showcases the exhilarating outdoor activities and gorgeous vistas that the Austrian Alps offer, as well as the local customs and traditions that change from one valley to the next.*



Winter Adventures

For the winter sports fanatic, Austria is the only way to go to satisfy that downhill craving. Austria is the birthplace of skiing, and for Austrians **skiing is a way of life**. Snow sports are inseparable from this land's tradition and contemporary innovation, as the great Alps are inextricably linked to Austrian life. You'll find here the resorts.



bolder when adorned in their evergreen and blossoming colors, and the fresh

Summer Adventures

Just as much adventure and stunning beauty await you in the Austrian Alps during the summer as in the winter. The mountains seem even bigger and



Cultural Adventures

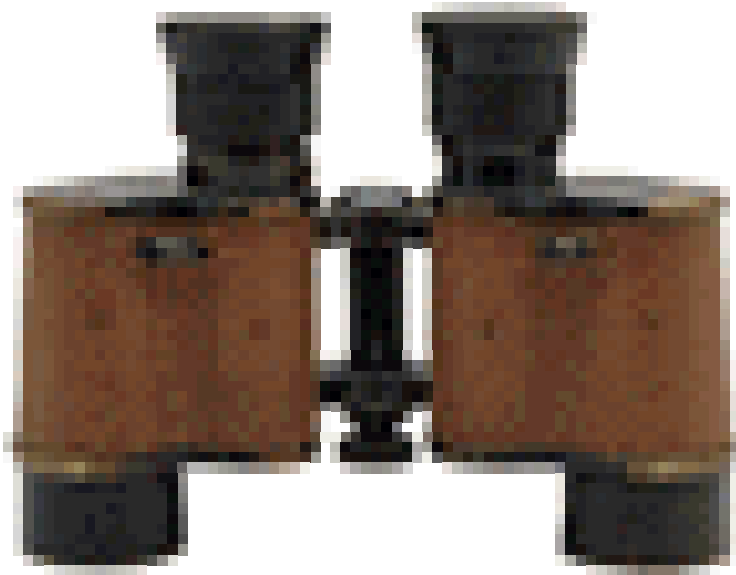
While you're schussing down the slopes, do adjust your speed to savor the **Alpine quality of life**. Folk traditions of the Austrian Alps are not to be missed. Discovering them can be as exciting as shredding down a bump run or cutting

Getting the Media to Your Site



- URL everywhere
- Email Notices
- Media Site Posts
- Search engines
- Directories
- Publicity
- Promotions
- Paid Links
- Free Links

Make sure your site is visible to searching journalists



- Content
- Meta-Tags
- Title Bars
- Text
- Dedicated URL

Getting the Media to Come Back to your Site



Frequent Updates

New News

New Images

New Trends

New Services

Live Events

Registration/Opt-in

Email Alerts



The Journalist's Perspective

w w w . m o r r i s d y e . c o m



Questions?

Ink

**presentation highlights
will be posted at
*www.fontayne.com/ink***



Thank you.

**end of show:
Remaining slides
are “fodder” if we
need additional slides**