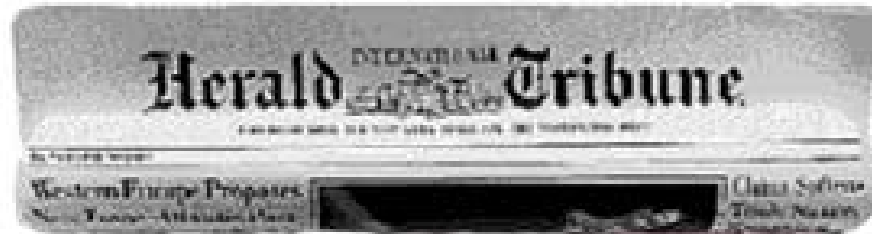


The Netly News



Creating Effective Online PR

© 2003 The Fontayne Group, Inc. All rights reserved.

Presented by Cynthia Fontayne
CEO/Creative Director
The Fontayne Group, Inc.



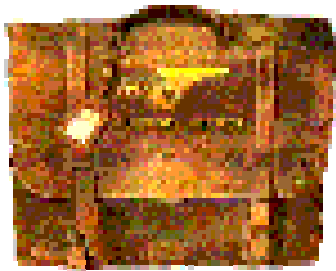
Marketing Communications
for Travel and the Internet
www.fontayne.com

Traditional Goes Digital

Mail



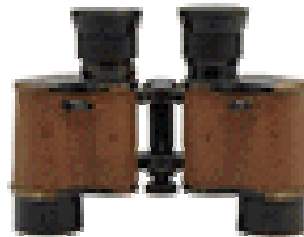
Promotions



Media Relations



Research



Fun & Flim Flam

Digital Rule #1: Traditional Rules Still Apply

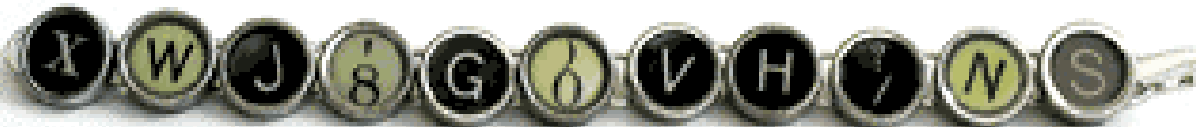


Good writing. Real News. Stuff, not fluff.



**Working Online
saves everyone:**

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



News Distribution Revolution

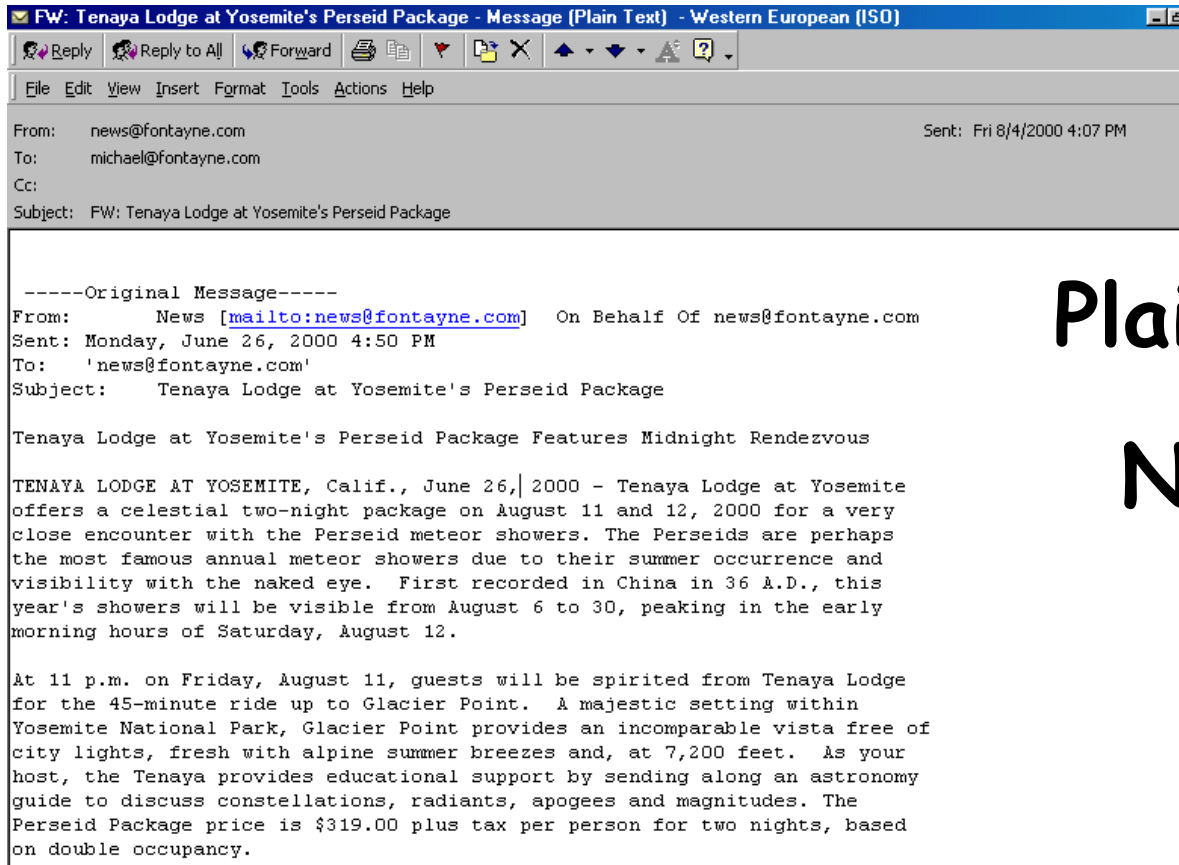


1987: print only
\$1500 per issue

1995: fax/email
\$500 per issue

1998: Web-only
\$ 0 per issue

Email News Releases



Be Brief

Plain Text is Best

No Attachments

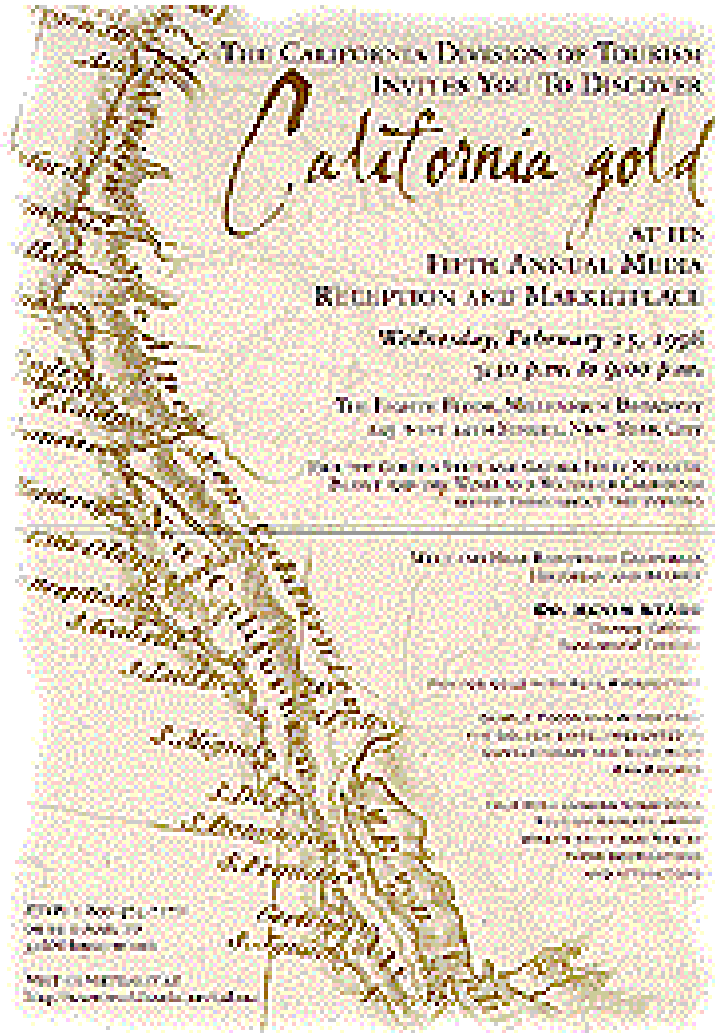
Real News

**Clear Topic in
Subject Line**

**NO SPAM !
BY PERMISSION ONLY**

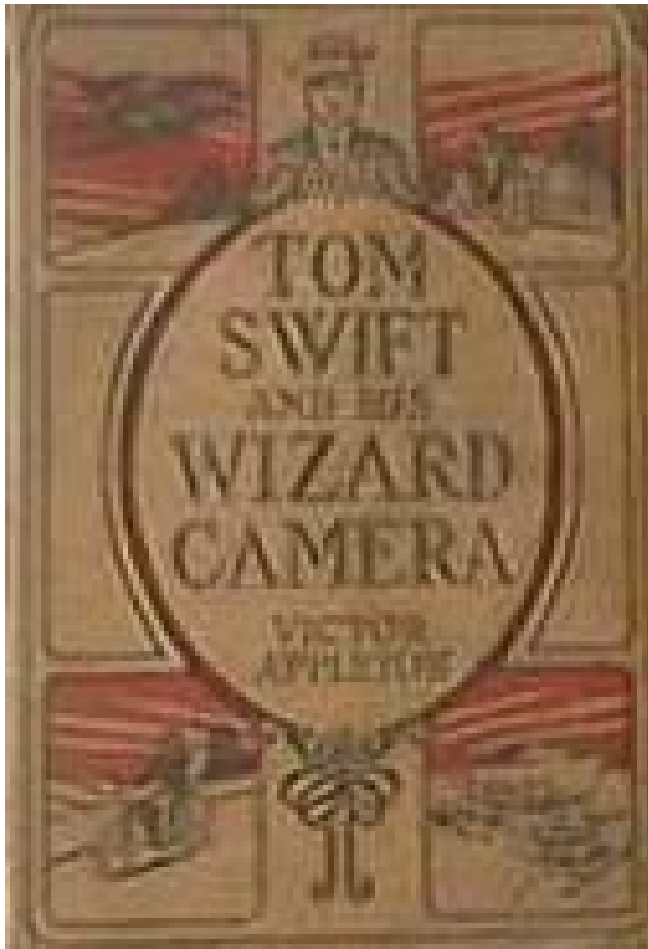
Live Link to more info

Streamline RSVPs and Reach All Invitees with Your Info



- Put email address as well as 800# on printed invitation
- Add the URL for special section on your website
- Collect new email addresses from RSVPs

Leveraging the Net



Triage Mailboxes
Same Day Response
Cut 'n' paste addresses
Paste-able Texts
Resource URLs
Media Research
Updated Databases
Online Press Room

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 you read newspapers or watch TV)**

Befriend your "IT guy"

Shoestring Budget?
Remember my motto:

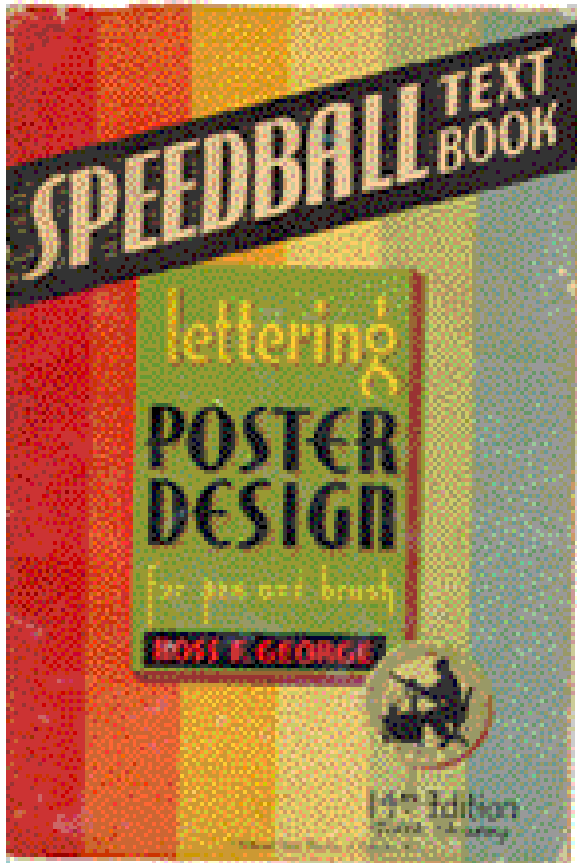
*"If the world
gives you socks,
make sock monkeys."*



Work with what
you've got right now.

And take that IT guy to lunch.

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 ?

I vote for open.

Don't *you* hate
registering to
read things online?

Don't you want as
many folks as
possible to get info?



Press Room Content Options



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

Press Room Content Options



- Web Cams
- Maps
- Events Calendar
- Streaming Audio
- Streaming Video
- Archival Documents
- Press Trip Request
- Links to other relevant resources
- Registration
- Press Trip Policies

Offer Research.

You can do some, too.

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





Meet the Austrian National Tourist Office



Welcome to the **Austrian National Tourist Office, Inc. in North America**, the official non-profit promotion and information agency for travel to Austria.

The Austrian National Tourist Office conducts advertising campaigns, nationwide and regional promotions, co-op marketing programs with our partners in the travel industry and offers numerous support services for the travel media and other tourism related partners.

On the following pages you will find further information about our organization and will be able to communicate with our [Travel Information Center](#) where you can obtain tourism information, brochures, maps, event listings etc.

For our media partners we have established a special online press room, and a travel industry corner serves our partners in the travel industry.

Personalize Your Staff Info

Images help tell the Story



WebCams

Transparencies to CDs and FTP Files
Streaming and FTP B-Roll

Webcasts of Media Events and Downloads of Stills



Austrian National Tourist Office

Media Center

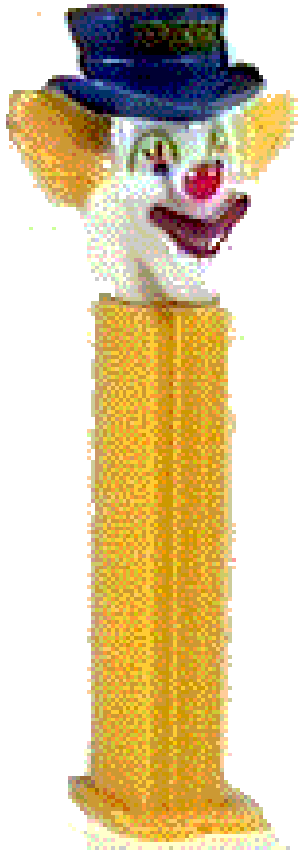
Register to become a preferred media contact with the Austrian National Tourist Office. All information provided will be kept strictly confidential. A media relations representative with our organization may contact you personally upon receipt of your registration information.

Name	<input type="text"/>
Affiliation	<input type="text"/>
Title	<input type="text"/>
Street	<input type="text"/>
City	<input type="text"/>
State	<input type="text"/>
ZIP	<input type="text"/>
Country	<input type="text" value="USA"/>
Tel	<input type="text"/>
Fax	<input type="text"/>
email	<input type="text"/>

Please tell us about your media outlets, special interests, writing style, Association memberships or any other information you would like to share with us.

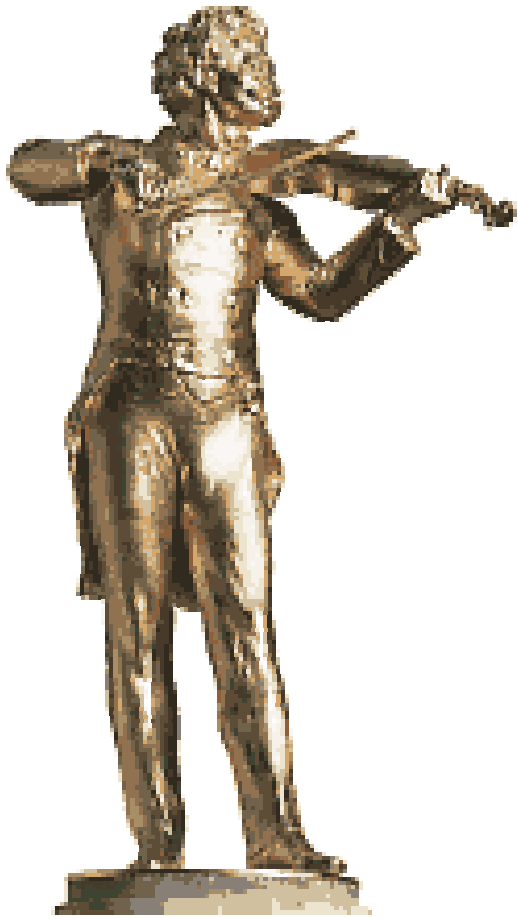
Play is Good:

Put some fun on the site.



Example: Austria,
The Birthplace of Pez

Top 10 Pez Sites, as selected by
the Tourist Office, listed on the
website



Be Creative !

Keep it Fresh.

Try Different Things.

It's Easy to Change.

Samples From Online Press Rooms Of Tourism Organizations





[Press Room](#)
[Home](#)

[Meet the Staff](#)

[What's New in California](#)

[Press Kit](#)

[Press Release & Features](#)

[Story Ideas](#)

[Research & Statistics](#)

[Did You Know?](#)

[Calendar of Events](#)

[Image Library](#)

[Press Trip Policy](#)

[Useful Links](#)

[Request Information](#)



Press Room

Welcome

Dear Journalist:

Welcome to our Online Press Room. To help you get better acquainted with California, we have put online our [press kit](#) containing information about the many destinations, attractions, activities and events found throughout the Golden State. Be sure to check out the latest edition of [What's New In California](#), providing you with details about new developments in California tourism.

California Tourism is prepared to assist you with **story ideas**, [press and feature releases](#), [tourism research](#), [interview requests](#), [color images on CD-ROM](#), [press trip itineraries](#), and any [special requests](#) you may have.

Queensland
Australia

NEWS



Media Resource Site for The Americas

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?](#)



Home

Directory

Site Map

Visitor's Guide

Search

About Sonoma County

Accommodations

Adventure

Attractions

Calendar of Events

Cultural Arts

Farms & Gardens

Restaurants

Shopping

Spas

Tours & Transport

Travel Essentials

Wineries

Extras

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

About Us

Film Commission

Media Corner

Travel Professionals

Wine Country Meetings

Email Us



Austrian National Tourist Office

Media Center

Welcome to the Media Center of Austrian National Tourist Office in North America. This section is for the benefit and use of journalists based in the U.S. and Canada. In addition to the [news](#) and information you will find here, there are [three offices](#) which can assist you, according to your location.

[News](#) -- the latest releases from Austria

[Facts and Features](#) -- statistics, background info and evergreen stories

[Contacts](#) -- where to find the ANTO folks who handle U.S./Canadian media relations

[Home](#) | [Austria A to Z](#) | [Tour Finder](#) | [Extra](#) | [Alpine Adventures](#) | [Imperial Cities](#) | [Kultur](#) | [Austria Travelogue](#) | [Austrian Hotels](#) | [Meet ANTO](#)





Media Corner



These days, Hong Kong is making more headlines than ever. This section of our site is intended to provide interested parties with a taste of what the press is saying, along with other information that may provide some perspective.



Conventions & Incentive Travel



US News



Trade News



Media Corner



Gateway to China

Statistics

U.S.A. Arrivals to Hong Kong -- Previous Years	
Year	Arrivals
1999	802,705
1998	773,309
1997	800,539
1996	751,275
1995	748,911
1994	776,039
1993	755,666
1992	694,290
1991	619,685

1999 - U.S.A. Arrivals to Hong Kong		
1999	Arrivals	% Change from Previous Year
January	60,880	+8.5%
February	46,491	-12.7%
March	75,370	+16.5%
April	72,549	+1.2%
May	63,598	-5.7%
June	65,661	+3.8%
July	67,522	+7.5%
August	60,477	+9.2%
September	59,306	+9.2%
October	91,217	+8.3%
November	78,451	+6.3%
December	61,183	-7.8%

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"



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

Getting the Media to Come Back to your Site



**Frequent Updates
And Uploads**

New News

New Images

New Trends

New Services

Live Events

**Registration/Opt-in
Email Alerts**



The Ultimate Online Paradigm:

The Internet is one great big Tupperware party.
It's people doing business with people whom
they know, they like and they trust.



Questions? Just Ask.

Send an email to
cynthia@fontayne.com
or browse over to >>>>

Ink

our special section for writers
and PR professionals at
www.fontayne.com/ink



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