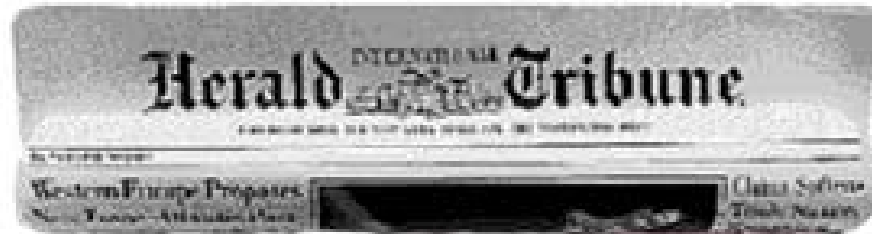


The Netly News



Creating an Effective Presence Online

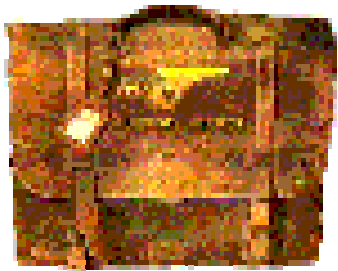
© 2003 The Fontayne Group, Inc.

Traditional >>> Digital

Mail



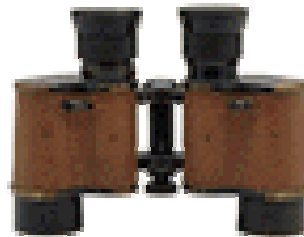
Promotions



Media Relations

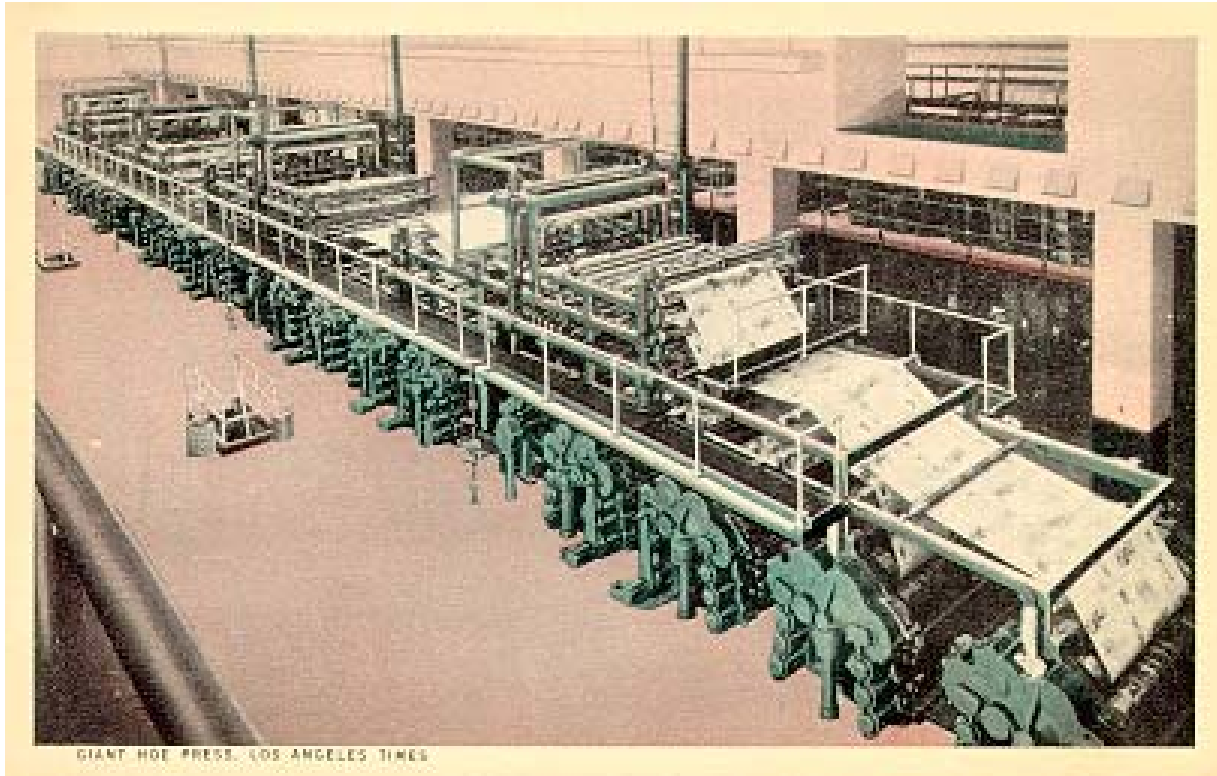


Research



Fun & Flim Flam

Digital Rule #1: Traditional Rules Still Apply

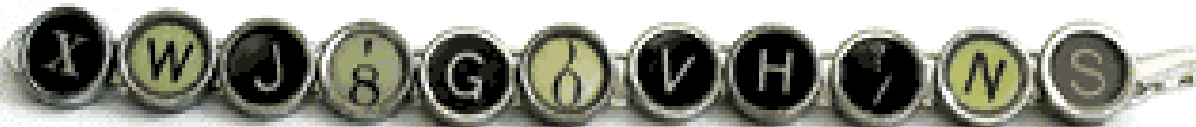


Good writing. Real News. Stuff, not fluff.



**Working Online
Saves Everyone:**

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



News Distribution Revolution

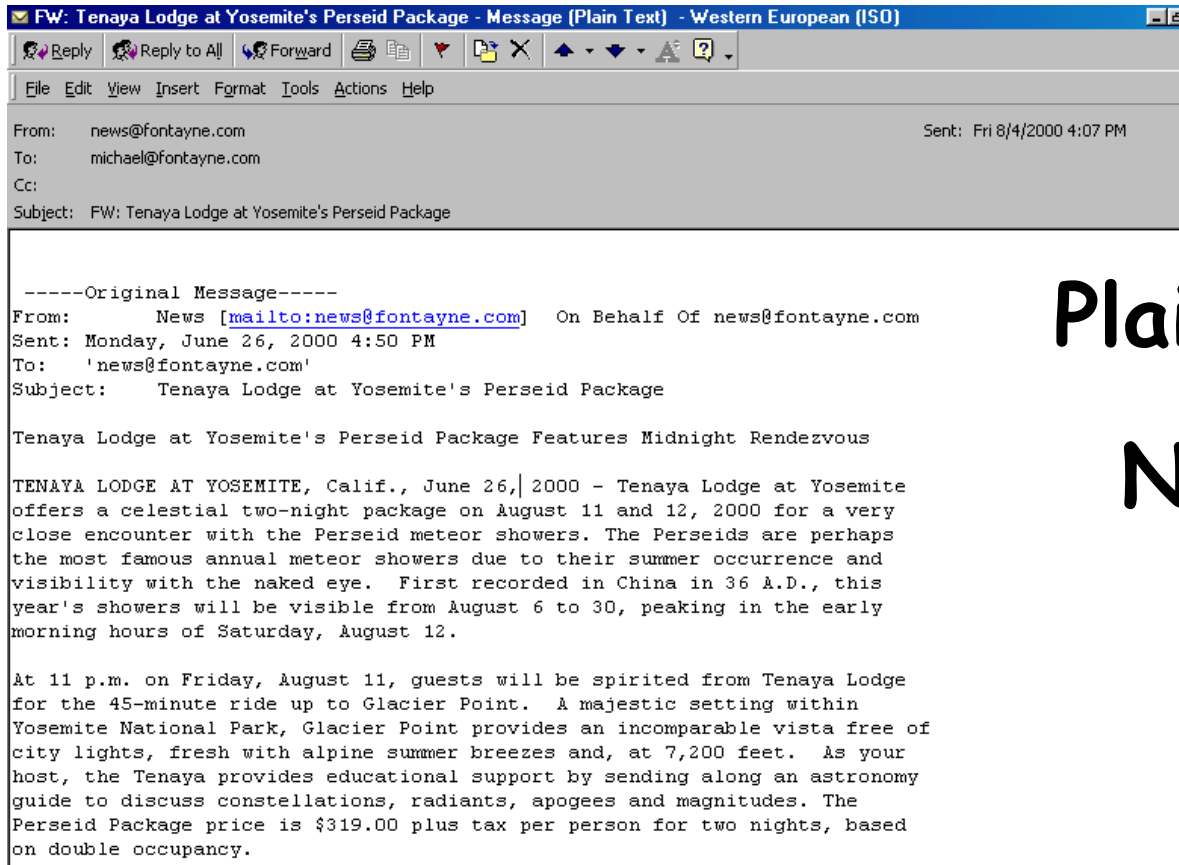


1987: print only
\$1500 per issue

1995: fax/email
\$500 per issue

1998: Web-only
\$ 0 per issue

Email News Releases



Be Brief

Plain Text is Best

No Attachments

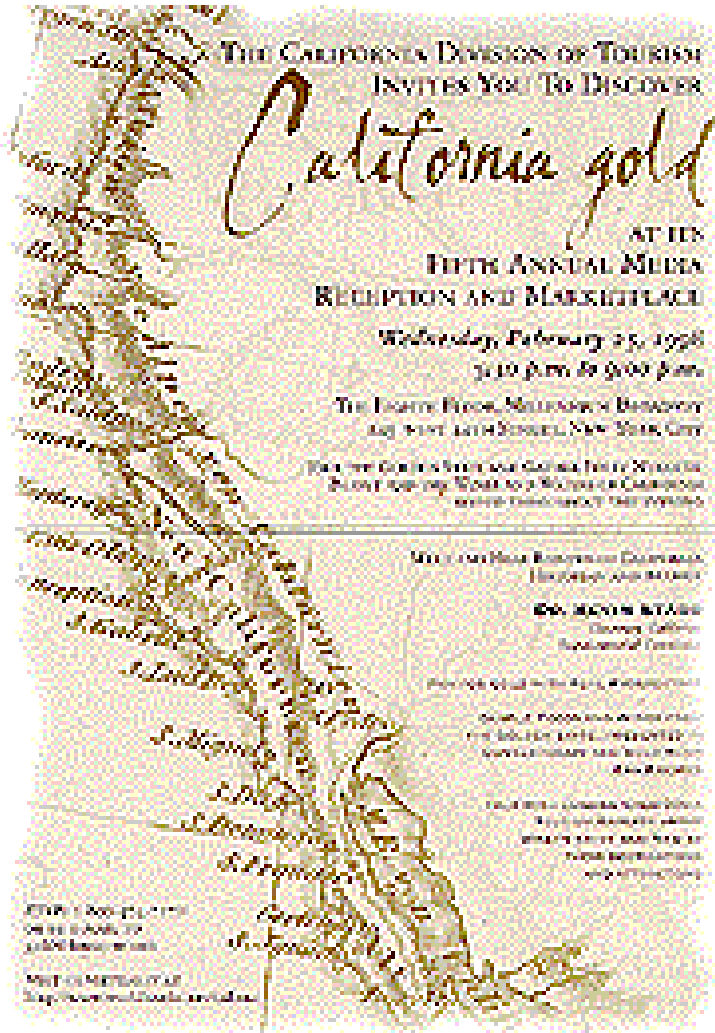
Real News

**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

Working *with* a 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 with newspapers, radio or TV)**

Befriend your "IT guy"

Shoestring Budget?
Remember my motto:

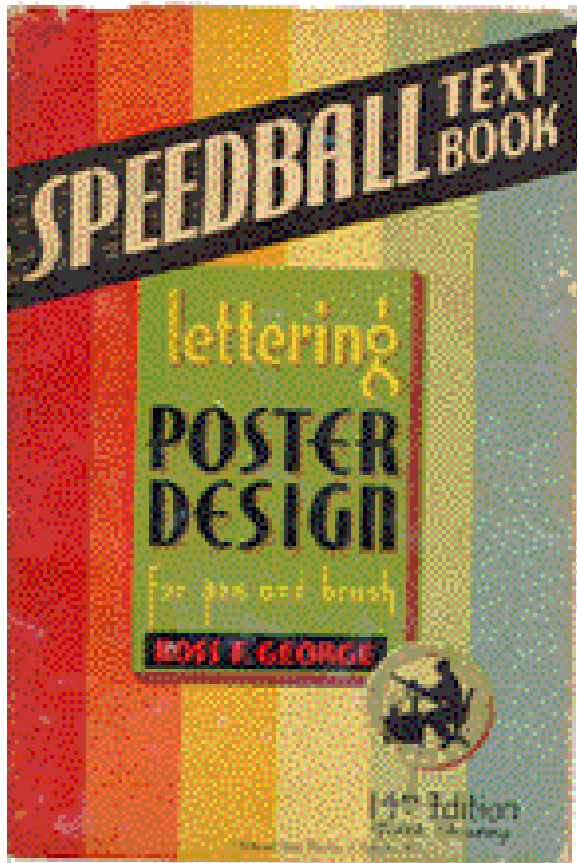
*"If the world
gives you socks,
make sock monkeys."*



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 our 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 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.

Personalize Your Staff Info

Images help tell the Story



WebCams

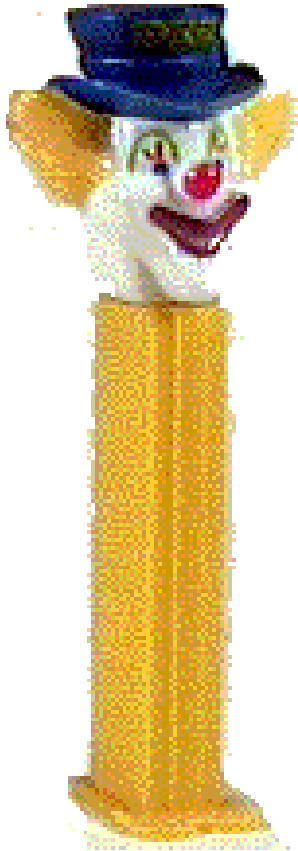
**Transparencies to CDs and FTP Files
Streaming and FTP B-Roll**

Webcasts of Media Events and Downloads of Stills



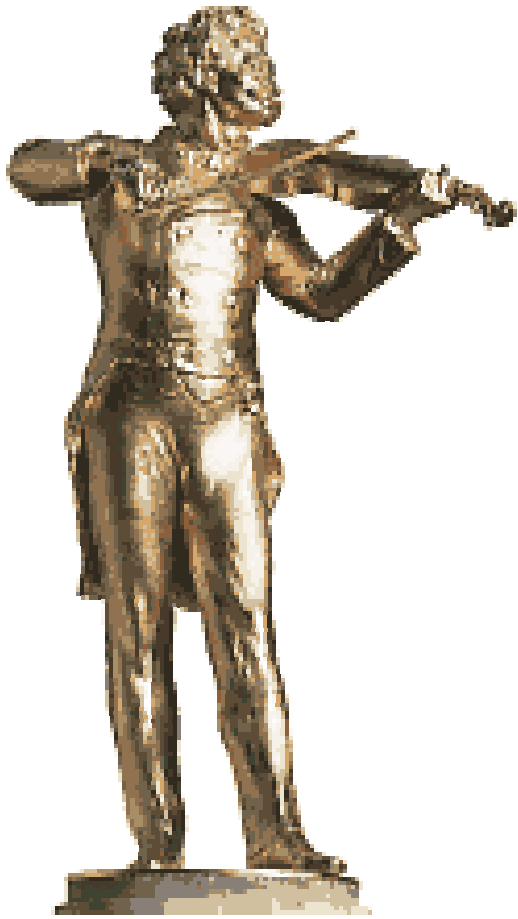
Play is Good.

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



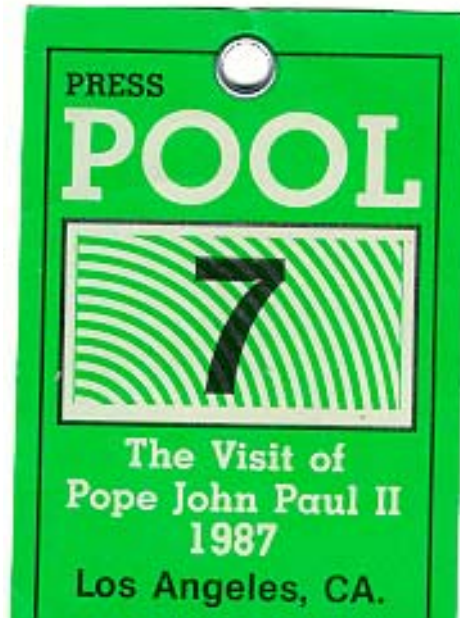
Be Creative !

Keep it Fresh.

Try Different Things.

It's Easy to Change.

Two Little Words That Will Save Your Sanity:



BACK UP !!!

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.



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 Travelogues](#) | [Austrian Hotels](#) | [Meet ANTO](#)



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.

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



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

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	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%

CALIFORNIA COUNTRYSIDE



a DMO-driven Coalition to
brand and promote
Rural Tourism

CALIFORNIA COUNTRYSIDE

Annual DMO Investment

based on total annual operating budget

\$250K or less	=	\$250
\$251K to \$749K	=	\$500
\$750K to \$999K	=	\$750
\$1million to \$1.9 mm	=	\$1,000
\$2 million or more	=	\$2,000

CALIFORNIA COUNTRYSIDE

Communities
Charms
Currents
Calendar
Cinema
Cams
Cards
Catalyst
Communications
Collaborators
Colleagues
Coalition
Contact
Credits/Copyrights

.....
© 2003

The Fontayne
Group



Culture

Fine and
performing arts



Cellars

Wineries and
tasting rooms

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 HTML page/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.

Using the Web for Crisis Communications



Be Prepared



- **Identify/Inventory Threats**
- **Project Impacts**
- **Assign Budget and Staff**
and, oh.....

Make a Plan !!



PLAN.

Planning *Prevents* Panic

PLANNING IS ESSENTIAL



Goals

Research

Risk Assessment

Strategy

Actual, Written Plan

Team Assignments

Well Defined Hierarchy

Specific Action Steps

Up-to-Date Contact Info

Replacement Website

Redundant Web Presence

Put All Resources in Print & Online



(Did I mention Planning?)

The Crisis Site

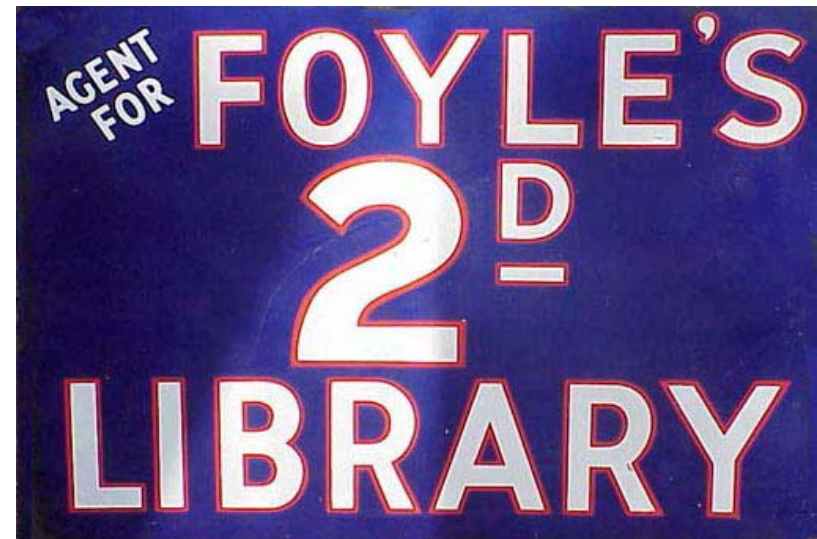
**Remember the JET™ Principle:
“Just Enough Technology”**



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

Use Online Research and Resources

- Breaking News
- Situation Status
- Official Statements
- Industry Feedback
- Editorial Coverage
- Competitive Response
- Fact Checking
- Experts/Academics
- By-lines
- Public Opinion



Contacts Database

TFG Media File - [TFG Media Contact Profile]

File Edit View Insert Format Records Tools Window Help

TFG Media Contact Profile 21861 Report Cancel

Contact Name

Prefix	First Name	MI	Last Name
Mr.	Myatt		Murphy
Title:			AZ-File: <input type="checkbox"/> No

Record Update Info

Date	Initials
3/8/01	MB

Record Markings

Mark1:	Mark4:
Mark2: ww	Mark5: 98
Mark3:	Mark6:
Delete: w7	Source: Media

Address

Affil/Org:

Address: 261 1st Avenue, Suite 4

City: New York ST: NY ZIP: 10003

Country: USA

Phone/Fax/EMail

Office Direct:	Cell:
Office Main:	Home: 212-529-5942
Office Fax:	Home Fax:
Email1: myatt@earthlink.net	
URL:	

Contact Log and Professionalism Interests and Distributions

Travel Interest	General Interest	Distribution List	History Event
Spa	Health/fitness	TQ	QTTC NY event 4/
Wine	Sports/Rec	Travel Industry	VJP 1998
Adventure	Entertainment	KeyMediaList CT200	SCTP FAM Y2
Active/Sports Trave	Gadgets	Sonoma County	CalTour Invite
	Hospitality	TQ Invite	Cal2K
		Wild California PC	
		SCTP Y2 First	*

Record: 4934 of 7429

Date Record was Last Updated

NUM

Set up E-Mail Systems

Prep/Update Address Lists



Prepare templates

**Be able to send
from off-site**

Web-based Email Service

Email advisories to media

Text Only with links to other resources

When Tragedy Strikes

- ✓ Put your plan into motion
- ✓ Verify your full team is on duty and acting
- ✓ Cancel ads, etc.
- ✓ Stop all promotions, including Net-based ones
- ✓ Take regular website offline
- ✓ Fill in your crisis template and put it up
- ✓ Express condolences/appropriate sentiments
- ✓ Put up facts as they are confirmed
- ✓ Update frequently, hourly at first
- ✓ Send emails to media contacts and other
all key people/organizations
- ✓ Give people a way to interact with you.

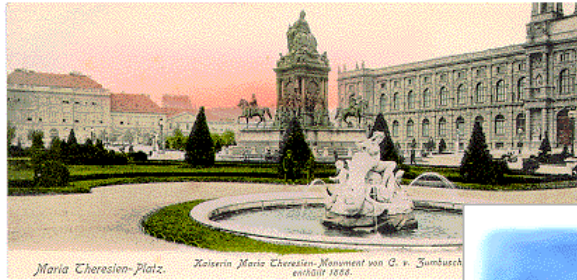
When a Crisis is Chronic



- **Assess Situation**
- **Activate appropriate plan elements**
- **Monitor and Respond to Developments**
- **Focus on Information, *then* Motivation**
- **Lay the Groundwork for Recovery**

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. Bumbasch entfällt 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



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.



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



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

Don't Try to Erase the Past.



You can't.

Be truthful. Be compassionate. Move on.



BEST PRACTICE CASES

- **Swissair**
- **California Tourism**



Press Release - 09:30 AM (CET)

Swissair aircraft involved in accident

Zurich, September 3, 1998 - A Swissair aircraft crashed off the coast of Nova Scotia, Canada at 03:20 this morning (Central European Time). The aircraft, an MD-11, was operating flight SR 111 from New York to Geneva, and was carrying 215 passengers and 14 crew.



September 3, 1998

03.09.1998, 20:30 Swissair offers immediate compensation to families of passengers on SR 111

03.09.1998, 17:30 No survivors from Swissair MD-11 crash

03.09.1998, 12:30 Update on Swissair accident

03.09.1998, 09:30 Swissair aircraft involved in accident



The Current Update : Search for the cause of SR111 tragedy continues

Click here for the whole text.

Contents

Press releases/History

Questions & answers

Links to other websites

Important phone numbers



Frequent Updates

Full facts as known

Victim Focused

FAQs

Company History/Info

Links

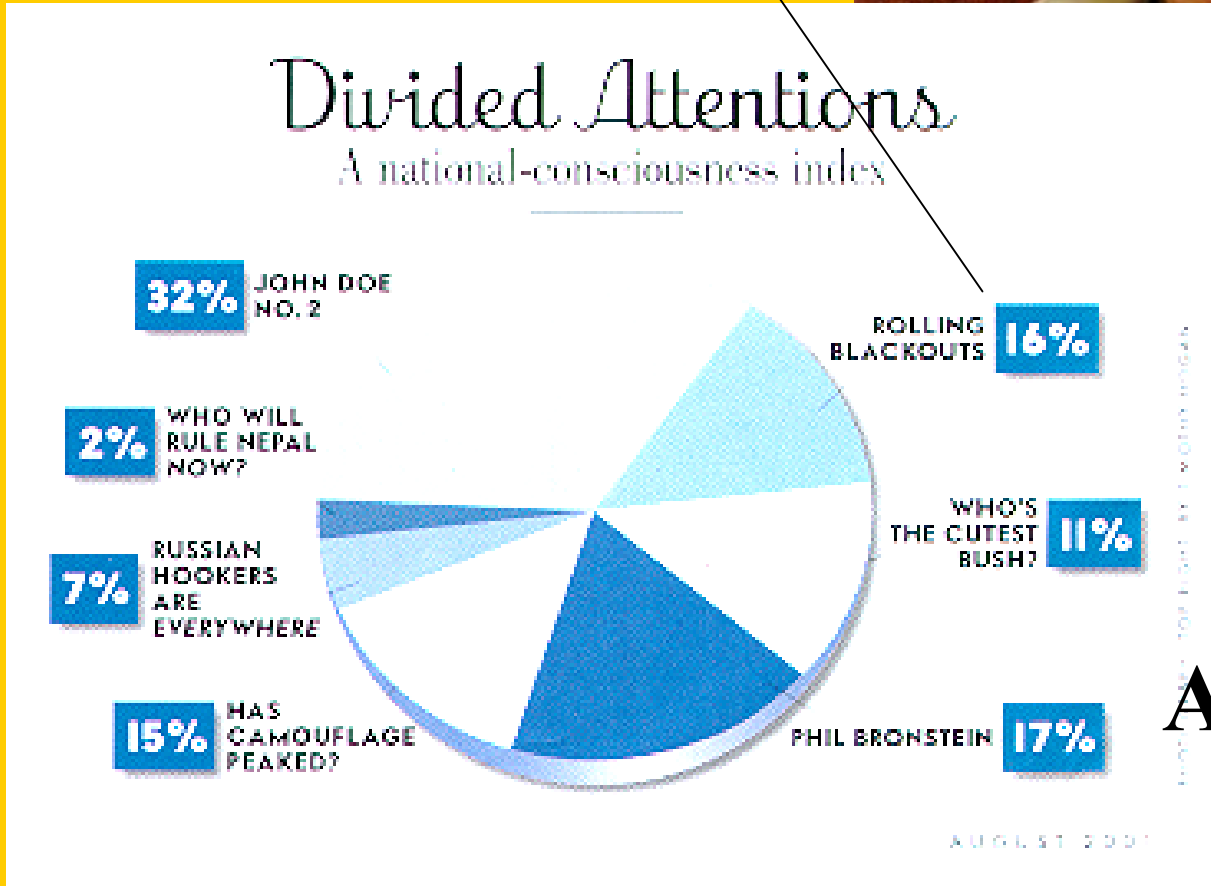
Contacts

Condolence Book

Enlighten



**Powerful
News
from
California
Tourism**



August 2001

Objectives

- **Reassure Travelers and Travel Industry**
- **Correct False Impressions**
 - **Assist CA Industry**
 - **Reach U.S. and International markets**





Research

- **Industry Impact Survey of 100+ Businesses on their Plans, Media Contacts, Statements**
- **Review of Media Coverage of Issue since January 2001**
- **Monitoring Gas Prices**
- **Review of Web Postings**

Industry Relations



- **Industry Impact Survey**
- **Survey of Top 10 Attractions**
- **Conservation Tips**
- **Camera-ready Tips for Reprint**
- **Copy for use in newsletters**
- **Samples of Release and Power Tools**



Free Power Tools!

Energy Tips for California Trips

Yes, the lights are still on in California! And every effort is being made to ensure that they remain on. We already use less power per capita than 48 other states, and, through the energy-wise efforts of our residents and businesses, have reduced usage by more than 12% in 2001. And we are well prepared for future power outages should they occur.

We hope that you will enjoy your visit to California and join us in conserving power, using the simple steps listed on the reverse. In fact, it's a good idea to use them anywhere, anytime! More tips and energy updates may be found on the official California Tourism Web site.

California Travel and Tourism Commission
www.visitcalifornia.com



Energy Saving Tips for Travelers

Before you leave home...

Power outages could happen anywhere, even at home. Use these guidelines to reduce energy consumption and safeguard your home and budget while away.

- Pull the plug on unused appliances.
- Draw curtains, close shutters.
- In summer, turn off air conditioner or turn thermostat up to 80°F. In winter, turn your heating thermostat to 60°F.
- Put security lights on a timer.
- Turn off water heater or shift to lowest setting.
- Check/fix dripping faucets.
- If you leave food in your refrigerator or freezer, turn a filled and frozen ice cube tray upside down in the freezer. If it's empty when you return, you'll know your power was off for an extended period.

On the road...

Whether in your own car or a rental, here are some general tips for getting the best gas mileage for your trip.

- Use auto club routing services and maps or Web mapping services to plan your route for best mix of sights and shorter distances.
- Check for clean filters, proper tire inflation, reasonable luggage load.
- Accelerate smoothly; don't tailgate and avoid frequent braking.
- Obey speed limits.
Lower speed = higher mpg
- Turn off engine if you are going to be waiting for more than a few minutes.

For more tips and current information, stop by a California Welcome Center or go to the official Web site of California Tourism at www.visitcalifornia.com.

At your destination...

Help your hosts conserve power with these small but effective steps.

- Use natural light, whenever practical.
- Before leaving your room, and when you check out, ensure that all lights, TV and other appliances are turned off. Draw curtains & shades.
- Set room thermostat to 70°F or higher. Turn off air conditioner if you'll be gone all day.
- Take shorter showers or bathe in a little less water.
- Don't run water continuously when shaving or brushing your teeth.
- Ask for fresh linens every other day, use towels more than once (ask innkeepers for procedure).
- Use your car lighter outlet to recharge cell phones.

If you experience a power outage

Planned outages have been few and far between. In the rare instance that you experience a power outage, do not be alarmed and please remember:

- Safety services such as police, fire, paramedics and hospitals are exempt from planned outages and will not lose power.
- Be patient. A planned outage typically lasts 60 to 90 minutes.
- Do not call 911 to report a power outage. Call 911 only for a real emergency.
- Treat any intersection with non-working traffic lights as a "four-way stop."
- Keep refrigerator doors closed; they will continue to keep items cold for hours.
- Turn off and pull plugs from wall sockets for computers and other sensitive electronics to avoid damage from a power surge once service is restored.
- Use flashlights if needed. Do not use candles as they pose a risk of fire.



400,000 printed



Off-line Press Kit



Enlightenment Online



[Click here to order your free 2001 California Official State Visitor's Guide](#)



VISITOR'S
GUIDE



LODGING
RESERVATIONS



PRESS ROOM



WELCOME CENTERS



MAPS 



SPECIAL EVENTS



POSTCARDS



REGIONS



SEARCH



CONTEST



DRIVING TOURS



INDEX

The lights are
still on in
California



From the Producers
of EVEREST



Now Showing
in IMAX® Theaters



Enlighten

An Energy Update for Travelers

[Energy](#)

[Tips](#)

[FAQ](#)

[Energy Links](#)

[Inquiry/Requests](#)

Traveler Tips

Before you leave
[On the road](#)
[At your destination](#)



Before you leave

Power shortages could happen anywhere, even at home. Use these guidelines to reduce energy consumption and safeguard your home and budget while you are away.



Enlighten for Consumers

- **Message from Director of California Tourism**
- **Energy Update**
- **Tips**
- **FAQ**
- **Email Form for Inquiries**

Enlighten for Travel Industry Professionals



- **Energy Update**
- **Tips for Tourism Businesses**
- **Tips for Hospitality Businesses**
- **FAQ**
- **Downloadable Tips
for Guests/Customers**
- **Energy Links**
- **Email form for inquiries**



Enlighten for the Media

- **Campaign Releases**
- **Fact Sheets**
- **Energy Update**
- **Tips**
- **FAQ**
- **Request Form for Info/Interviews**
- **Links to other Web resources**
- **Link to main press section**
- **Press Contact List**

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail

Address <http://gocalif.ca.gov/energy/media/media.html> Go

Links [Best of the Web](#) [Channel Guide](#) [Customize Links](#) [Free HotMail](#) [Internet Start](#) [Microsoft](#) [My AltaVista](#) [My Music](#)

Alexa Options Shop Related Search [Plan the perfect summer getaway](#)



Energy Update for the Media

- [Energy](#)
- [Releases](#)
- [Contacts](#)
- [Tips](#)
- [FAQ](#)
- [Energy Links](#)
- [Facts](#)
- [Inquiry/Requests](#)

Welcome

This special section of the California Tourism Press Room is dedicated to the energy issue, with a focus on how the energy situation is affecting tourism in our State.

It is regularly updated to provide you with the latest news and information, facts, figures and regional reports. We hope you'll find it useful in your coverage of this important issue. Take a look at what you will find here.



Travel Takes™

The Travel Newsletter from The Fontayne Group

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vol. 13, no. 10: October 2001

This Month in Travel Takes™

Conserving Energy,
California Style

Powerful Values in
Sonoma County

Sonoma County Unplugged

Saving Energy, Sierra Style



Summer
Energy
Supplement

Summer vacation -- ah, that classic (if nowadays ever-elusive) concept of taking two weeks off to get away, recharge the batteries, escape to an alpine lake or sugary ocean strand, read as many books as possible from that



**Search
Engines**

Directories

Google™

YAHOO!

 **altavista**
THE SEARCH COMPANY



alltheweb ...
all the web, all the time





**Portals
and
Big Brand
Aggregator
Sites**





**Major
Travel Sites
and
Online
Publications**



THE WALL STREET JOURNAL.

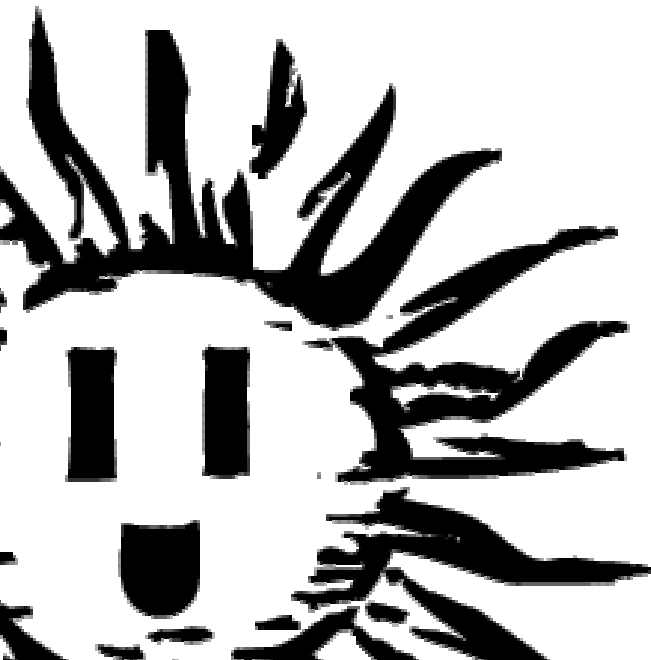
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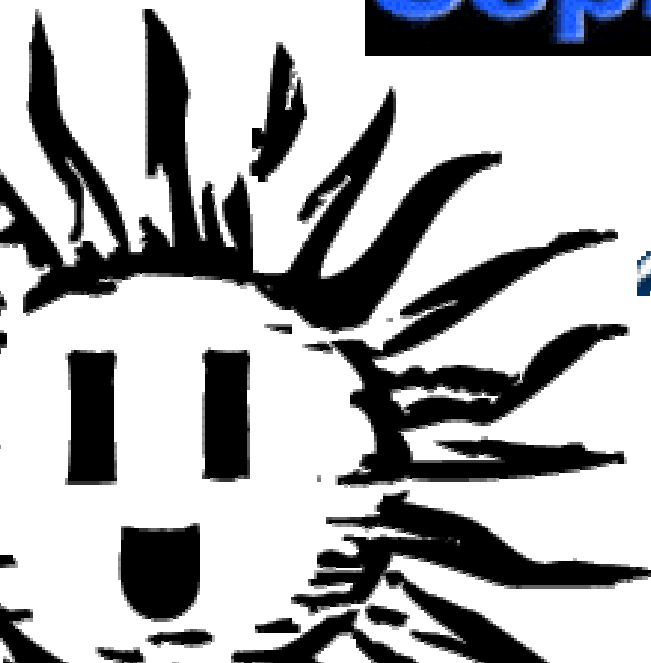
San Francisco Chronicle

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Arizona Daily Star

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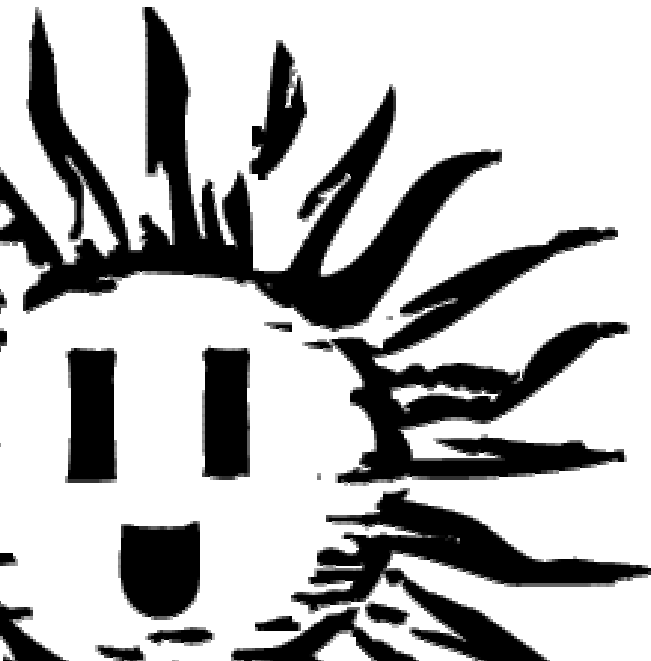
travel management daily

INCENTIVE

**1ST
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TRAVEL WEEKLY

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**Trades and
Industry Newsletters**

Recap: Crisis Communications



Plan. Today.

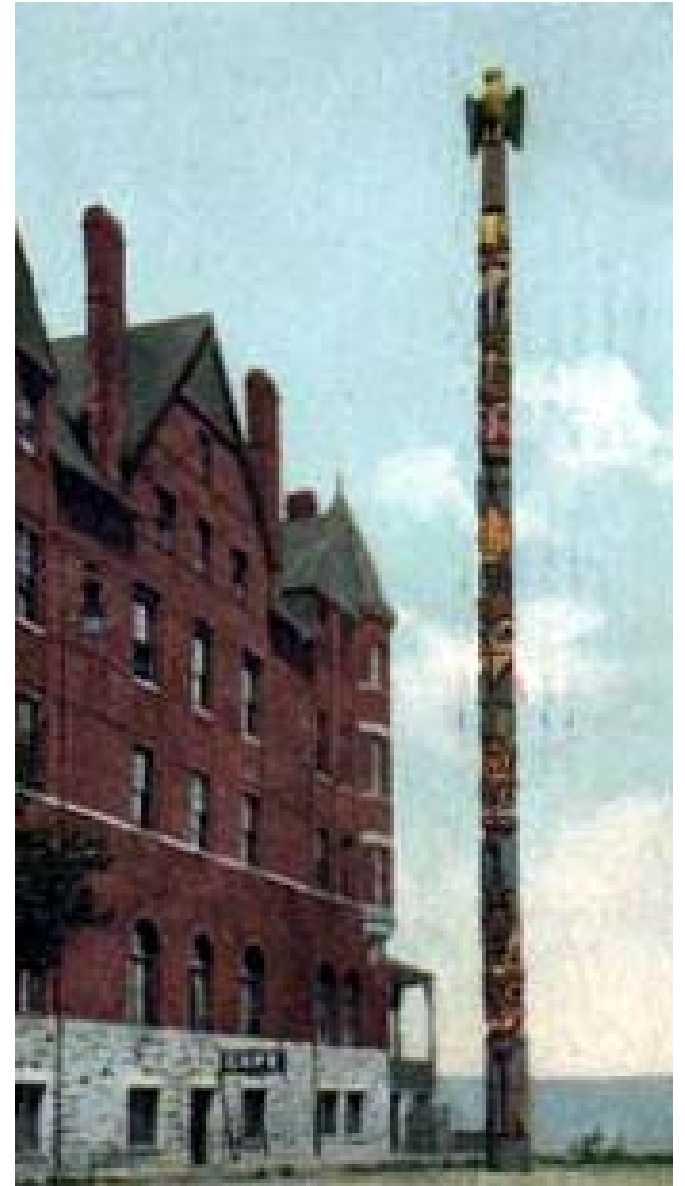
**Have dummy web pages
and digitized info at the ready
BEFORE a crisis hits**

- Replace regular home page
- Remove all promotional stuff
 - Link to crisis pages
- Post accurate info every hour
 - Distribute info via email
- Post global contact numbers
- Use translations, as needed
 - Provide for interaction

**Questions?
Just Ask.**

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