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Working with the media



The power of publicity – how can I maximise my media exposure?

Generating positive publicity is a vital component in establishing and maintaining your reputation. Publicity can create a powerful media endorsement that acts effectively as a word-of-mouth recommendation. Positive media coverage can assist you in raising awareness of your products and experiences and can lead to direct enquiries and bookings.

Journalists are approached constantly by businesses seeking to attract their attention. So how can you make a journalist take notice of you? How do you achieve publicity?

VisitBritain/VisitEngland's Global Public Relations Team works with all levels of the English tourism industry to generate inspirational publicity about England in the world's print, broadcast and online media. They are also responsible for generating influential word-of-mouth commentary through a range of cutting edge advocacy programs. Their [online media centre](#) provides a wide range of information and resources for those looking for written and visual content relating to England.



Online media centre - media.visitbritain.com

Media representatives also often attend trade shows looking for story angles, hence you need to be well prepared to respond to both delegate and media enquiries. On some occasions, official media events are held prior to a trade show and are definitely worth participating in, so ensure you always have a media kit prepared.

What is a media kit and what should it include?

A media kit is a pre-packaged set of promotional materials that is distributed to the media for promotional use. It should give media representatives a thorough background on the topic and provide information in various formats.



A media kit in either hard copy or electronic format could include:

- Current media releases
- Fact sheets about your business and products
- A background on your company's history
- Recent awards
- Product biography
- Executive biography
- Latest brochures
- High-resolution images (either on CD or downloadable – make sure you have full rights and permissions) of products, company logo, key executives etc.
- Media contact information



What is a media release and what should it include?

A media release is a written statement that provides information in a ready to publish form that you provide to a journalist or editor to make an announcement or inform them of something you would like reported. The media release is one of the most fundamental PR tools, but it is easy to get wrong.



- Identify key messages and ensure you deliver them early on in the release
- Use lead paragraphs to sell your idea – make sure you include “who, what, where, why and how” in the lead paragraph
- Always use clear, simple language and avoid jargon and acronyms
- Pay attention to grammar, punctuation, capitalisation, spelling out of numbers etc.
- Provide quotes from a credible spokesperson who can be contacted at any time
- Make sure that you have included all the relevant information that the journalist will need to know, such as prices, inclusions, validity for any special offers and your full contact details
- Make it easy for the journalist to understand your story and get in touch with you
- Copy should be written in the third person, i.e., the “he=she” format as in: “he said”
- Have high-res (1MB) pictures readily available (ensure you have full rights)

Often it is a good idea to have both a hard copy presented in a folder as well as an electronic version so it can be emailed to a journalist quickly.

Review your images and video – do they make your product shine?

Photographs and videos can be one of the most effective methods of communicating the true nature of your tourism experience. A really good image can make the difference as to whether your story is published, or even whether a distribution trade partner is interested in working with you.

- **Make sure that all your images are captioned** to explain the content of the photography (including the location); names of people and any copyright issues or photo credits should be clearly indicated. It is important to ensure that you have permission to use any images which are not your own, and that all approvals have been obtained prior to printing (for example, be sure you have signed talent release forms)
- **Avoid using out of date imagery**, in particular with landscapes and people. This is mostly noticeable through style of clothing, hairstyles, vehicles and built environment or infrastructure
- **Most publications will require high resolution images**, a minimum of 300 dpi and around 1MB in size. Often it is best to present these high resolution images to media representatives on a CD, or have them in a downloadable format on your website for easy access
- **Make sure you have a selection of interesting, high quality images.** Ensure they are motivational, and that the people in the images bring the experience to life. Investing in a professional photographer can pay off both in terms of publicity via the media and also securing partnerships with trade buyers. Remember, your images tell the story of your product





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