

village™

PUBLIC RELATIONS ▲ MARKETING

Media Training

August 2011

About Village

- Village is located in the Mount Maunganui retail strip and is the biggest PR agency in the Central North Island.
- Village specialises in public relations, media training, issues management, brand strategy, events management and social media.
- Client industries include food & beverage, local government, titanium, tourism, aquaculture, property, beauty, fashion and IT.



The Opportunity

- 2000 accredited and unknown number of unaccredited media visiting NZ for RWC
- End of October, 200 travel writers from Australia in Rotorua
- American Society of Travel Writers visiting Rotorua
- Proactive PR for Rotorua's urban offerings to Aucklanders

So...

- Many of these media will come here at some stage.....
- They need to eat, and probably will stay the night in Rotorua....
- They will be coming to you!

Who is the Media

- Everyday folk (Social Media)
- High School Musical
- Nice types*
- Veteran cynic*
- Fierce, ambitious and dangerous

** source: Media Easy Michael Brown*

Social Media

- Facebook, Twitter, YouTube, FourSquare and more
- Be interesting and relevant to your audience
- Be real, but be professional
- Be a bit paranoid – good and bad news/reviews spread like wildfire

How a Journalist Thinks

- If it bleeds it leads
- If it's full of marketing-speak, it gets binned/angle needs to be apparent
- Looking for eloquent quotes
- Talk slowly – they're taking notes
- 20 emails per hour from PRs – time poor
- Deadline driven
- Don't let the facts get in the way of a good story - minority

Where do the Media Source News

- PR pitches/media famils
- Online/social media
- Reporter's rounds (i.e tourism news)
- Emergency services
- Media news releases
- Local/topical issues
- The weather

The Power of Public Relations

- Huge value for money compared to advertising
- Powerful, 3rd party endorsement, people believe it more and are influenced by it
- People don't buy papers or watch the news to view ads. They want to read stories.

The Famil

- Organised by us, via DRM
- We will give them a media kit, detailing itinerary and brief information about experiences
- You can provide them your full media kit and image bank
- Treat them like Kings and Queens!

Expected Outcome

- Positive articles about Rotorua's food & beverage, luxury spa and accommodation market in Auckland/national media
- Representation in society/party pages
- Strong relationships with key F&B influencers
- TV coverage
- Benefits to your business

Avoiding Pitfalls

- Stick to messages
- Keep calm and collected
- Be resilient
- Take responsibility for the outcome
- Remember all things can be turned around

How can you Help

- Looking for news worthy stories – new menus, new staff, re-fits, awards, party photographs, success stories, new products, anniversaries, Xmas, Valentine's Day, Easter and the like promotions.

Media Training Tips

- Always stall journalists who call for interviews/questions. Allow 20 minutes (obviously famill's are different!).
- If you are being interviewed, prepared 3 talking points.
- Avoid speaking off the record
- Keep responses brief/beware of silent treatment
- Use simple, jargon-free language
- Tell the truth, never lie or exaggerate
- Consider your dress and suggest picture opportunities