



HOW TO GRAB MEDIA ATTENTION IN AN AGE OF DISTRACTION AND DISRUPTION

—
American Indian Tourism Conference

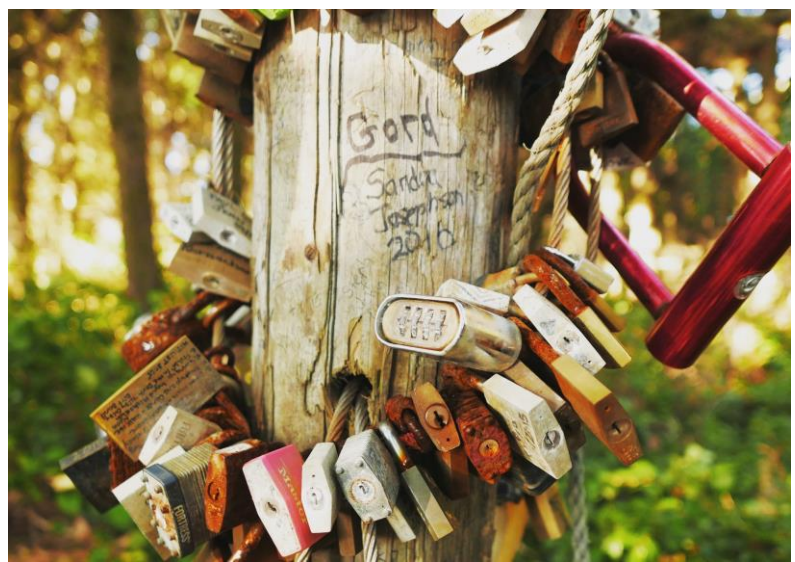
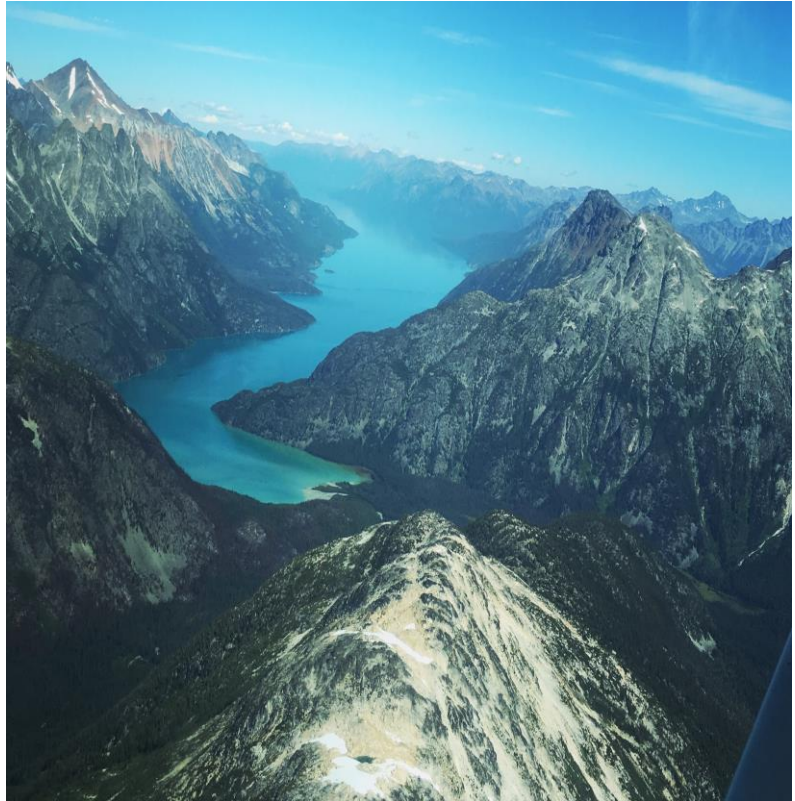
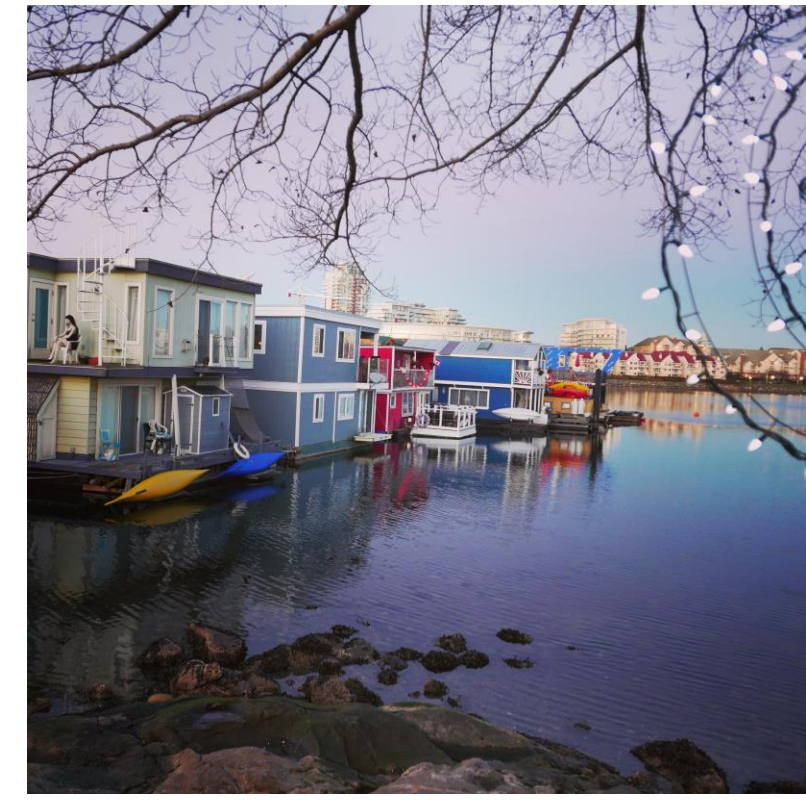
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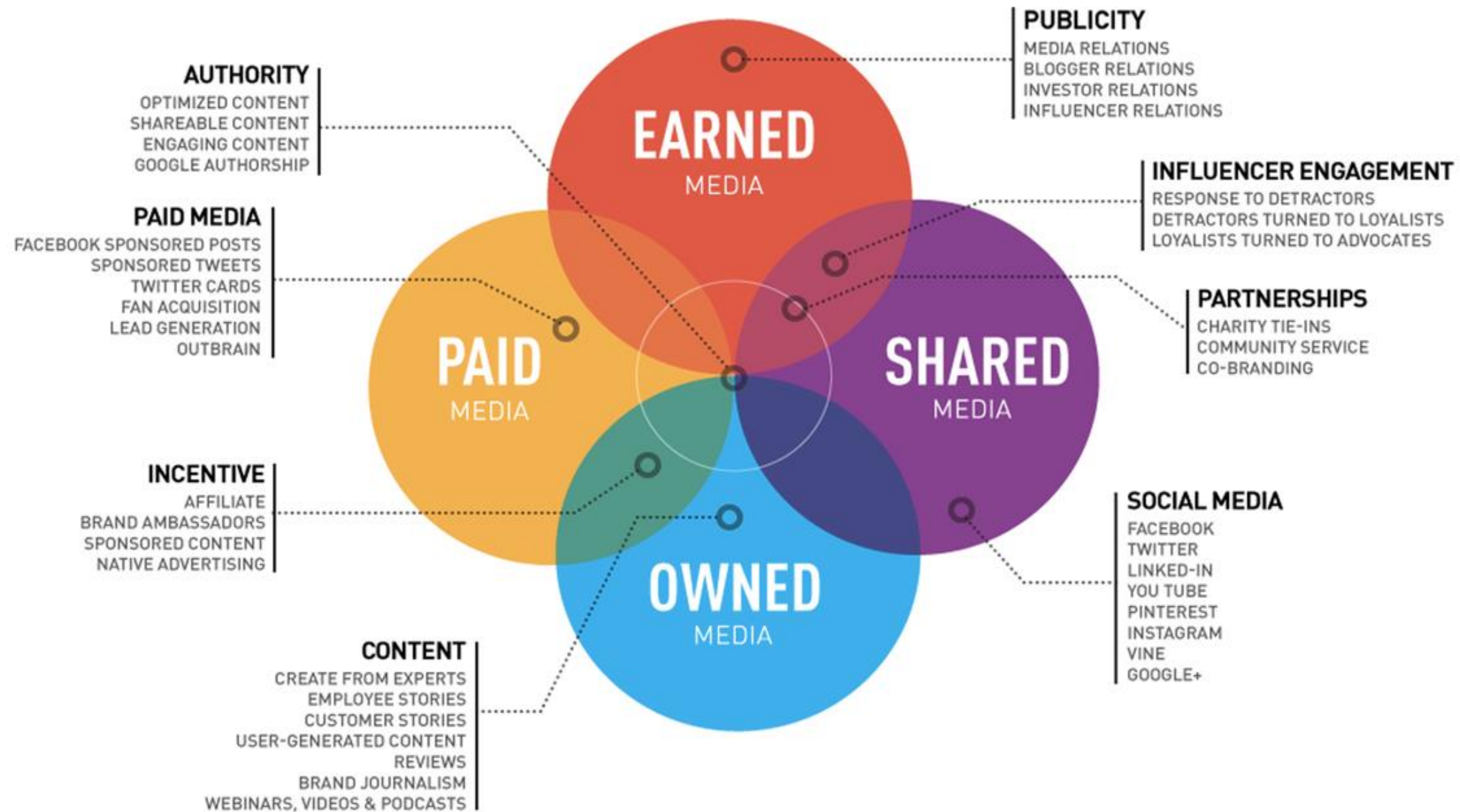
THE PLAN

1. Lay of the Land
2. Think Like an Editor
3. What, Exactly, Is the Story?
4. Trends to Capitalize On
5. Is the Press Release Dead?
6. Grammar Quiz
7. How to Stalk the Media

Who Am I?



THE CONVERGENCE OF EDITORIAL, ADVERTISING, AND MARKETING



THE LAY OF THE (MEDIA) LAND



PEOPLE WORKING  **BUSY AND STRESSED**
IN MEDIA

SLAVES TO SEO AND ANALYTICS

**DISTINCTION BETWEEN JOURNALIST
AND INFLUENCER**

THINK LIKE AN EDITOR



The traveler is *always* the hero of the story.

*what's
the
story?*



- ⋮ **A TOPIC IS NOT A STORY**
- ⋮ **A STORY SHOULD HAVE AN ANGLE**
- ⋮ **A STORY SHOULD HAVE A HOOK**

TRENDS TO CAPITALIZE ON



- ⋮ Nature is the new necessity (and the new luxury)
- ⋮ From experience to transformation: the rise of transformational travel
- ⋮ The anti-bucket list
- ⋮ Humanity is back

IS THE PRESS RELEASE DEAD?

Sure-Fire Tips to Get Your Release Opened and Read



- ☼ Have something to say
- ☼ Spend the most time on your subject line
- ☼ Your headline and subhead are also critical
- ☼ Put your news and basic information in the first two paragraphs
- ☼ Context is key
- ☼ Reporters love quotes, statistics, context, insight, and visuals
- ☼ Pitching abroad?
- ☼ Is your messaging tight?

INDIVIDUALIZING THE PITCH

The Message

~~Box~~ *Box* for telling your story



GRAMMAR LESSON

Let's eat Grandma.
Let's eat, Grandma.
(Commas are important.)

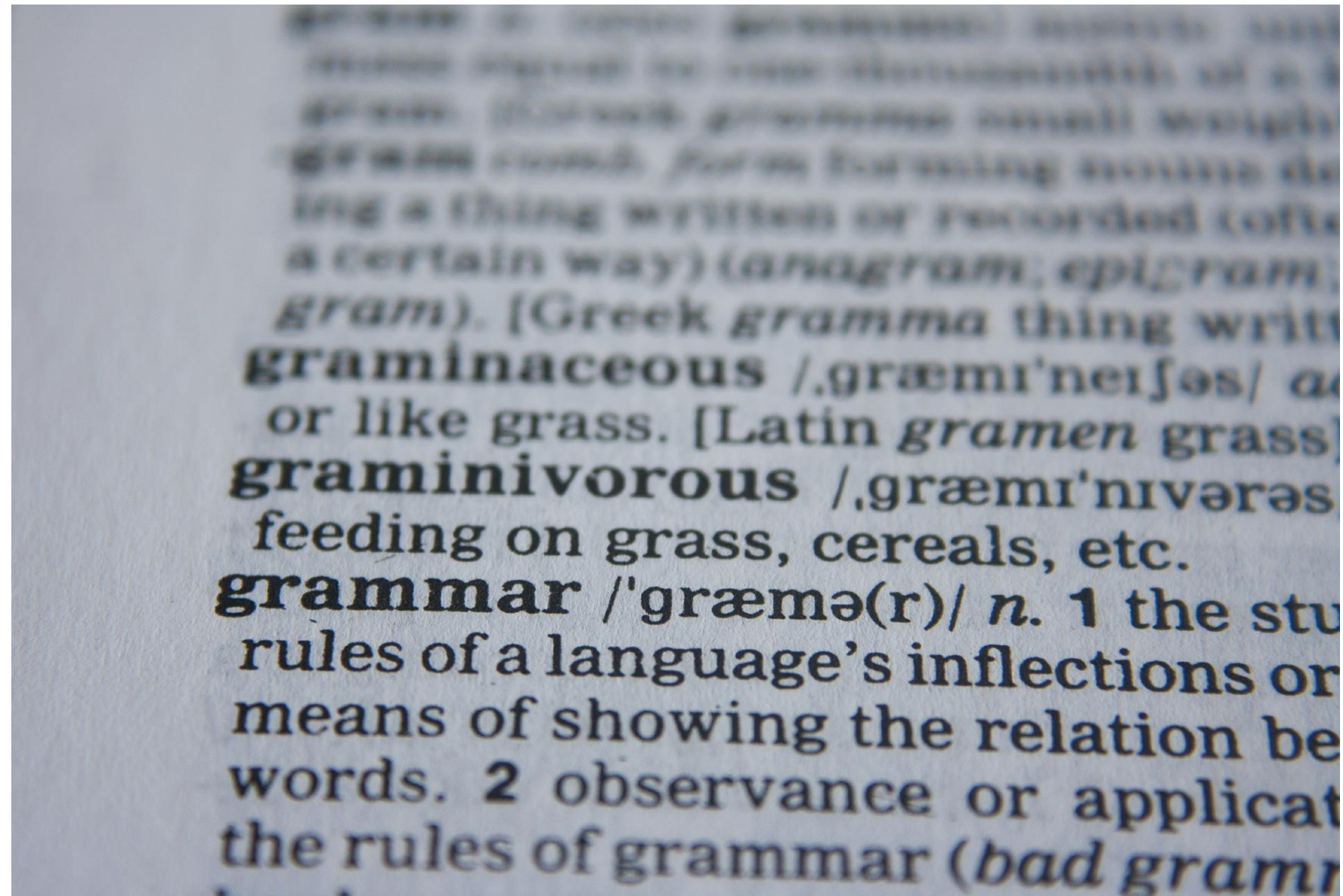


POP QUIZ!

Spot the problem

1. “Lonely Planet selects 10 great spots for 2017. We’ve scoured the world. Travelers can read about places they want to visit. You can plan your trip here.”
2. “AIANTA chose their own colors and furniture for the new office.”
3. “My husband and I love traveling. Him and I always go to Paris in the spring.”
4. “The park warden who I met in Green Bay is here.”
5. “Botswana first celebrated it’s independence 50 years ago.”
6. “At eight years old, her father took her to London and she has loved castles ever since.”
7. “Conner Born lays in a hammock as the sun rises on Moraine Lake and the Valley of the Ten Peaks in Banff, Banff National Park.”
8. “The traveler’s goals are to book the ticket, an aisle seat, and seeing the Mona Lisa.”

GRAMMAR TOOL BOX



- ⋮ Have a style book and designate a grammar guru on staff
- ⋮ Don't sweat it too much. It's more important to be consistent, especially when you're in a gray area
- ⋮ Pick a style guide: AP better for news outlets; Chicago better for academics
- ⋮ Have resources at your fingertips. *Elements of Style*, *New Yorker's* "Comma Queen," Grammar Girl

HOW TO STALK THE MEDIA (WITHOUT GETTING TOO CREEPY)



- ❖ FOLLOW AND COMMENT ON THEIR SOCIAL FEEDS
- ❖ IN-PERSON CONTACT IS INVALUABLE
- ❖ BE A SOURCE, NOT A FLACK

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