



South Australian Tourism Commission

ONLINE PR WORKSHOPS FOR TOURISM OPERATORS



Please make sure your sound is switched on to hear the instructor.

All participants have **been 'muted', so we won't** hear you.

Having trouble? Hover near bottom of screen to open CHAT window. Type your question.

At any time, you can drag around or minimise the Chat window to better see the slides.

Introductions

- Do you have a PR plan?
- What does “PR” mean to you?



What is PR?

- Communication
- Relationships
- Differs from marketing and advertising
- Not all about the media – but a large part can be

What is PR?

Marketing a new walking tour

- Outsource promotional posters and flyers
- Manage advertising budget including Facebook promoted posts
- Make decisions on ticket pricing
- Make decisions on walking tour branding

PR for a new walking tour

- Generate news media interest and organise interviews
- Organise launch day invitation list
- Partner with other organisations, perhaps a charity or university dept
- Write articles, blog posts
- Prepare messages for risk management plan

Today's workshop: working with the media

- The changing news landscape
- Media theories
- News values
- Today's newsroom
- What journalists want
- Relationship-building and pitching



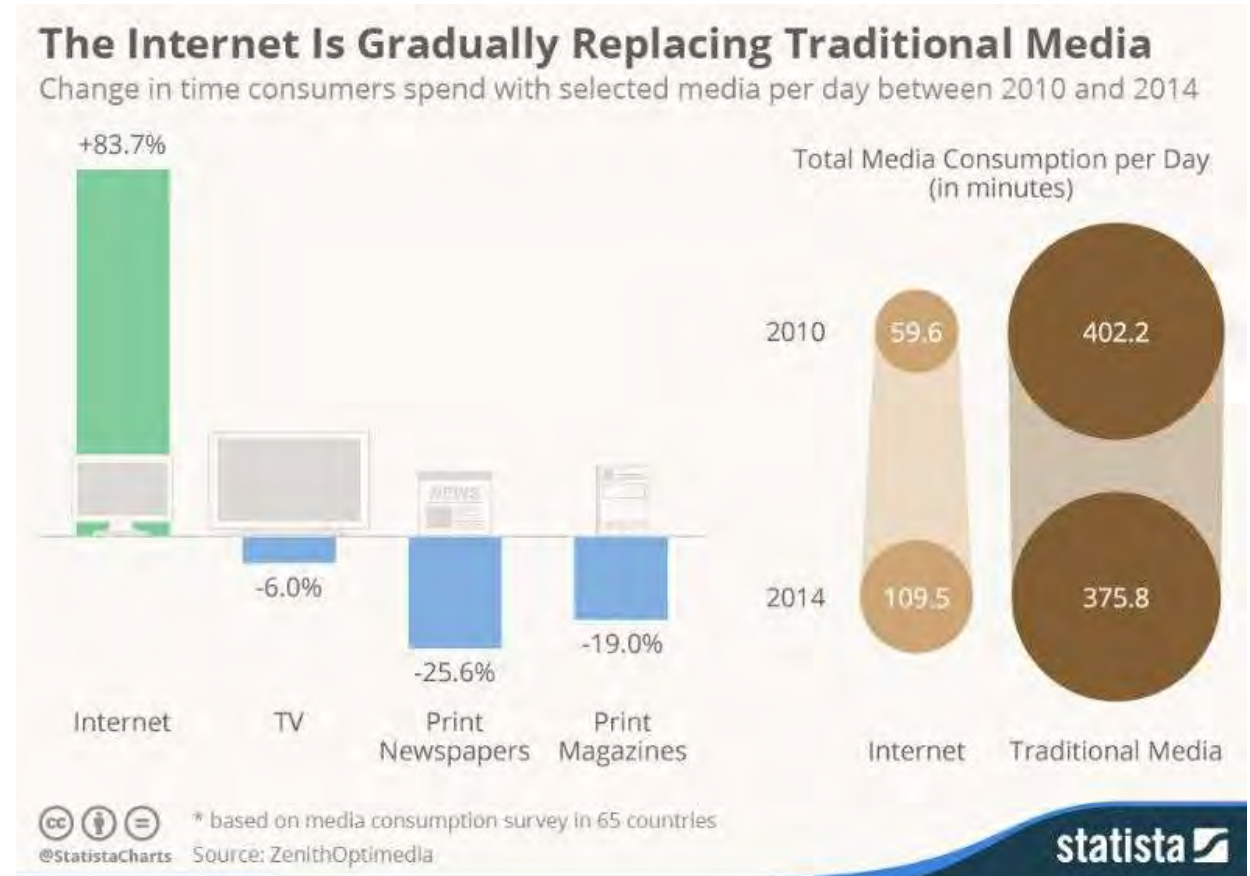
Let's talk media

- Have you been featured in the media?
- How would you rate your relationships with the media?
- What are your media habits?



Media consumption trends

- Selectivity - being in control
- Pay TV
- Binge-watching
- Diminishing traditional news media



Media consumption trends

- "The fact is physical newspapers are now only seen as the most frequently used source of news by just 6% of Australians."
- **"Far more see social media as their primary news source, particularly Millennials (those under 32), 29% of whom turn to social for their daily news fix."**
- Deloitte, Media Consumer Survey 2016

Today's newsroom

Newsrooms are shrinking

Print editions being phased out...

Property investor magazine API shuts down after 20 years



Australia's biggest selling property investment magazine, *Australian Property Investor*, has ceased trading after nearly 20 years.

PacMags calls quits on Prevention, closes three magazines



By [Lindsay Bennett](#) | 22 August 2016

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Pacific Magazines has announced it will no longer publish Prevention Magazine and will close three other magazines, Practical Parenting, Your Garden and Bride to Be.

Prevention Magazine, a health and fitness title aimed at those aged over 40, will revert back to US publisher Rodale in January 2017. Rodale signed an agreement with PacMags back in 2009 to launch the Australian spin-off of the magazine.



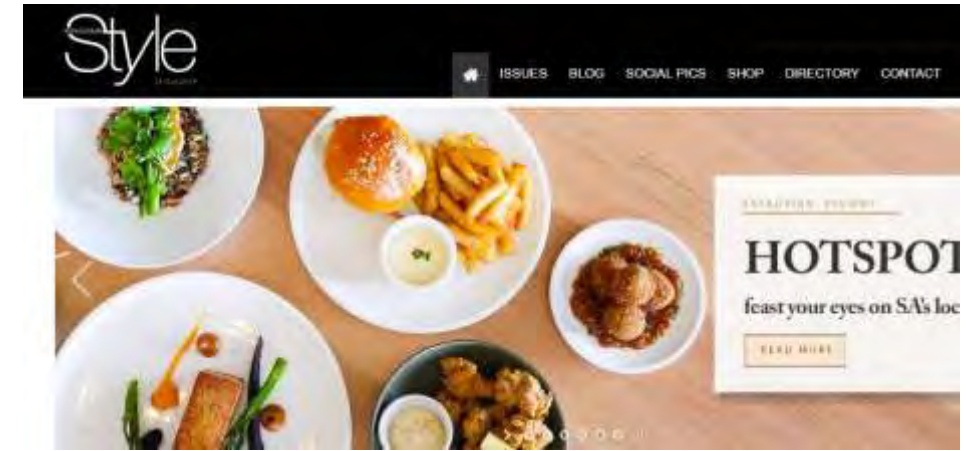
Today's newsroom

- Journalists are doing more with less
- Competing with free online news
- The more we can deliver to journos, the better (that includes images, spokespeople and your ideas)



Media consumption trends

- Niche and nimble media brands
- Social media influencers
- When providing content to journalists: think online and social media, too
- (Newspapers still set the agenda for daily discussion – morning radio talkback, morning TV breakfast shows and more)



Some things to know about news media ...

Agenda-setting theory

“**Agenda**-setting theory centres on how the mass media selects and prioritises news ... **people look to the media for** indications of where they should focus their attention and what issues are priorities, based on the emphasis the media **gives (or does not give) issues**”.

Media frames the news

Framing theory

“Framing focuses on how an issue or event is presented by the media and understood by its audience ... The media undertakes framing when they package information as news, and it is also used when business, governments and groups have an interest in advancing certain ways of seeing the world.”

More on framing

“Certain factors have been identified in how the news media frame stories ...

- Social norms and values
- Organisational pressures and restraints
- Pressures on interest groups
- Journalistic routines
- The ideological or political orientations of **the journalist”**

How can you position your media stories, to **fit in with an outlet’s** agenda, or help to fit topics and themes the media is currently framing?



WELL-FOUNDED FEAR: A jetty near Milang on the shores of Lake Alexandrina showing water levels back in 2009 and now. Picture: Matt Turner.

SA News

Save the Murray: Jay Weatherill warns halting buybacks will threaten River Murray amid long dry summer

PAUL STARICK
PETER JEAN, The Advertiser

04 1 47 3015 554

How Adelaide's small bars are changing the way we drink

🕒 November 4, 2016 9:30pm

👤 Gordon Kanki Knight








News values

What makes news?

News values: which boxes can your story tick?

truth	timeliness	proximity
conflict	eminence and prominence	consequences and impact
human interest	unusual or remarkable	fit the focus of the medium



 Print  Email  Facebook  Twitter  More

John Howard took a tumble while heading to a radio interview in Perth.

Updated 11 May 2011, 12:07am

TOP STORIES

- [Sussan Ley stands aside pending travel expenses investigation](#)
- [Jerusalem truck attack kills four Israeli soldiers](#)
- [Obama tells Trump White House can't be run like a family](#)

Reaching the media

- Media releases / press releases
- Launches and events
- Pitching stories
- Press conferences
- Interviews
- Fact sheets, backgrounders
- Online newsrooms
- Contributing columns



Reaching the media

Media releases/press releases: PR Workshop 2
Fact sheets/backgrounds



Reaching the media

Launches and events

Pros:

Gives the media a reason to cover you

Can be an enjoyable event for many stakeholders

Can provide a lot of content, especially images

Cons:

Can be costly and time-consuming

Media often don't have time to attend



Reaching the media

Pitching stories, press conferences, interviews:

Press conferences: usually for major announcements, often in conjunction with politicians or sponsors etc

Interviews: subject needs to be worthy; preparation should be extensive; media-training is worthwhile especially for TV and radio interviews



Reaching the media

Online newsrooms

TOURISM AUSTRALIA CORPORATE WEBSITE

Searching for holiday information? VISIT Australia.com

Help Contact Us **Subscribe to news**

NEWS & MEDIA Latest news, media tools
EVENTS Calendar
INDUSTRY ADVICE Opportunities, accreditation
MARKETS Regions, sectors
CAMPAIGNS Current, past
PROGRAMS Industry programs
RESEARCH Statistics, figures
ABOUT US Tourism Australia

Media & Industry > News & Media

Latest Media Releases

	Industry Programs	Distribution Programs	Advocacy Programs
13 December	Best Of Australia Program	Key Distribution Partner Program	Media Hosting Program
	Indigenous Tourism Champions	Aussie Specialist Program	Friends of Australia Program

Tourism Australia deepens relationship with China Southern Airlines

Tourism Australia and China Southern Airlines have deepened their commercial relationship, signing a new partnership agreement that will accelerate their existing marketing activities in China.

Partners lining up to get behind Australia's new youth campaign

Australia's push to encourage more young international travellers Down Under and take advantage of the country's Working Holiday Maker (WHM) program is gathering

NEWS & MEDIA MENU

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Reaching the media

Contributing columns

May 12, 2015 5:40 am

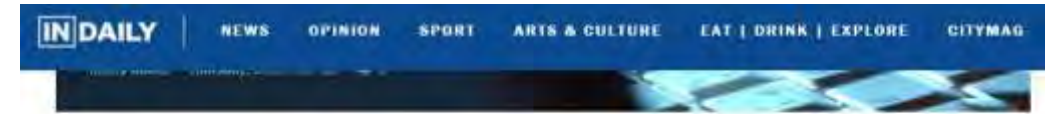
OPINION PIECE: TRAVEL AGENTS ARE MORE RELEVANT THAN EVER BEFORE

By Gary O'Riordan, AFTA General Manager

There is no denying, we live in a fast-paced, technology driven, and connected global market place where the consumer is at the core. Controlling with a swipe, scroll and click the information they are exposed to. This has had a gigantic impact on the consumer's travel purchase journey.

Whilst the DIY fad is trending, tabloids occasionally spruik that travel agents are less relevant today. However, I strongly disagree. From destinations, to airlines, hotels and tour operators – choice is abundant, competition is fierce & trustworthy suppliers difficult to find. And it is for these reasons that a travel agent is more relevant than ever before.

To put it simply, a travel expert, knows more than you do, are better connected, they have access to benefits you can't get otherwise and they provide a safety net during your trip that you simply won't get by booking yourself.



OPINION

Migrant parents show the way to better Australian school results

Australia can learn from migrant families in our efforts to arrest the nation's falling educational performance, writes Andrea Michaels.

Andrea Michaels Wednesday, October 22



WINE

All I want for Christmas

Dreaming of a White Exmess with at least one comma ...

Philip White Tuesday, December 23



Getting to know the media

Who should you pitch to?

How do you find them?

Who covers your kinds of story?

Getting to know the media

Be a media-consumer

Sources include:

- Media websites
- LinkedIn
- Twitter
- Media subscriber databases such as iSentia
- **Margaret Gee's media guide**

Create your own media list

Margaret Gee's Australian Media Guide

Margaret Gee's is available in both a print and online subscription.

Want to know more? Have a read about [Margaret Gee's](#), or give us a call on 1300 854 686.



Margaret Gee's Australian Media Guide

Online

\$999.00 inc GST +



Margaret Gee's Media Guide

Print

\$519.00 inc GST +



Margaret Gee's Media Guide

Online + Print

\$1,249.00 inc GST +

Getting to know the media

Be a media-consumer

Create your own media list





Matthew Abraham

@KevCorduroy

Humble public servant dedicated to serving the people. Favorite foods lime & black pepper chips and iced coffee. ABC broadcaster. Journalist. Awake before you.

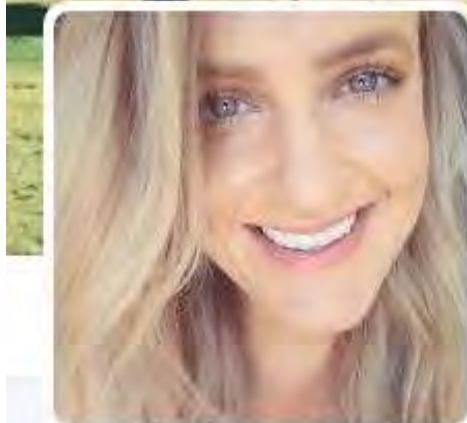
Adelaide, South Australia.

abc.net.au/adelaide

Joined February 2009

Tweet to Matthew Abraham

4,270 Photos and videos



Kate Freebairn

@katefreebairn

Ten Eyewitness News Weather Presenter @TenNewsADEL | Ambassador for @BurnsideVillage, @AleentaBARRE, @VarietySA - the Children's Charity, and the @JodiLeeFdn

Adelaide

[instagram.com/katefreebairn](https://www.instagram.com/katefreebairn)

Joined October 2011



TWEETS
2,365

FOLLOWING
644

FOLLOWERS
5,077

LIKES
1,780

Tweets

Tweets & replies

Media

Pinned Tweet



Kate Freebairn @katefreebairn · 28 Nov 2016

No better place than Adelaide's beautiful beaches to shoot our new @TenNewsADEL weather promo! #ichoosesa

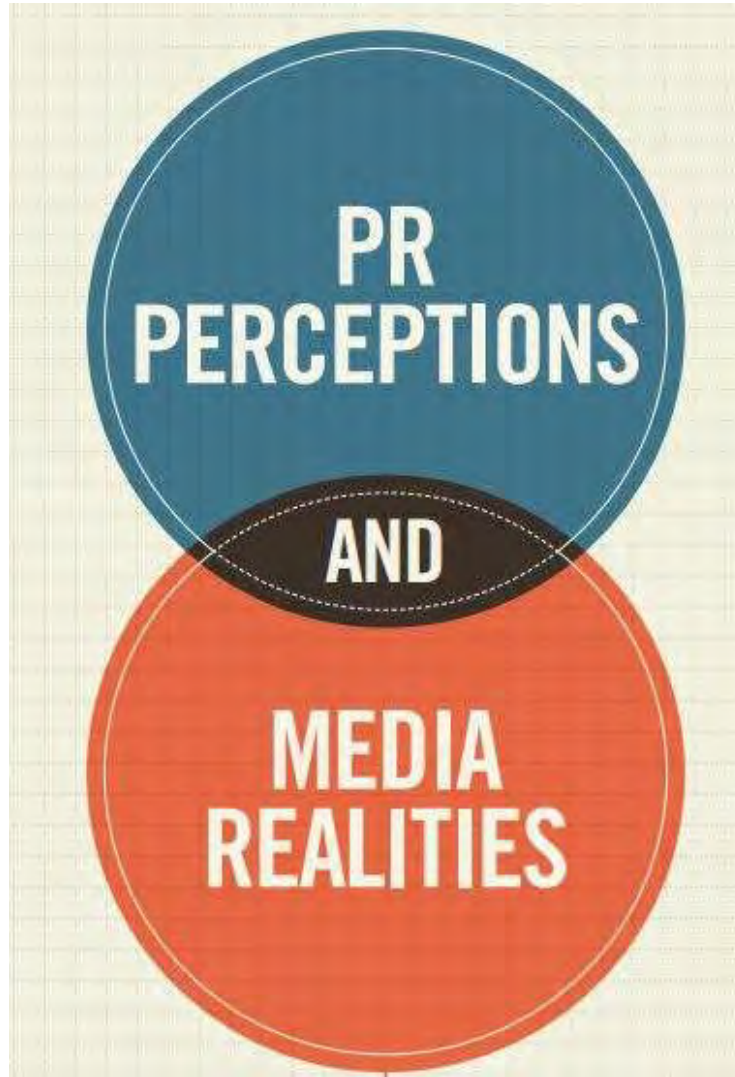


SATC

Pitching

Contributing a story idea to a journalist

- Be on target; know their interests, deadlines and content needs
- Be succinct; be patient



Next session

Writing in PR including:

- Media releases
- Online content
- PR plans

Register now:
www.tourism.sa.gov.au/industry/industry-events.aspx

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News:
www.tourism.sa.gov.au/media/from-the-ces-desk.aspx

