



South Australian Tourism Commission

# ONLINE PR WORKSHOP 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.

# Today: writing for the media

- Good writing principles
- News writing principles (The Lead, The Inverted Pyramid)
- Media releases versus emails or short pitches
- Principles of good *online* writing
- Writing a PR plan



# Every word matters

Adelaide householders can expect a slight discolouration of their water in the next few months.

We could have pilots undergo a crash course of three months.

We now have 96 pairs of surgical boots on our hands.

If these biscuits are too hard for the dogs crush them.

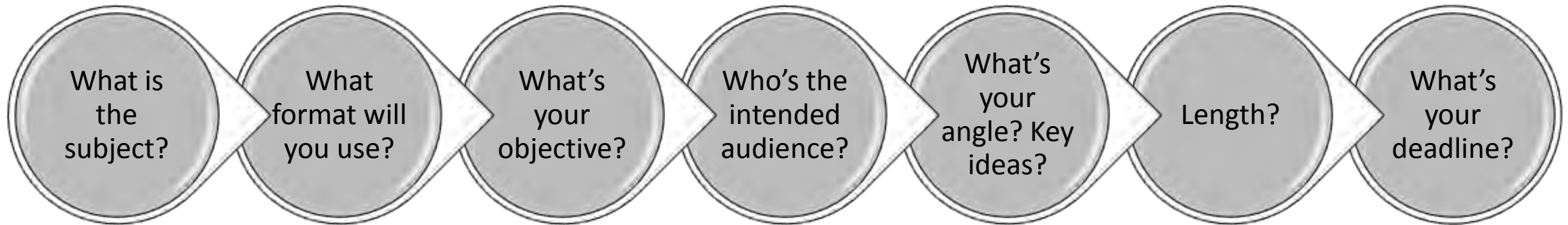
I assure you that we will waste no time in dealing with your complaint.

# Good writing principles

1. Plan
2. Draft
3. Rewrite
4. Edit
5. Proofread ... and proofread again



# Writing: the planning process



Questions?



# “Write like a journo”

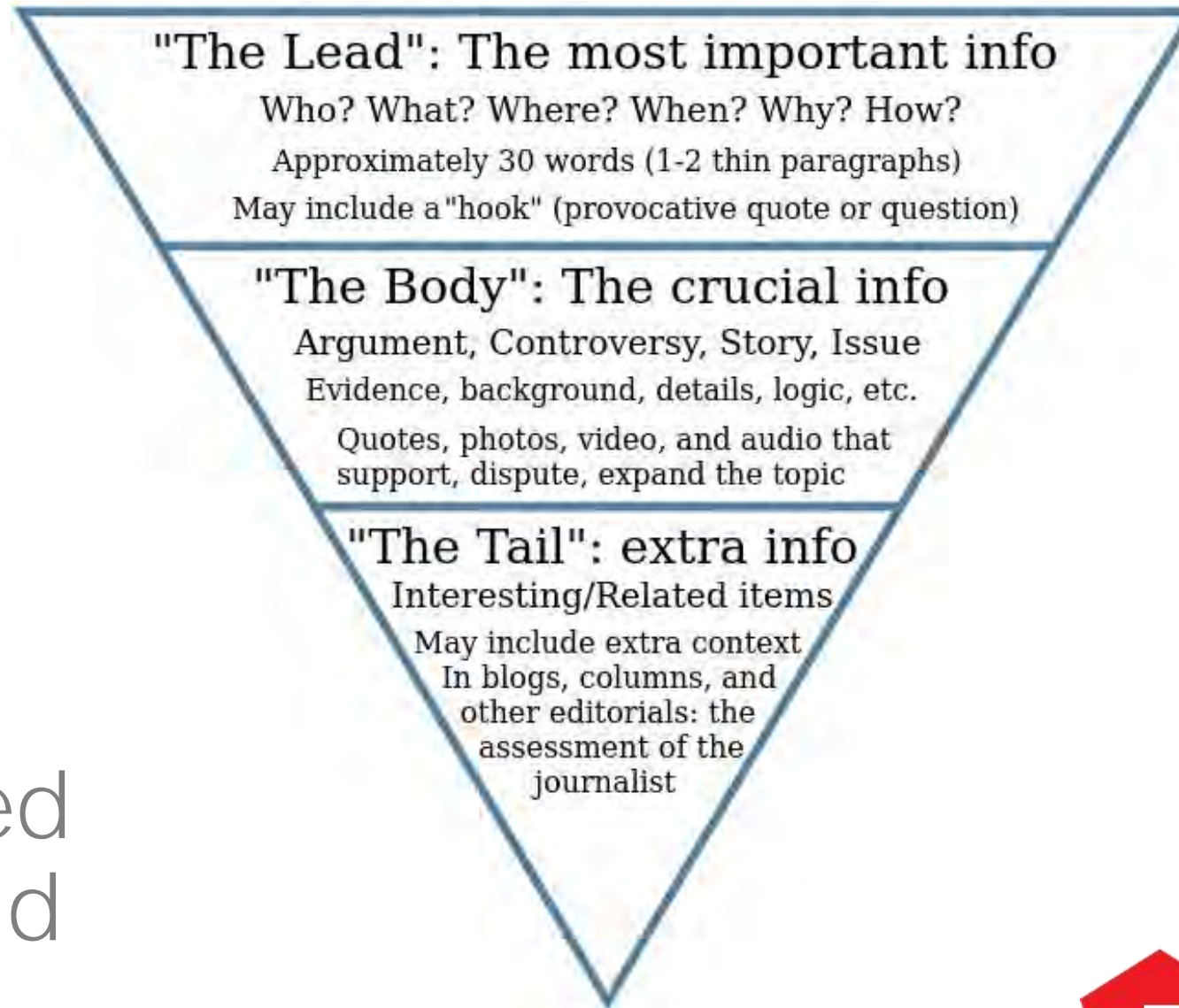
In Workshop 1: we learned about the modern newsroom

- Time-poor journalists
- Developing good relationships
- It can begin with the text you supply them ..





# The Inverted Pyramid



# The Inverted Pyramid

It begins with a lead, expands on the lead, and proceeds to present information in decreasing order of importance



# The Lead

“The lead, or opening sentence of the news release, is all important. As every journalist knows, **the lead is the hook that entices the reader into your story.** For the public relations practitioner, too, the lead is a hook to entice the editor into running your release.”



## Film festival returns to the Fleurieu Peninsula

February 06, 2017

Film buffs and filmmakers from across Australia will head to the Fleurieu Peninsula this week for the return of the two-day Fleurieu Film Festival.



## Adelaide Oval ready to rumble ahead of historic Fight Night

February 02, 2017

Champion boxers Anthony Mundine and Danny Green will come face-to-face at today's weigh-in ahead of their long-awaited rematch at Adelaide Oval tomorrow night.



## South Australia hosts Australia's premier open water swimming event

January 25, 2017

For the first time in 17 years, South Australia will host the Australian Open Water Swimming Championships from this Friday, January 27.





# The Lead – more examples

“SeaLink South Australia has just launched a newly renovated holiday house on Kangaroo Island, Vivonne Bay Holiday House. Located close to the iconic Vivonne Bay Beach, the house provides a great base to explore the island. To celebrate the launch SeaLink is offering a special stay three nights for the price of two deal, valid until 31 March, 2017.”

“The Riverland’s food, wine and glorious Murray River will be showcased over the coming weeks in a series of events centred on the Riverland’s own produce.”



# Don't "bury the lead"

"Anthony Mundine is an Australian professional boxer and former rugby league player. In boxing he has held the WBA super-middleweight title twice, as well as the IBO middleweight title and the WBA interim super-welterweight title. Mundine is well known for his heated rivalry with Danny Green, aka the Green Machine. Danny Green held the WBA light-heavyweight title from 2007 to 2008; the IBO cruiserweight title twice, and the WBC interim super middleweight title. The pair will face each other in an unmissable bout at Adelaide Oval in February."



# Let's workshop this fictional media release.

## What's the lead?

Bill and Mary Jones have been operating Lovely Stays B&B for 28 years, making them stalwarts of the Adelaide Hills region. The family-owned business has seen a lot of change over the years and adapted and expanded their suite of cottages to cater for the changing market. It was their ability to forecast tourism trends and invest in luxury offerings and market themselves overseas which contributed to them winning an international tourism award on the weekend. Bill and Mary said they were honoured to receive the Best B&B Global Recognition from a field of 55 finalists from around the world.

Do you have a story idea now?  
Share it in chat – we can workshop a lead  
together!



# Travel writing

While news writing uses the Inverted Pyramid and has a **lead** ... travel writing can be quite different.

Blogs, columns and feature articles can be more creative.

“Throw out” the news writing rule book (but writing still needs to be clear and of a high standard).



# Travel writing



coastline below Corny Point Lighthouse. Photo: Andrew Bain

In the main street of Stansbury, there's a delay on the steak sandwiches.

"Come on, let's go to the pub," says Steve Bowley with a nod to the Dalrymple Hotel. And in he strolls, leaving the doors of his ute open wide in the street like a cormorant drying its wings.



The Garonne winds its way through beautiful Bordeaux.

SHARE



Bordeaux is bathed in a golden shimmer when I first clap eyes on the Garonne. This is the river that, over the centuries, brought so much wealth to this French port city that the best examples of its architecture – an astonishing 347 buildings – are now World Heritage-listed.

# Travel writing: inspiration

Some types of feature articles:

The Profile

The Trend Story

The Human Interest

Pro-and-Con Story

Advocacy



# Travel writing: types of feature articles (examples only)

**The Profile:** the story of the winemaker / the story of the person who built the wilderness cottages / a profile of your small town

**The Trend Story:** how your business is part of a hot new tourism trend; what you're seeing more customers asking for

**Human Interest:** how Jack Jones turned a rundown family farm into a tourism mecca

**Pro-and-Con Story:** why it's great to travel in your home state rather than overseas; the pros and cons of being a solo traveller

**Advocacy:** the importance of taking accredited tours; eco tourism; your tourism business's social conscience





# Travel writing: inspiration

Sit down with a notepad or device. Write 200 words:

Look around your business

Write what you see

Describe the landscape

Describe the staff

Describe the visitors

How are people feeling?

How is your business evolving?

Save this piece of writing. Return to it tomorrow – can you turn it into a blog post, a feature article, a guest column you can submit to media?



Questions?

# Media releases

One-page

- News style
- Headline, the lead, inverted pyramid, quotes
- Contact details
- Factual, accurate, clear writing style

Usually on your letterhead





# Media releases

However ...

Think twice.

Do you need a media release?

Can your news or story idea be captured in 1-2 sentences?

Email those sentences to a journalist who covers those types of stories.

That's a media pitch.



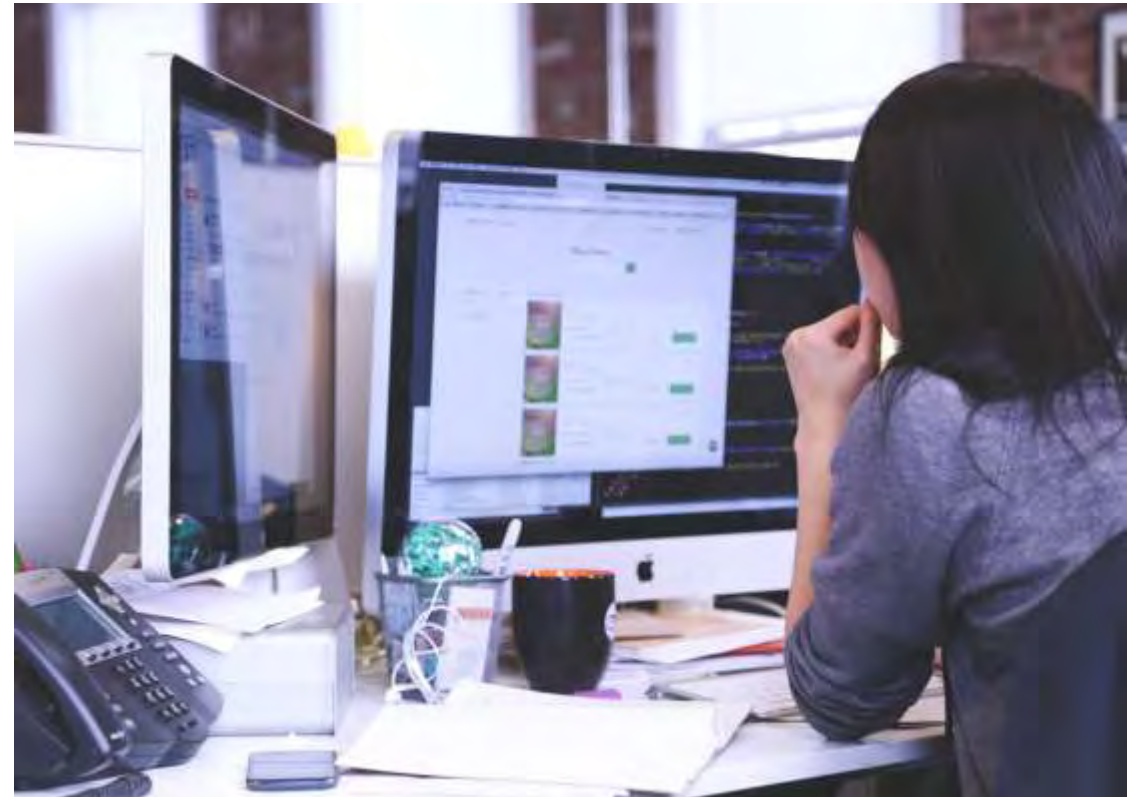
Questions?

# Online writing

Writing for the online environment differs from other forms of writing for reasons including:

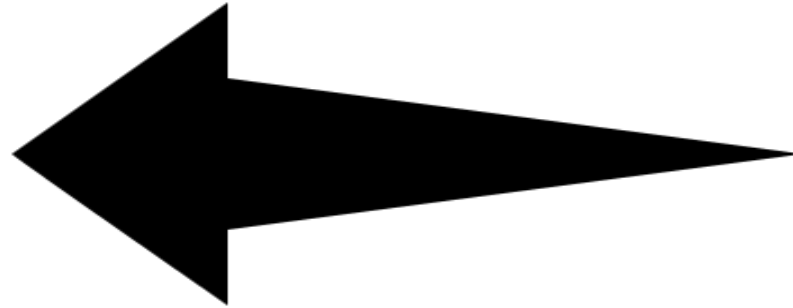
Our capacity to read online, physically

Search Engine Optimisation (SEO)



# Principles of good online writing

- Short sentences
- White space
- Lists
- Sub-headings
- Hyperlinks



# Principles of good online writing

A challenge of the online writing world:

Recognising the different cultures, trends and styles of online spaces – and how your writing can make you a part of that, or separate you



# Trends, culture, style ...



Trends, culture, style ... (and  
listicals)



**TOP LISTS**

## **10 REASONS SA IS SO HOT RIGHT NOW**

BRAD CROUCH, ESCAPE

October 26, 2016 10:00am





# A thing called “SEO”

When you’re writing for the online environment, it is essential to keep **Search Engine Optimisation** in mind.

This will determine how your work is indexed by search engines like Google, whether your work is found and whether it is read.

Do not simply copy the text from brochures or media releases and paste onto websites.

Be mindful of those key words which your target reader may be searching for, and weave those words into your copy.

## “Brochure text”

## “SEO-friendly text”

Haven, sanctuary

Hotel, motel,  
accommodation

Respite, sabbatical

Holiday

Dreamy, passionate

Romantic, couples

Questions?

# Writing a PR plan



# A PR plans brings together:

- Your business objectives
- A list of your target customers (your PR audiences)
- Your key message(s)
- PR ideas and tactics

... and overlays this over a calendar or schedule that you can stick to.



# Example: PR plan for a new walking trail

## Your business objectives

- Increase no. of people using the trail
- Encourage trail-users to patronise local businesses

## A list of your target customers

- SA walking enthusiasts
- Short-holiday makers

## Your key messages

- Walk this beautiful, well-signed trail for a genuine break from work!
- Stay overnight and enjoy local produce and warm hospitality

## PR ideas and tactics

- Invite 'walking tours' writer to try the trail
- Pitch story to SA Life TV



# Writing a PR plan

**Don't create it in isolation**

**Collect your:**

Business plan

Any marketing or other comms plans

Events schedule or your business calendar



Questions?

# Next session

Online PR including:

- Reputation management
- Reviews
- Social media

Register now:

[www.tourism.sa.gov.au/industry/industry-events.aspx](http://www.tourism.sa.gov.au/industry/industry-events.aspx)

Keep up to date with the SATC, sign up for Tourism News:

[www.tourism.sa.gov.au/media/from-the-ces-desk.aspx](http://www.tourism.sa.gov.au/media/from-the-ces-desk.aspx)

