



Navigating the Media: Communicating Your Message to the Masses

January 9, 2014

Agenda

- **Introductions**
- **How we reach the media**
- **Media tips/trends from USA Today**

VISIT DENVER



How we reach the media:

- 1) We go to them.**
- 2) They come to us.**
- 3) Meet on neutral ground.**
- 4) Be proactive and reactive.**
- 5) Skip the media.**

Help us get the word out!

**Send us your news, events and ideas so that we always
have something new to say.**

Tips & Trends from USA Today



Travel Cycle

- 1) Plan.**
- 2) Book & Buy.**
- 3) I'm there.**
- 4) I share.**

Tips & Trends from USA Today



What to Pitch:

- 1) **10 Best.**
- 2) **Hook.** compelling story, surprising, new offers
- 3) **Why now? So what?** First questions asked
- 4) **Offer smart consumer advice.** How to travel better, smarter, cheaper
- 5) **Use trends...** If it happens three times (anywhere)
- 6) **Use lists.** Can be negative – 10 things not to do
- 7) **Use Hollywood and pop culture.**
- 8) **Use anniversaries.**

Tips & Trends from USA Today



Mechanics of a Pitch:

- 1) Email only**
- 2) Grab attention quickly**
- 3) Subject line is CRUCIAL**
- 4) Be accurate**
- 5) Answer all 5 W's in your pitch (but be brief!)**
- 6) Attach low res photos, but have high res**
- 7) Go to the proper editor**

Questions?

Send pitch ideas and press releases to:

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The Convention & Visitors Bureau