



APPALACHIAN TRAIL  
CONSERVANCY®

## **Public Relations & Working with the Media**

Javier Folgar  
Director, Marketing and Communications  
July 23, 2015





# Agenda

- ⤴ Tips to Develop a Media Plan
- ⤴ Different Types of Media
- ⤴ Press Releases
- ⤴ Public Service Announcements
- ⤴ Getting the Word Out
- ⤴ Building and Developing Relationships with Reporters
- ⤴ Interviews
- ⤴ Measuring Your Success
- ⤴ Q&A



# DEVELOPING A MEDIA PLAN





# Developing a Media Plan

- ⤴ What is your objective?
- ⤴ Who are your audiences?
- ⤴ What are the main messages you want to communicate?
- ⤴ What resources are needed to communicate?
- ⤴ What materials and tools do you already have?
- ⤴ What media contacts and relationships do you already established?





# Developing a Media Plan (cont)

- What is your timeline?
- What activities and events are already planned to take place throughout the year?
- What activities or events best showcase your program's strengths and contributions?
- What activities create the largest amount of "buzz"
- Which activities involve collaboration with other party members?





## Developing a Media Plan (cont)

- ⤵ Determine how to pitch or package the story as a newsworthy event
- ⤵ Identify key messages and spokespeople
- ⤵ Develop written materials to promote your program or event
- ⤵ Determine a plan for tracking and follow-up



# TYPES OF MEDIA





# Types of Media

- ⤴ Television
- ⤴ Radio
- ⤴ Newspapers
- ⤴ Internet
  - Blogs
  - Forums
  - Social Media
- ⤴ Newsletters
- ⤴ Specialty Magazines





# PRESS RELEASES





# WHAT IS A PRESS RELEASE?





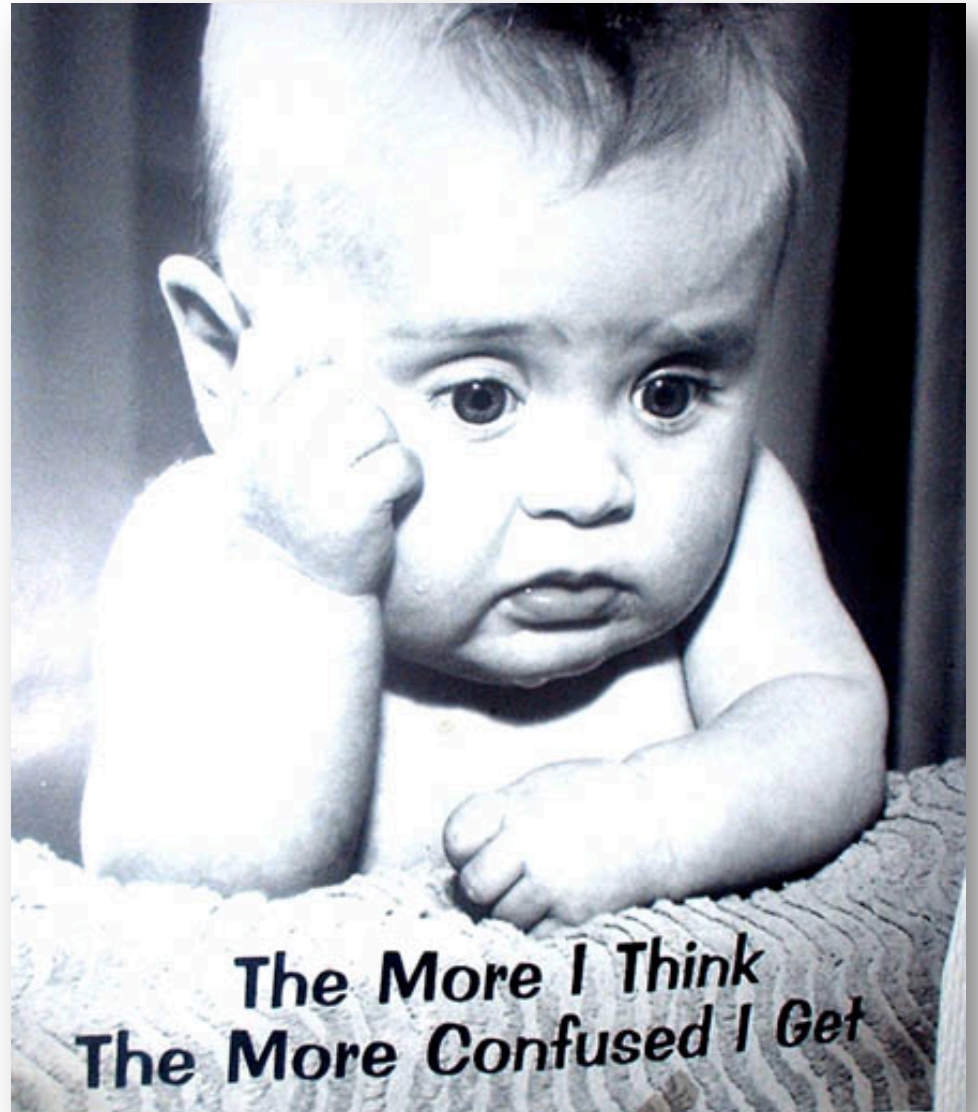
# What is a Press Release?

- ⤴ A written communication directed at members of the news media for the purpose of announcing something newsworthy.
- ⤴ Provides reporters with an information containing the basics to develop a news story.
- ⤴ PR can announce:
  - New Programs
  - Scheduled events
  - Personal promotions
  - Awards
  - New products and services
  - Sales
  - Financial data
  - Accomplishments
  - etc





# WHY IS IT IMPORTANT?







**WHAT IS THE  
AVERAGE  
PRICE FOR A  
B&W FULL  
PAGE AD IN THE  
WALL STREET  
JOURNAL?**



- a. 2,000
- b. 15,000
- c. 100,000
- d. 270,000
- e. 500,000



# Why is it Important?

- ⤴ The most economical way by far to reach mass audiences
- ⤴ Stimulates awareness of and demand for your company/organization
- ⤴ Develops a stronger, more controlled image for your cause
- ⤴ Creates the perception that the organization is active, "on the move"
- ⤴ Increases your credibility
- ⤴ Provides an advantage over competitors who do not use PR effectively



# Essential Elements

## ⤴ **Planning:**

- Before you start writing, know your objectives, who your target audience is and what types of outlets you'll be pitching.

## ⤴ **Storytelling:**

- It's been said that good stories happen to those who can tell them. Honing your storytelling chops will make whatever you're writing—whether it's a corporate profile, a press release or a Facebook update—more engaging.

## ⤴ **Empathy:**

- Put yourself in the readers' shoes and focus on their interests and needs rather than yours.

## ⤴ **Context:**

- Help journalists—and their readers—understand the broader significance of your story and how it fits into the larger context of your industry, your community or the world.



# Essential Elements

## ⬆ **Flow:**

- Good writing has a rhythm that carries the reader along like a catchy melody. Pay attention to the way you transition between ideas, where you put your paragraph breaks and even the sounds of the individual words and sentences.

## ⬆ **Structure:**

- The way you organize a story—which ideas you present and in what order—can have a major impact on whether a reader hits delete halfway through the first paragraph or reads it all the way till the end.

## ⬆ **Accuracy:**

- The best writing in the world won't matter if you get your facts wrong.



# HOW TO WRITE A PR





# 7 Elements of a PR

- ⤴ Media contact information
- ⤴ Headline
- ⤴ Dateline
- ⤴ Introduction
- ⤴ Body
- ⤴ Boilerplate
- ⤴ Close





# Media contact information



**Contact:** Javier Folgar  
Appalachian Trail Conservancy  
Tel: 304.535.2200 x117  
Fax: 304.535.2667  
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Facebook: [www.facebook.com/ATHIKE](http://www.facebook.com/ATHIKE)  
Web: [www.appalachiantrail.org](http://www.appalachiantrail.org)

FOR IMMEDIATE RELEASE

## CAKE BAKING CONTEST FOR APPALACHIAN TRAIL CONSERVANCY'S 88<sup>TH</sup> BIRTHDAY

**Harpers Ferry, WV (February 15, 2013)** – The Appalachian Trail Conservancy (ATC) is hosting a cake baking contest in honor of its 88th birthday on Saturday March 2, 2013 from 12 - 5 p.m. at the ATC Visitor Center in Harpers Ferry, West Virginia. Last year over 100 local residents and business owners were in attendance. This event is free and open to the public.

This year's contest will be judged in three categories: best Appalachian Trail (A.T.) design, best tasting and most creative cake. The entries will be evaluated by a panel of judges and the most creative cake will be judged by the public. Prizes, including ATC gear and apparel, will be awarded to the top submissions.







# Media contact information

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For more information about the event visit [www.appalachiantrail.org/events](http://www.appalachiantrail.org/events).

## About the Appalachian Trail Conservancy

The Appalachian Trail Conservancy's mission is to preserve and manage the Appalachian Trail – ensuring that its vast natural beauty and priceless cultural heritage can be shared and enjoyed today, tomorrow, and for centuries to come. For more information visit [www.appalachiantrail.org](http://www.appalachiantrail.org).

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# Headline



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# Dateline



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# Introduction



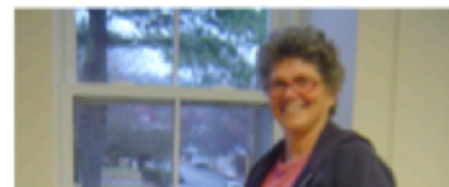
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"The Appalachian Trail Conservancy is excited to host this event in celebration of our 88th birthday," said Javier Folgar, Director of Marketing and Communications of the ATC. "Not only will this celebration bring the local community together, but it will also raise awareness of the Appalachian Trail and the importance of having this vital resource for all to enjoy, right in our backyard".

Cakes will be on display from 12 – 1 p.m. and will be served to the public from 1 - 5 p.m. Judging will begin at 1 p.m. and the winners of the contest will be announced at 2 p.m.

To enter a cake for this contest, email Claire Hobbs by February 28 at



*Judy "Judo" McGuire, winner of the 2012 "Best A.T. design" award*



**EVERY FACT IN  
THE MEDIA IS  
CHECKED AND  
VERIFIED.**



**True or False?**



# Boilerplate

of their time doing trail-related work each year, and about 2 to 3 million visitors walk a portion of the A.T. each year.

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# Close

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# PUBLIC SERVICE ANNOUNCEMENTS







# Public Service Announcement

- ⤴ A PSA is a short script that radio announcers read live on the air or record for later broadcast on a radio station.
- ⤴ Most often, this type of PSA is used to fill open airtime with relevant announcements and messages that connect with the community.
- ⤴ Print PSAs can be easily included in print and online newsletters, and are a great way to reach out to local community papers with your message.



# PSA Example



## Public Service Announcement:

LENGTH: 30 seconds

SUBJECT: The Appalachian Trail is Coming to Theaters this Fall

FOR USE: October 11, 2012 – November 15, 2012

VOICE: The Appalachian Trail is coming to theaters! On November 15<sup>th</sup> at the Avalon Theatre in Washington, D.C., the Appalachian Trail Conservancy will be showing the National Geographic film – America's Wild Spaces: the Appalachian Trail. Come enjoy the beauty and splendor of this national treasure while supporting a great cause. Free admission for children 12 and under. For more information or to reserve your seat visit [appalachiantrail.org/DISCOVER](http://appalachiantrail.org/DISCOVER). That's [appalachiantrail.org/DISCOVER](http://appalachiantrail.org/DISCOVER). Enter PROMO CODE: AT75 to receive \$5 off.



# GETTING THE WORD OUT





# Getting the Word Out

- ⤴ Research Online
- ⤴ Find out what your audience is reading and reach out to the editor
- ⤴ PR distribution services
  - PR Web
  - Market Wire
  - Business Wire





# Getting the Word Out (cont)

## ▲ Free PR sites

- 1888pressrelease.com
- pressreleasepoint.com
- prlog.org
- pressexposure.com
- webnewswire.com
- clickpress.com
- 24-7pressrelease.com

## ▲ Social Media Sites

- Blogs
- Forums
- Facebook
- Twitter

A screenshot of the PressReleasePoint website. The header features the site's logo and name, 'PressReleasePoint', with the tagline 'Free Press Release Distribution Website | Submit Press Release'. Below the header is a navigation bar with links: Main, Submit Free Press Release, News Type, Technology Focus, PR Resources, About Us, Our Services, and Contact Us. A secondary navigation bar lists various countries: US, India, UK, Canada, Germany, Australia, New Zealand, China, Ireland, and Singapore. The main content area is titled 'United States' and displays a list of press releases with columns for 'Post date' and 'Title'. The list includes entries such as 'Custom Software Development Company, Amadeus Consulting Places on 2011 Inc. 500', 'Saxon Jones Announces Music Performances For Blues Fans', and 'Banyan (FXE) Welcomes Pilots With Boat Show Specials'. On the left side of the page, there is a sidebar with a 'Distribute Press Release' button and a description of the service, along with a 'shopping cart' section and a 'user login' section.





# Social Media



**A.T. Conservancy** @AT\_Conservancy

16 Jul

Please join us in welcoming our new executive director/CEO Ron Tipton! [ow.ly/n1G5U](http://ow.ly/n1G5U) [pic.twitter.com/D82p06LCUv](http://pic.twitter.com/D82p06LCUv)

[View photo](#)



**Appalachian Trail Conservancy**

Shared publicly · Jul 16, 2013

The ATC's board of directors has just appointed Ronald J. Tipton as our new executive director/CEO beginning late August. Join us in welcoming Ron to the ATC team! <http://ow.ly/n1G5U>



+2



Add a comment...

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© NCPA/Benjamin C. Tankersley



Unlike · Comment · Share

6

You, Amy McCormick, Royce Gibson, Jennifer Pharr Davis and 191 others like this.

Top Comments ·



Write a comment...



**Laurie Potteiger** Ron has an A.T. pedigree that's pretty darn impressive! Glad to have you at the helm.

Like · Reply · Tuesday at 4:58pm



**Javier Folgar** Welcome Ron to the ATC family!



# **BUILDING AND DEVELOPING RELATIONSHIPS**





**EDITORS WANT  
TO BE WINED  
AND DINED.**



**True or False?**





# Building and Developing Relationships

- ⤴ Do Your Homework
- ⤴ Send a Press Packet
  - One-page backgrounder on your organization
  - One-page fact sheet that relates to your organization
  - Previously published news clippings that mention your organization (be sure they are positive)
  - Information on key individuals
  - Your contact information
  - Images
  - Story ideas
- ⤴ Pick up the Phone
- ⤴ Meet with the Reporter
- ⤴ Be a Resource to Reporters



# INTERVIEWS





# Interviews

- ⤴ Develop three to five messages or talking points
- ⤴ Learn more about the interview
- ⤴ Understand the reporter's timeline
- ⤴ Choose a right location
- ⤴ Wear the right clothing
- ⤴ Make sure you give correct and accurate information
- ⤴ Be careful handling sensitive topics
- ⤴ Relax and focus



# MEASURE YOUR SUCCESS





# Measure Your Success

- ⤴ News Clipping
- ⤴ Keep a Media Log
- ⤴ Google Alerts
- ⤴ Other Paid Services

## Google Alert for today

From: **Google Alerts** <googlealerts-noreply@google.com>  
To: javi274@gmail.com

[News](#) [Web](#)

### News

1 new result for **Appalachian trail conservancy**

#### [Machias woman completes thru-hike of \*\*Appalachian Trail\*\*](#)

Bangor Daily News

The path is maintained by 30 trail clubs and multiple partnerships and managed by the National Park Service and the nonprofit **Appalachian Trail Conservancy**. Adopting the trail name "Deva," Holmes cut off 15 inches of hair, loaded a 45-pound pack on her ...

[See all stories on this topic »](#)

### Web

4 new results for **Appalachian trail conservancy**

#### [Appalachian Trail Conservancy hosting Family Hike on the AT Day ...](#)

KIVA and the Roanoke Appalachian Trail Club are teaming up to offer two family hikes, ... On Saturday, September 24, 2011 the **Appalachian Trail Conservancy** ...  
[kidsadventuring.org/blog/?p=3708](http://kidsadventuring.org/blog/?p=3708)

#### [The \*\*Appalachian Trail\*\* "Family Hiking Day" - September 24th | WV ...](#)

On Saturday, September 24, join the **Appalachian Trail Conservancy** for the first annual Family Hiking Day! It includes all trails from Maine down to Georgia. ...  
[wvoutpost.com/.../the-appalachian-trail-family-hiking-day-sep...](http://wvoutpost.com/.../the-appalachian-trail-family-hiking-day-sep...)

#### [A day on the \*\*trail\*\* could point children to a life outdoors ...](#)

She works for the **Appalachian Trail Conservancy**, and designated Saturday as the first Family Hiking Day. "We wanted to engage youths. One of the goals is ...



# Measure Your Success

## New Executive Director Selected for the Appalachian Trail Conservancy

[English](#) Release Clear Time: Jul 16, 2013 3:43 PM ET [View Release](#)

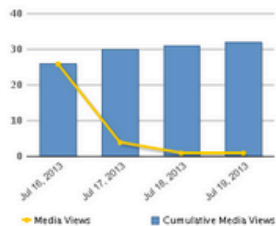
### Media Views

Which media are viewing your release?

Media Views 32

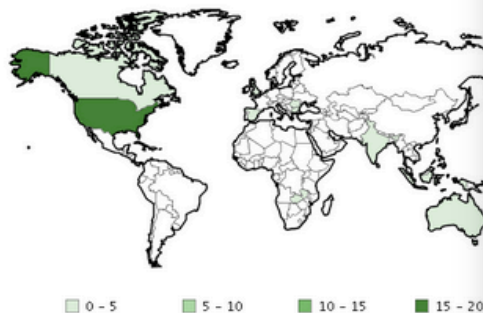
### Media Views Trend

Media activity by day.



### Media Views by Region

See the locations of the media outlets accessing your release.



### Media View Details

See the details of each media outlet from PR Newswire for Journalists that

Outlet	Industry
Close-Up Media	Broadcast, Technology
Muvi TV	Entertainment, Media, Other

## Release Performance Details

[My Releases](#) / [New Executive Director Selected ...](#) / [ReleaseWatch](#)

[Overview](#) [Online](#) [Media](#) [Search](#) [Investor](#) [ReleaseWatch](#) [Engagement](#)

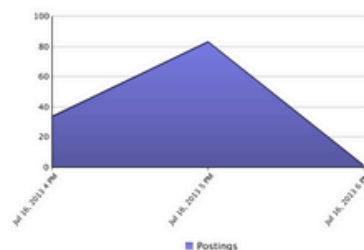
[Print](#) [Email](#) [Download](#)

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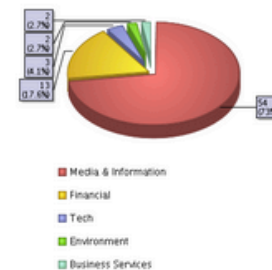
### Postings by Hour

Postings of your release found in the first 48 hours after distribution.



### Postings by Industry

The top 5 industries where your press release was posted.



### ReleaseWatch Postings 118 Total

The details of each ReleaseWatch site that posted your release.

[View Filter Options](#)

* Logo	* Site	* Location	* Media Type	* Industry	* Visitors Per Day
	MarketWatch <a href="#">Link to Release</a>	United States	News & Information Service	Financial	758,000
	Boston Business Journal <a href="#">Link to Release</a>	United States	Newspaper	Media & Information	389,000
	Minneapolis / St. Paul Business Journal <a href="#">Link to Release</a>	United States	Newspaper	Media & Information	389,000
	Reuters <a href="#">Link to Release</a>	United States	News & Information Service	Financial	617,000





Thank You.

**ANY  
QUESTIONS?**

