

---

---

---

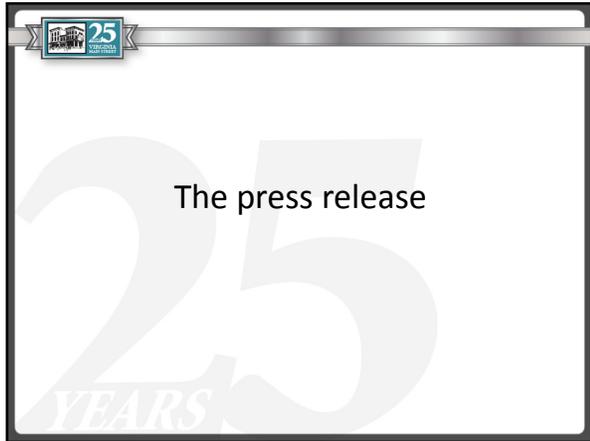
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

 **Use a press release:**

- To think through your message
- To centralize and coordinate your message
- To anchor delivery of your message
- To provide journalists substance
  - Data
  - Quotations
  - Additional Sources
  - A complete story

---

---

---

---

---

---

---

---

 **www.virginia.org**

---

---

---

---

---

---

---

---

Virginia  *is for Lovers* Packages & Hot Deals Family & Kids Travel Guides Trip Planner Grow, Sports & Meetings Virginia is For Lovers Store

News Releases | Images | Videos | Story Ideas | Media Kits | What's New

**PRESS ROOM**



SHARE  

**MEDIA**  
Tamra T. Director 804-545-1148 [ttanders@virginia.gov](mailto:ttanders@virginia.gov)  
Richard Public Relations 804-545-1148 [rlnews@virginia.gov](mailto:rlnews@virginia.gov)

Press Room Home > News Releases > Virginia Small Towns Win Hearts in Fall

**NEWS RELEASE**

[BACK](#) [Print this page](#)

**Virginia Small Towns Win Hearts in Fall**  
-Relax and enjoy the scenery on main streets and historic downtowns-



RICHMOND, Va. (September 13, 2010) - Take time this fall to relax and reconnect in the warm hospitality of Virginia's small towns and historic

**ADDIT**  
▪ Get to  
▪ Portra  
▪ Tours  
▪ More

---

---

---

---

---

---

---

---





---

---

---

---

---

---

---

---



**When a reporter calls, it's okay to say to ask to call them back...**

- Review your press release for key phrases
- Organize your message
- I've got someone with me right now, but we should be done in just a bit.
- What's your deadline?
- I'll call you back by \_\_\_\_\_.

*YEARS*

---

---

---

---

---

---

---

---



**Helpful Hints for Passionate PR**  
Public Relations Department of the Virginia Tourism Corporation

---

---

---

---

---

---

---

---



**10 Tips on Structuring your News Release**

1. Have your contact information in plain sight at the top or bottom of the page
2. No more than two pages – preferably one
3. Use a strong lead sentence and make your point in the first paragraph

---

---

---

---

---

---

---

---



**10 Tips on Structuring your News Release**

4. Make sure to address the basics – what, when, who, where, why
5. Never use promotional language – “the best new ...,” “unbelievable,” etc.
6. Include a quote from a major player

---

---

---

---

---

---

---

---



**10 Tips on Structuring your News Release**

7. Write succinctly and well
8. Customize it for your intended recipient
9. Direct them to more information “ For more information visit [www.\\_\\_\\_\\_\\_](#) or call \_\_\_\_\_.
10. End with # # #

---

---

---

---

---

---

---

---





### Get mileage from your release

- Post it on your website
- Post the release on your Facebook page
- Post final press on your Facebook page
- Use it to get keep committee members and volunteers on message
- Use it to point to other parts of your website: train the media to use it as a source

---

---

---

---

---

---

---

---



### Press Relationships

- Know your market
- Know your reporters
- Be a central source
  - Data, background, contacts
- Read the paper
- Follow up on related stories
- Be strategic
- Be opportunistic

---

---

---

---

---

---

---

---



### Be a central and reliable source of information:

- About your event
- As a hub point
- Connect the journalist with those in your district qualified to comment
- Respond quickly
- Let those around you know press calls are a priority.
- Call them back if there's something you forgot

---

---

---

---

---

---

---

---

 **Your message**

- Stay on message—and your message is bigger than your immediate event...
- Connect the dots back to your revitalization strategies and goals.
- Offer to give phone numbers for additional quotation sources
- It's okay to say "I don't know"
  - Research
  - Point to another source

---

---

---

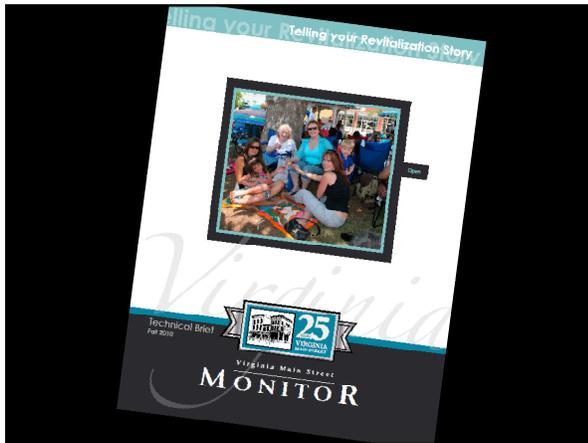
---

---

---

---

---



---

---

---

---

---

---

---

---

 **After the story...**

- Give them a sense of the impact
- Thank them for their work in understanding the project
- Correct where necessary
- Build a professional rapport

---

---

---

---

---

---

---

---



**Others?**

25  
YEARS

---

---

---

---

---

---

---

---



**Types of Media**

- Newspapers
- Magazines
- Radio
- TV
- Online

25  
YEARS

---

---

---

---

---

---

---

---



**Newspapers**

- Local Daily
- Regional/National Daily
- Arts & Culture Weekly
- College

25  
YEARS

---

---

---

---

---

---

---

---

 **Magazines**

- Regional Glossy
  - Southern Living
  - Blue Ridge Country
- Special Interest
  - Food & Wine
  - Train Hobbyist
- National News
  - Time/Newsweek
  - Harpers/Economist
- General Interest
  - Vanity Fair
- Regional Special Interest Pulp
  - Blue Ridge Outdoors
- Monthly
- Quarterly
- Trade Publications
- What else?

---

---

---

---

---

---

---

---

 **Press Release on training**

- To build interest in the program
- To extend the reach of the training message
- To connect your efforts with the VMS network and strategies
- Tailor it—Get a quote relevant for your community

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

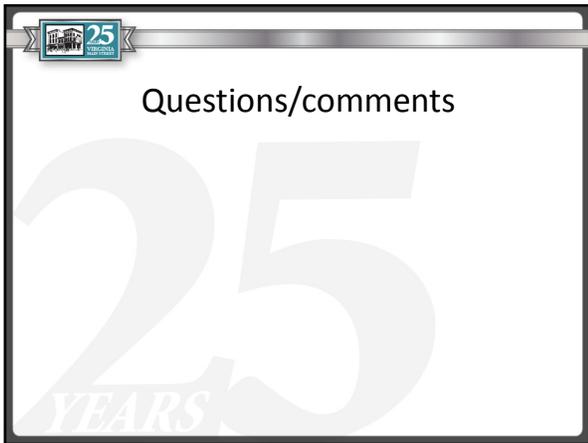
---

---

---

---

---



---

---

---

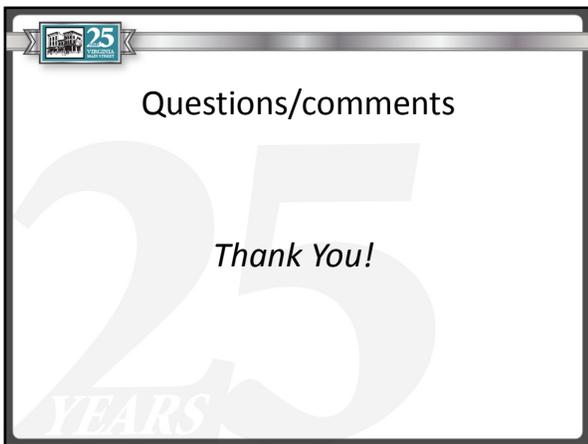
---

---

---

---

---



---

---

---

---

---

---

---

---