

# Pitching Local TV

*and other PR strategies*



**GO RVING™**

**GO ON A REAL VACATION**





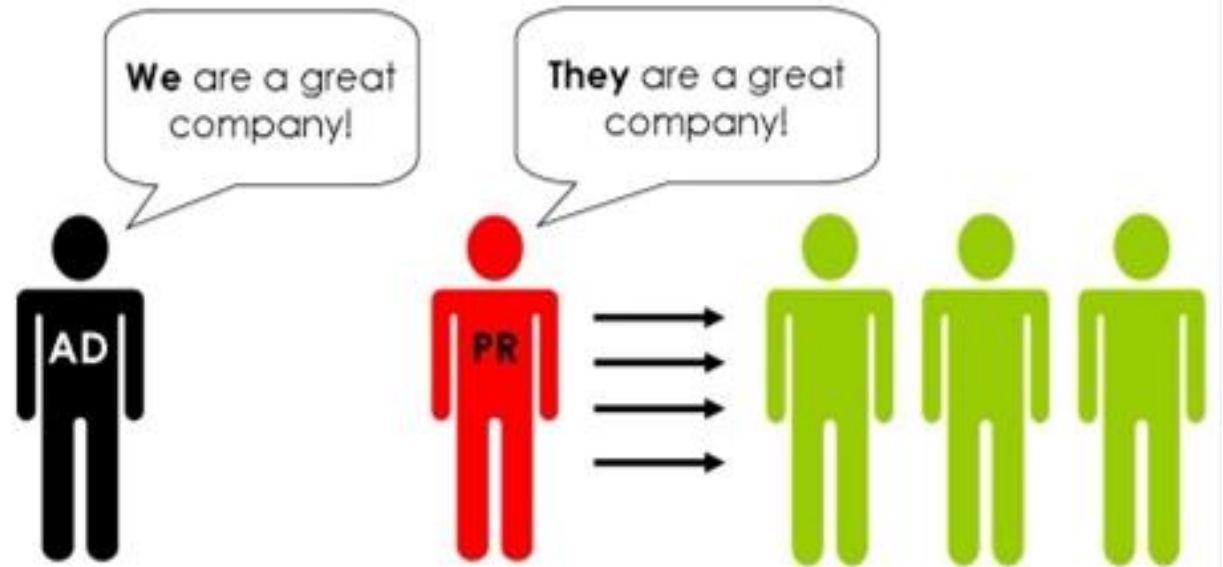
**GO RVING™**

**GO ON A REAL VACATION**

**PR 101**

# Advertising vs Public Relations

- **Advertising:**  
You write the script & pay for placement
- **Public Relations:**  
The press writes the script & you get the placement for free



# PUBLIC RELATIONS



COMMUNICATION



INTERNET



JOURNAL



EVENTS



RADIO + TV



SOCIAL MEDIA



CUSTOMER

**NATIONAL  
GO RVING  DAY**

# National Go RVing Day

## What the media wants:

- A 'hook' that appeals to their audience
- Stats & Data
- A great visual
- A quick & engaging on-air guest
- How their audience can respond





# How to Do it: The Introduction Letter

- A brief email letting them know you can help with any RVing / Camping stories they may have planned
- You have stats, data, b-roll (via Go RVing), photos
- Then a brief one paragraph note on National Go RVing Day
- Don't make it about your dealership – focus on what's in it for the audience!
- Most editors & assignment desks will decide to open an email based on the subject line.
  - Bring the Campground to WTTG's Parking Lot!  
National Go RVing Day & National Camping Month



# The “Pitch”!

## National Go RVing Day

- It’s also National Camping Month & Great Outdoors Month
- The station can come to the dealership OR you can bring the campground to them
- Offer to stage their parking lot with a popular RV model or two (motorhome & trailer), camping chairs & tables, a firepit and maybe grill hotdogs & hamburgers for the crew
- **Use RV Industry Association’s stats in your pitch letter/release**
- Think about what’s in it for the audience – focus on the lifestyle of RVing.





# What to Send & When

## The Press Release

- News-oriented, objective and written with no subjective wording
- No longer than one page
- Make sure it's really NEWS-worthy
- Include a quote in the 2<sup>nd</sup> or 3<sup>rd</sup> paragraph
- Directed to both the media & the public
- Write it so that it can be printed as-is and include at least one hi-res photo

## The Advisory

- Invitation to the media to cover an event
- Include Who, What, When, Where & Why
- No longer than one page
- Send at least two weeks in advance
- Follow up 3 days before and then day before
- Include that you can send photos post-event if needed

# Who Do I Contact at a TV Station?

## Television:

- Assignment Desk / Assignment editor: almost all pitches will start here
- Weather: a remote weather report from your dealership or campground
- Sports: when pitching a tailgating segment
- Specific reporters who have covered general features that fit your storyline
- Most TV stations will have a contact list on their website, or you can Google “Assignment desk at xxx station”. Call them for their email and that of any reporters you want to contact that aren’t listed.



# The TV Appearance

## What to Expect:

- Offer to go to their station – much easier for them and more likely you'll book the segment
- Pull together talking points ahead of time and keep it simple! You're trying to inspire the audience.
- Choose an on-air representative that is attractive, quick thinking, and will appeal to a wide audience.
- Move quickly – most TV hits are 3-4 minutes.
- Stage the set to impress the station. They'll know they can count on you for a good 'visual' in the future.





# National Go RVing Day - Staging



# National Go RVing Day - 2022





# What More Can I Do?

## Host a National Go RVing Day Event

- Host an open-house with refreshments, contests, giveaways
- Invite local politicians, luminaries – stressing the economic impact of the camping & RV industry
- Send the details as an advisory to every print and digital news site in your area for their Calendar section
- Use social media as an audience driver
  - Post the countdown on your platforms
  - Ask other community/local platforms to share on their pages
- Partner with a local auto dealer
  - Have their tow vehicles on-site & an RV at their location
  - Cross-promote the event





# How We Can Help!

- Use Go RVing's press release template & sample pitch letter for National Go RVing Day coverage
- Use Go RVing's graphics & social frames
- Download research from RVIA.org to use in pitch or as talking points (NOT to share with the media!)
  - Demographics of RV buyers
  - Pathway to Purchase
  - Cost-Comparison



**NATIONAL GO RVING DAY TOOL KIT**

# Other Opportunities

# Other Story Ideas

Plan out a calendar for the year ahead with other timely story ideas, especially when RV Industry Association releases any new research/data:

- Work from the road
- Boondocking
- Summer Vacation Planning
- The Latest Technology in RVs
- First-Timer's – How to Get Started
- National Tailgating Day (Sept 2<sup>nd</sup>)
- Partner with any local campgrounds that are planning holiday events (Halloween, Pet events, Christmas in July, etc.)
- Pet Friendly Travel
- What to Bring Camping: Product Highlights
- Recipes for the Road: An Outdoor Kitchen & Local Chef
- National S'Mores Day (Aug 10<sup>th</sup>)
- Changing Demographics of RVers
- Bring on-air talent to a campground & have them do the set up





# TV Hit Examples



# Who Do I Contact at a Newspaper?

- City Desk (they assign general stories to various departments)
- Business editor
- Features / Lifestyle editor
- Sports editor
- Metro editor (at larger newspapers that have a writer dedicated to covering your town)
- Calendar & Events (if you're hosting a BBQ, fundraiser, anniversary, open house, etc.)
- For most small outlets (such as your local community newspaper), there will be one features editor that covers everything

Include PHOTOS and let the editor know you can bring an RV to them for a test drive, etc.



# Don't Overlook Digital Media!

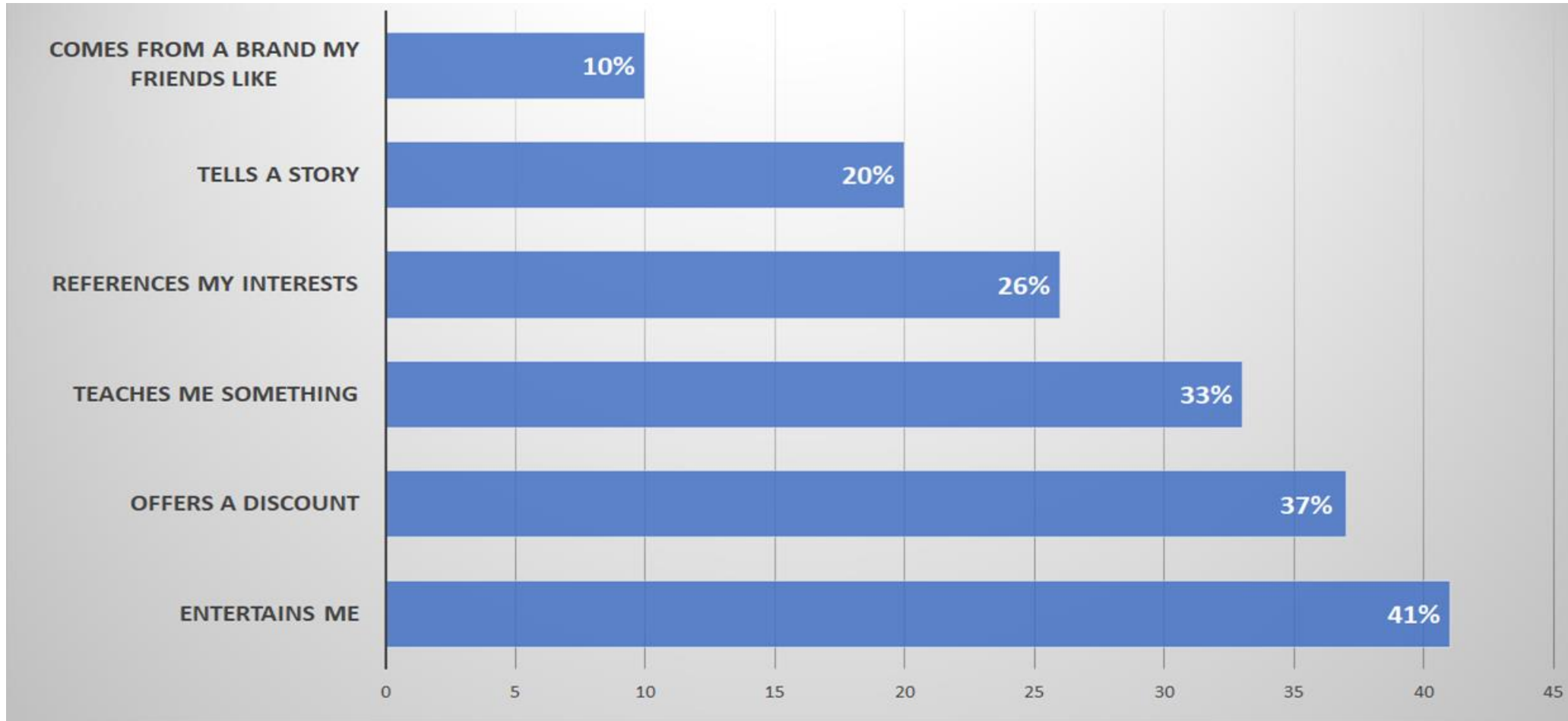
## Web-only media & social media channels:

- 53% of Americans get their news from social media platforms
- 6 out of 10 people prefer online videos to live TV
- American adults spend an average of 5.5 hours a day on their phones
- Only 9% of U.S small businesses use YouTube (create good stories, fast-moving content and keep it short – under 3 minutes)
- People are 52% more likely to share video content than static posts

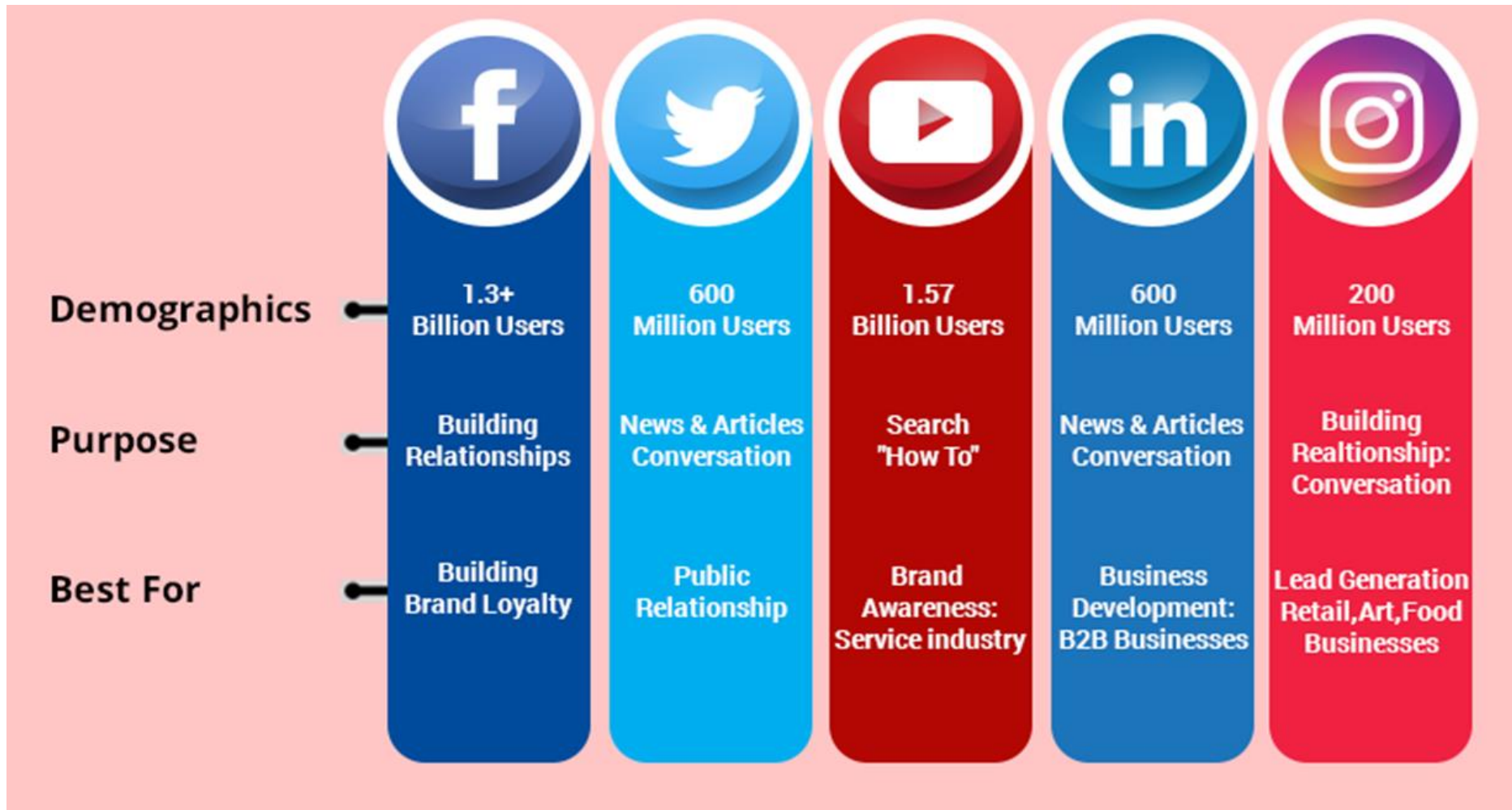




# The Most Engaged Social Media Content



# Social Media Reach



# National Go RVing Day Social Media

- Suggested Promotional Timeline—An outline with suggestions on how to get the most out of National Go RVing Day in the weeks before the actual day.
- National Go RVing Day Logo—Official PNG logo files that can be used alone or added to your own images to promote National Go RVing Day on company website, social media, and print material.
- Social Media Graphics—A variety of graphics that can be used on National Go RVing Day and in the lead up to the day. Graphics have been sized to fit a variety of social media platforms.
- Draft Social Media Copy—Suggested social media copy and hashtags to use on National Go RVing Day and in promotion leading up to the day.
- Draft Blog/Newsletter Article—A drafted article that can be shared by companies as a way to promote National Go RVing Day.

## National Go RVing Day – Tool Kit

<https://tinyurl.com/nationalgorvingday2023>



**GO RVING™**

**GO ON A REAL VACATION**

Monika Geraci / [mgeraci@RVIA.org](mailto:mgeraci@RVIA.org) / 617-784-2532

Diane McNamara / [diane@fireituppr.com](mailto:diane@fireituppr.com) / 617-304-1940