

The Travel PR Report

A Free Service for Travel Marketing Executives Issue 17



In this issue

Are you guilty of making hollow claims about your destination or product? This is a subject I have frequently railed about: superlatives, subjectives, and false claims that don't belong in press releases. So, when I read a [promo email from P.R. guru, Michael Smart](#), on that topic, I wanted to share it with my readers.

Also in this issue, if you're pitching TV, we have some [helpful hints](#). Lastly, we'll tell you why [P.R. is like short-order cooking](#).

I hope you enjoy this issue. As always, we welcome your feedback and suggestions for future topics.

Happy reading,

Linda

5 Quick Tips for Pitching TV

Trying to pitch a spokesperson on TV? Here are five quick tips to get you started.

- Know the right person to pitch at the show. A show may have several producers.
- Get to the point. Busy producers don't have time for small talk.
- Send a link with any supporting video. This is particularly important if you are pitching a spokesperson.
- Build a relationship. A producer or booker is more apt to return calls and emails if there is a relationship.
- Avoid paid spokespersons. Bigger stations and programs don't particularly care for them.



In my experience I've found that producers and bookers appreciate honesty and transparency. Don't try to oversell your spokesperson or product, and always be sure that you're giving news

and not a commercial. To watch some of our videos, [click here](#).

Photo: Russ Morris via flickr

Guest Column: Are your press releases "superlative?"

If you use superlatives like "world's best," "superb," etc., when referring to your company, destination, or organization, read this holiday email below from [P.R. guru, Michael Smart](#).



Here at MichaelSMARTPR headquarters, part of our holiday tradition includes watching "Elf."

You know the part where Buddy gets excited about the random coffee shop called "World's Best Cup of Coffee"? [Watch it again real quick.](#)

It's funny - but why? They say they're the world's best - why wouldn't that be amazing and worth jumping up and down about? Because it's obviously just a hollow marketing claim, and even my kids get that joke.

So why do we send out news releases that tout our organizations as "the leading provider of . . ." or "leading solution" or any other unverified claims?

Or pitches with empty phrases like "unparalleled luxury" or "world renowned"?

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Related: Check out our [Ten Tips for Writing Winning Press Releases](#).

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Short order cooks and PR



Newspaper and broadcast reporters today are like short-order cooks. They have to serve up articles fast.

Public Relations professionals provide the raw ingredients in the form of press information. Then, the reporter - under pressure to deliver fast - decides which information, or ingredients he or she wants to extract in order to complete the article. The reporter may decide to add more seasoning, or spice the article up with a quote from a company executive.

As the provider of the ingredients - or information - the public relations practitioner never knows what the final dish is going to be or how it will taste!

Translation: we supply the information, the reporter decides if and how he or she will use it.

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[Kundell Communications](#) provides a wide range of public relations and marketing communications services to the travel, tourism, and lifestyle industries, from targeted local efforts to nationwide multimedia campaigns.

A training division offers seminars in public relations and public speaking techniques. The firm brings more than 30 years of experience and a roster of top-quality professionals.

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