



MAD RIVER VALLEY

VERMONT

MRVCC PUBLIC RELATIONS OVERVIEW

PRESS ASSISTANCE

- **fact checking**
- **provide photography**
- **interviews**
- **story ideas**

PRESS “FAMS” (familiarization visits)

- **writer background checks**
- **story ideas / itinerary building**
- **scheduling: lodging, dining, attractions**
- **meeting with writer**

PRESS RELEASES

- **write & send releases**
- **build media lists**
- **post releases to social media outlets, and online**

PRESS PITCHES

- **outline story ideas, personalized to media outlet and writer**
- **contact & follow up with writers / editors**
- **invite visits to MRV to help with story development**

WORK CLOSELY WITH INDUSTRY PARTNERS

- **Sugarbush**
- **Mad River Glen**
- **Vermont Department of Tourism & Marketing**
- **Ski Vermont**
- **our neighboring communities**

HOW YOU CAN HELP THE MAD RIVER VALLEY CHAMBER OF COMMERCE'S PUBLIC RELATIONS EFFORTS

OFFER PRESS ASSISTANCE

- **Host a writer at your business during a press fam.**

Let Jasmine know if this interests you!

- **Respond (*in a timely manner*) when being asked for: photos, facts, or an interview.**

SHARE INFORMATION

- **Send images to Jasmine to have on file.**

They may end up being published, and you will always get photo credit/recognition.

- **Send a fact sheet about your business to Jasmine. *Make it interesting!***
- **Always let Jasmine know when you have something going on. ALWAYS.**

PARTICIPATE

- **Sign-up early (*or at least on time*) for promotions and events.**

This helps us get the info out to the media in a timely manner, and also ensures that your business will get added exposure.

- **Share your finds!**

Did you see something in the media that we may have missed? Send us a link!

- **Share your ideas!**

Do you have a story idea for the MRV that could get some media attention? Let us know!

WRITE YOUR OWN PRESS RELEASES / DO YOUR OWN PITCHING

- **A press hit for your business is a press hit for the Mad River Valley!**

MRVCC PR CONTACT

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