

Visit Corpus Christi's Communication and Public Relations team has curated this step by step guide to help you plan and implement a PR Strategy that complements your marketing efforts when hosting your meeting in The Gulf Coast Capital.

- **Create a List** - The first step towards creating a PR strategy for your meeting or convention is to identify what makes your meeting unique and interesting. Are you working and giving back to a local charity? Is there a major speaker you would like to highlight? Or perhaps your opening reception has a unique component to it? Ask yourself, what is newsworthy and how this appeals to the local audience. You can do this by finding a local angle like economic impact projections, and what this meeting provides to Corpus Christi.
- **Target your Stories** - Visit Corpus Christi's Communications team has a local media list that is available to each meeting and convention upon booking. You can find that list under Visit Corpus Christi's Local Media Pitch Guide. You can use this guide to vet your and use it to add to your database with the appropriate and vetted contacts
- **Research Trends** - Do your research on industry trends and nail down if your meeting or convention is a part of this. If not, look for ways to incorporate a trend and this makes the pitch all the more appealing.
- **Tell the City's Story** - Key to pitching the local media and also getting your attendees excited is to tell the city's story and why Corpus Christi will be a great time meeting destination. You want to educate your attendees about the convention and how this destination is unique apart from the convention itself. Think about unique experiences, attractions, and the Gulf Coast Capital vibe! If you have an industry publication, it's a good idea to do a feature on Corpus Christi in publication prior, so attendees can start planning their visit. For more information on a good feature story, reach out to our team at corpuschristi@jfp.com.
- **Prepare for Media** - For any event that you plan on inviting or promoting to the media you need to ensure you have consent from all speakers before inviting media. Once consent has been given, work on preparing talking points, Q&A documents with inquiries media might have including the speakers bio's on hand, and be sure to provide the schedule of events and agenda. Plan to also distribute key messaging to all staff. Finally, send a media alert out one week prior with some of the meeting's highlights. Be sure to be following up to the target media leading up to the event.
- **Simplicity, Accessibility, and Timing** - Media will always be more willing to cover your events if the story has a mass appeal. Make sure that your talking points can be understood by people outside of your industry. The goal here is to make the connection to a bigger audience that way. When it comes to being available, ensure that you list a specific room for your event and provide the media with a point of contact's phone number for easy accessibility.

PROPOSED TIMELINE

- **Upon Booking**- Prepare the PR Timeline and Strategy
 - Narrow down your event's list of unique components and request the local media list from Visit Corpus Christi.
- **TBD**- Host City Announcement
 - Use blogs/copy, video, and photo from Visit Corpus Christi to show off the host city on social media, your website, or other forms of publications and e-announcements/e-blasts.
- **TBD**- Registration Announcement
 - Include insight about Corpus Christi in registration materials and promotions.
- **Ongoing**- Major Announcements
 - Keep all target media up to date regarding major conference events, speakers, and anything else that might be "press worthy."
- **One Month Out**- Feature Corpus Christi in your industry publication (if applicable)
 - Reel in your attendees and give them a glimpse of the coast! Show off the destination as a premiere meeting destination with what they can expect to see, do, and experience in The Gulf coast Capital.
- **2-3 Weeks Out**- Send press release or invitation to attend to target local media
 - If tradeshow is public, this is something the local media will be inclined to share with it's audience
 - If there is significant and large economic impact generated from this local business media will likely want to report on it.
- **One Week Out**-
 - **Send media alert with event highlights**
- **During the Event**
 - Send updates daily to target media (key event highlights)
 - Consider holding a press conference if deemed appropriate
 - Execute targeted follow up pitches and include event photos for post event coverage

Once a strategy has been established it's time to create the media kit. These tools are necessary if you're looking to gain media coverage for your event.

PRESS RELEASES ELEMENTS

1. Use the company letterhead to issue the press release.
2. Write a short and attention grabbing headline.
3. Include the city and date in which the press release was written and released.
4. The most important information goes at the beginning of your release.
5. Answer the who, what, when, where, why, and how to include in the first paragraph.
6. Include a quote from a company representative or someone who adds credibility to your release.
7. Always include a contact for media to reach out for interview requests or additional information.
8. Include a "Boilerplate." This is all information about your organization.
9. Center three pound signs (###) at the bottom of the page to indicate the end of your release.

*Make sure to proofread your release twice, preferably by two or more people, before you distribute.

MEDIA ALERT ELEMENTS

1. Use the company letterhead to issue the press release.
2. Always include a contact for media to reach out for interview requests or additional information.
3. Write a short and attention grabbing headline.
4. If there is a photo opportunity, mention that at the top of the alert.
5. Include a "Boilerplate." This is all information about your organization.
6. Use a block format for media alerts so media can scan through it easily and find the information they need.

MEDIA LISTS

Once both your press release and media alert are ready, it's essential to build out your media list. Your list should be composed of key contacts who would be interested in covering your story, this can also include anyone else who would benefit from receiving the information.

- Depending on your goals, you'll either want to create a spreadsheet yourself or use a company that creates media lists for you. A company is usually utilized when you're planning to send a release nationwide. Visit Corpus Christi provides a list of local media you can use. But, remember to vet the contacts to make sure they are relevant to your event. Please, do not send your release to all contacts on the list.
- When creating your list keep track of contact name, phone number, email address, and website. When vetting contacts you'll want to research what the contact writes or covers primarily and ask yourself "Is this pitch a good fit for their content?"
- Research the media's deadlines. In order to increase the chances of coverage you'll want to make a journalist or writer's job as easy as possible and this includes giving them the information in a timely manner. Otherwise, you may end up being blacklisted if you contact and catch them at a bad time.
- When pitching to publications, it's important to take into account their audience. Do your research and ensure it's a good fit for your strategic goals. If possible, watch, read, or listen to the various media outlets on your hit list before pitching to them. This also helps you communicate the story in an angle that most appeals to that outlet and their audience depending on your various goals.

Now that your tool kit is completed and your media lists are set, it's time to begin the pitching. You'll want to ensure to tailor each pitch to the type of media outlet you are reach out to. Below you will find tips and tricks to maximize your efforts when it comes to your PR outreach. Additionally, you will also find media outlet details.

TV STATIONS

KRIS

Address: 301 Artesian Street, Corpus Christi, TX 78401

Main Number: (361) 886-6100

News: (361) 884-6666

Email: newsroom@kristv.com

KIII

Address: 5002 South Padre Island Drive, Corpus Christi, TX 78411

Main Number: (361) 986-8300

News Room: (361) 986-8449

News Hotline: (361) 855-6397

Email: news@kiiiitv.com

KZTV

Address: 301 Artesian Street, Corpus Christi, TX 78401

Main Number: (361) 883-7070

News: (361) 884-6666

Email: newsroom@kristv.com

NEWSPAPERS

Corpus Christi Caller Times

Address: 820 N. Lower Broadway St., Corpus Christi, TX 78401

Email: ctletters@caller.com

The Island Moon

Address: 14646 Compass Drive, Suite 3, Corpus Christi, TX 78418

Email: editor@islandmoon.com

RADIO STATIONS

iHeartRadio

Frequency: KMXR-93.9 FM, KRYS-99.1 FM, KSAB- 99.9 FM, KNCN-101.3 FM, KKTX-1360 AM, KUNO-1400 AM

Main Number: (361) 826-9925

Starlite Broadcasting

Frequency: KLHB- 105.5 FM, KLTG-96.5FM

Main Number: (361) 883-1600

Malkan Interactive

Frequency: KEYS- 1441 AM, KKBA-92.7 FM, KZFM- 95.5 FM

Main Number: a) (361) 561-2338

KEDT

Frequency: 90.3 FM

Main Number: (361) 855-2213 ext. 1616

KLUX

Frequency: 89.5 FM

Main Number: (361) 289-2487, (361)289-6437

ICA Radio

Frequency: KKPN- 102.3 FM, KPUS-104.5 FM, KCCG- 107.3 FM

Main Number: (361) 814-3800

KFTX Real County

Frequency: 97.5 FM

Main Number: (361) 883-5987

KCTA

Frequency: 1030 AM

Main Number: (361) 882-7711

OTHER PUBLICATIONS

The Bend Magazine/TB Business Magazine

Website: www.thebendmag.com