



Raleigh, N.C.

# MEDIA TOOL KIT

provided by the Greater Raleigh  
Convention and Visitors Bureau

Official Media  
Guide To Raleigh,  
Cary and  
Wake County



Tips and tricks to working with  
Raleigh, N.C.'s media outlets and how to  
successfully engage them with your group.

# MEDIA RELATIONS TOOL KIT



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## LOCAL MEDIA LIST

Scan below to access our current Wake County area media list:



**Congratulations!** You've made a great choice in choosing North Carolina's Capital City as the host city for your upcoming meeting or event. This Media Tool Kit was created as a guide to assist you in promoting your meeting to local media in advance of and during your time here.

If you have a question or need additional assistance, please don't hesitate to contact Visit Raleigh's Public Relations Department.

### What we can do for you:

- Provide digital images
- Provide Raleigh, N.C. Press Kit
- Press release proofing
- Public relations brainstorming

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# MEDIA RELATIONS 101

Become a PR Pro in No Time



Ever wonder how media chooses which story to cover or why one organization gets print placement and air time and others don't? Read below to find a few valuable tips to help you gain exposure for your meetings and events.

## What is Newsworthy?

You know your organization inside and out, but think outside-of-the-box and pitch stories that aren't just a recap of what a journalist can find on your website. What is new and different? Are you unveiling a new program or discovery that has relevance to the general public? Is your organization working with a local charity while in the area? Do you have a speaker or presenter at your meeting that has mass appeal? Creative ideas get noticed!

## Do Your Homework

The Visit Raleigh team has developed a comprehensive media list that includes contact information and editorial/station profiles for Wake County print, television and online outlets. Do your research and find which media outlets and contacts best fit your needs. Journalists hate when they are blindly pitched, so don't send a sports story to a publication that only covers women's beauty issues—unless you can find an angle that ties in with that publication.

## Trends are Attractive

Think about where your organization can fit in with a popular trend. Tie your news to current events or social issues if possible. Make sure that your story has a good news hook.

## Cause Marketing

Is your meeting holding a 'Party with a Purpose' or are you volunteering with a local organization while in town? These types of events make great human interest stories. If you need a charity angle for your organization, the Visit Raleigh works in partnership with local charitable organizations and can provide a variety of cause marketing tools to implement into your meeting.

## INTERVIEW TIPS

- Keep and hold eye contact with the person asking questions; **DO NOT** look into the camera.
- Dress appropriately for the message you are sending.
- A television sound-bite is typically less than 10 seconds; practice beforehand on making the most out of your time.
- Try not to use filler words such as: "like," "um," "you know."
- Brainstorm likely questions and develop key messages—they may be asked, they may not, but you'll be prepared.
- Good posture, no gum and no fidgeting.
- Be enthusiastic.
- Once the story airs, follow-up to see if you can use the link on your organization's website or if you can buy the rights to the video.

# MEDIA RELATIONS 101

Become a PR Pro in No Time [continued]



## Press Relations

If you foresee having media at your event or are planning to accommodate press for the duration of your meeting, consider having a dedicated press room. This room should serve as a quiet place for journalists to file stories, conduct interviews and gather the most recent information such as: press releases, media kits and images.

## Get Organized

Make sure you have comprehensive media kits available before your meeting. These kits should include: organization fact sheet, meeting agenda, speakers' bios, media contacts and press releases. Make sure that key members of the organization are aware and prepared for the possibility of on-air interviews. See interview tips on page 2.

## Outreach is Key

Once you have researched and developed your targeted media list, plan on sending a press release PRIOR to your event. Don't just think local; consider sending your release to industry and trade publications—note that national publications plan stories months in advance, so the sooner you can get information to them, the better. If you are inviting local media to cover your event, send a media alert the week prior and again a day or two before the event. MAKE SURE that all contact information for media contact is included!

## Embrace Social Media

Social media is an incredible way to build the buzz for your meeting and keep it going while you are here. Utilize social media and begin following local media contacts... many of them get their information and story ideas from social channels. Develop a hash tag that can be used by attendees of your meeting and ask people to utilize it during meetings.

## Be Prepared for the Negative

While you want to paint a picture of your organization or meeting in a positive light, the media may bring up a controversial issue, member or event having to do with your organization or someone involved in it. Be prepared with a statement so that all key spokespeople are on the same page. Have facts and/or figures to back up your rebuttal; don't just speak on emotion.

# WRITING A PRESS RELEASE

The Power of the Pen

Writing and distributing a press release is one of the easiest and most effective ways to get your information to the media. Press releases are sent to journalists to pitch a story in hopes that they will cover the event. Be aware of who you are writing to (the journalists) and use language that is specific to them. A press release should provide all the information to the story in a timely, truthful, clear and precise manner.

- Make sure the release is on company letterhead.
- Journalists see multiple press releases a day—keep your headline short, catchy and descriptive.
- Consider creating a social-media friendly, short and direct headline.
- Include contact information—especially a number or email where you can be reached while on site for your meeting.
- Try to keep it to **ONE-TWO PAGES**. Clear, precise and to the point. Use only enough words to tell your story. Avoid flowery language.
- The first paragraph should be the most important information. Answer the questions who, what, when and where.
- Use active, not passive voice. Verbs in the active voice bring your press release to life.
- Include a quote from a company spokesperson.
- End the release with three pound signs centered at the bottom of the release.
- Spell check and proofread before sending out.
- When sending electronically cut and paste the body of your release into the email and also attach the document. Many journalists will not open attachments or they become caught in spam filters.



## KEEP IN MIND

The official names of these Raleigh venues and attractions

- Greater Raleigh Convention and Visitors Bureau (Visit Raleigh)
- Raleigh Convention Center
- Memorial Auditorium at the Martin Marietta Center for the Performing Arts
- North Carolina Museum of Natural Sciences
- North Carolina Museum of Art

**For Immediate Release**

April 4, 2024

**Visit Raleigh Launches Mural Trail***Public Art and Inspiring Murals Highlighted in New Interactive Experience*

**Raleigh, N.C. (April 4, 2024)** — Raleigh's vibrant arts scene and rich cultural tapestry are on display inside and outside its museums, galleries, parks, neighborhoods and streets across the county. Visit Raleigh has made it easier than ever to explore the abundant array of one-of-a-kind works of art and murals for yourself with the new Outdoor Mural Trail.

Start your adventure with the newly launched trail, accessible through a digital passport at [visitRaleigh.com/muraltrail](https://visitRaleigh.com/muraltrail). The Outdoor Mural Trail provides visitors and locals a better way to engage with and appreciate the talents of Raleigh area muralists and the arts community while capturing sought-after selfies. There's a design for everyone, from the classic "[I Believe in Raleigh](#)" mural at Sola Coffee in North Raleigh to the tech-forward "[Abstracted Motion](#)" augmented reality mural by Taylor White in downtown Raleigh. Are you more of a history buff? Learn as you go with a trip back to the last 150 years in the "[Cary, Then and Now](#)" mural by Val Fox in downtown Cary.

"Creativity is a large part of the cultural heartbeat of our destination. With an eclectic mix of towns and people across our area, murals bind towns together and spur imagination and innovation across the county," said Dennis Edwards, President and CEO of Visit Raleigh.

Participants of the trail can visit and "check into" up to 35 murals to earn entries (15 mural check-ins earn one entry) into a drawing for a local hospitality partner gift certificate; two winners out of all entries will be randomly selected by Visit Raleigh each quarter.

The picturesque Five-Star, Five-Diamond [Umstead Hotel and Spa](#) in Cary is the first sweepstakes partner, offering two \$250 gift cards given to the quarterly prize winners drawn starting July 1. The gift certificate can be used toward any of the property's world-class amenities. Dine at [Herons](#) (The Umstead's signature restaurant and one of only 64 Forbes Five-Star restaurants in the world), enjoy drinks, small plates and entrées in The Bar & Lounge or relax with a treatment at the [Spa](#).

While there, explore The Umstead's private art collection featuring work from local and national artists, including glass artist Dale Chihuly. In addition to a permanent collection, art in the gallery rotates seasonally, allowing new artists' work to be showcased. Both seasonal and permanent works complement the hotel's contemporary design, showcasing the beauty of minimalism. Sweepstakes winners are welcome to take a self-guided tour of this unique collection with the guidance of an art brochure available at the concierge desk.

"The Umstead draws inspiration from its natural surroundings, notably Umstead State Park," said Marcelle Kick, Design Coordinator at The Umstead. "Embracing the theme of 'art in nature,' our aim is to seamlessly integrate artwork with the hotel's contemporary design and foster a serene guest experience. With a preference for minimalist and sometimes monochromatic pieces imbued with an ethereal quality, our selection reflects the quiet palette of earth tones and the property's tranquil ambiance."

Embark today on this trail of artistic discovery to see what styles or themes ignite your inner Picasso, and maybe win an Umstead Hotel and Spa gift card in the process! If art isn't your jam, sip your way through the newly digitized [Raleigh Beer Trail](#).

**About the Greater Raleigh Convention and Visitors Bureau (Visit Raleigh):**

As the official destination marketing organization for Wake County, the Greater Raleigh Convention and Visitors Bureau (Visit Raleigh), is responsible for promoting Wake County as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, the organization strengthens the economic position of and provides opportunity for people throughout Wake County. Raleigh, N.C./Wake County welcomes nearly 18 million visitors annually whose spending tops \$3 billion. The visitor economy supports over 24,500 local jobs in Wake County and generates \$287 million in state and local tax revenues, saving each Wake County household \$601 in taxes annually. [visitRaleigh.com](https://visitRaleigh.com)

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visitraleigh.com

# WRITING A MEDIA ALERT

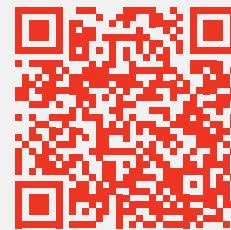
Just the Facts

A media alert, also called an advisory, is used to publicize events to TV and radio. It is different from a press release because it includes only basic information—pushing the reporter to attend the event. It is shorter than a press release and is more dry and precise. It gives who, what, when and where in a more direct format and is almost like an invitation.

- Make sure the release is on company letterhead.
- If there is a photo opportunity or a specific event (like ribbon cutting) state that at the beginning of the Media Alert.
- Include contact information—especially a number or email where you can be reached while on site for your meeting.
- Include basic who, what, when, where, why followed by basic company boilerplate (organization information).
- Include your organization's boilerplate at the end of the release.

## LOOKING FOR LOCAL CONTACTS?

Reference the  
**Raleigh and Wake County,  
N.C. Media List**



# SAMPLE MEDIA ADVISORY



## College League of Legends and VALORANT Championship

*Grand Finals To Be Held This Weekend in Raleigh*

### **WHAT:**

- [2025 College League of Legends and VALORANT Championship](#)

### **WHO:**

- The 2025 North American Collegiate Championships will be produced by [GGTECH Entertainment](#), a technology and entertainment company based in Barcelona, Spain. The event will feature two of the most popular collegiate esports titles by Riot Games, [League of Legends](#) and [VALORANT](#).

### **WHERE:**

- [North Carolina State University's Gaming and Esports Lab](#), located on Centennial Campus; Auditorium (Room 1103, 1st Floor) at 1070 Partners Way, Raleigh, NC 27606

### **WHEN:**

- May 31 and June 1, 2025

### **WHY:**

- The 2025 College League of Legends and VALORANT Championship Grand Finals present an exciting opportunity to elevate collegiate esports through greater investment in student experiences, event promotion and broadcast innovation. This free, two-day event—presented in collaboration with [Visit Raleigh](#)—will showcase the best collegiate teams in the nation as they battle for championship titles in front of passionate fans. With thrilling matchups, electric energy and a celebration of the next generation of esports talent, the stage is set for an unforgettable experience.

### **Timeline of Events/Media Availability:**

- Doors Open: 9:15am ET | Pre-Show: 9:30am ET | Game Starts: 10am ET

### **MEDIA CONTACT:**

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# PLANNING A PRESS CONFERENCE



If you are considering holding a press conference during your meeting or event, ask yourself the following questions. Is my story newsworthy, timely and of interest to news organizations? Do I have a good visual to present? Do I have noteworthy speakers? Am I announcing a new program, initiative or results of a survey or study that has mass appeal? If not, think about what it is you are really trying to accomplish by holding a press conference.

## Choosing a Date

- Try to obtain as much information as possible about internal deadlines of the media you are targeting, and schedule your press conference accordingly.
- In general, scheduling a press conference in the morning hours of a working day is preferable. Try to avoid Mondays and Fridays.
- Try to avoid a date parallel to other events that are likely to attract considerable public interest.

## Picking a Location

- Make sure the location can be reached easily and with little effort for journalists.
- Locate your press conference at a meeting room of your organization, at a conference venue or in a hotel where you can talk without being disturbed by others.
- Make your organization visible (e.g., with a banner, roll-up, poster).
- The speakers of a press conference should sit around a table or use a lectern with a microphone.

## The Press Conference

- Have a media sign-in sheet (good for follow-up after the press conference).
- Have a moderator/facilitator to host the press conference.
- Each speaker should prepare a short presentation or statement.
- Communicate clear messages.
- Align the whole program around one key message, e.g., think of the headline that you would like to see the next day in the newspaper.
- Keep input short and easy to understand.
- Do not assume that journalists necessarily understand technical terminology.
- Invite journalists to ask questions.
- Be prepared to answer critical questions regarding your topic or organization.