



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

January 28, 2026

Destination Developments in Raleigh, N.C.



Raleigh Convention Center Expansion Rendering: RATIO | TVS

Raleigh, N.C. (Jan. 28, 2026) – Raleigh is undergoing an exciting transformation, furthering the city’s status as a vibrant destination for conventions, meetings and events. With expansions and developments on the horizon, these signature projects underscore Raleigh’s commitment to building a dynamic, world-class destination.

“Numerous transformative investments for the future of Raleigh are underway,” said Dennis Edwards, president and CEO of Visit Raleigh. “These new and enhanced projects will bring thousands of new visitors, driving more restaurant reservations, hotel stays and traffic to local businesses. Raleigh’s position as a vibrant, nationally competitive destination for meetings, sports, events and tourism has never been stronger.”

[Raleigh Convention Center](#) (RCC) is preparing for a dramatic expansion. With an anticipated opening in 2029, this development targets LEED Gold certification and will feature:

- An additional 298,100-square-foot facility, bringing the RCC’s total to 798,000 sq. ft.
- 50,000 sq. ft. of divisible flex space, an 18,000 sq. ft. ballroom and 13 new meeting rooms

Making way for the RCC expansion, [Red Hat Amphitheater](#) is getting a new home. Following the 2026 concert season, Red Hat Amphitheater will open in 2027 at its new location, one block away, with exciting new amenities.



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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**





2025 Rocket League Championship Series (RLCS) Raleigh Major

WHAT:

- The annual Rocket League Championship Series (RLCS) Raleigh Major 2025 esports tournament produced by BLAST. The tournament will be played over four days, with the last two days open to fans.

WHO:

- The top Rocket League players globally, consisting of 16 teams (48 players), with a combined prize pool of \$350,000.

WHERE:

- Lenovo Center – 1400 Edwards Mill Rd., Raleigh, NC 27612

WHEN:

- June 26-29, 2025

WHY:

- Rocket League is a vehicular soccer video game developed and published by Psyonix for various home consoles and computers. It has been offered free-to-play since 2020 when Cary-based software developer and publisher Epic Games acquired Psyonix. The 2025 event marks the first RLCS Major tournament to take place in the Mid-Atlantic region of the United States.
- This will be the second major esports production that BLAST will have hosted in Greater Raleigh. In November 2022, BLAST produced the Fortnite Championship Series (FNCS) Invitational for Epic Games at the Raleigh Convention Center.

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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.