



CONNECTING THE

Outdoor Industry

Pitch – and Land– Media Hits

'Chez' Chesak

- Executive Director of the Outdoor Writers Association of America
- Member, Society of American Travel Writers, Co-Chair of their conference Planning Committee
- Works have appeared in the *Los Angeles Times*, *Good Housekeeping*, *Rachel Ray Every Day*, *Family Fun*, *Fatherly*, Yahoo Travel, Family Vacation Critic, *Elevation Outdoors*, and many others
- Does regular travel segments on his local FOX affiliate and on American Forces Radio
- Done PR work for associations, nonprofits and for-profit companies





Learning Objectives

1. Understanding how the Media Match will work
2. How to prepare for the Media Match
3. Learning what media are attending





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Media Match

1:45-2:15pm "Pitch – and Land – Media Hits"

2:30-3:45pm Media Match

- One-on-one meeting opportunities with key outdoor media
- Connect and pitch story ideas related to your outdoor business
- Preparation and research are key to your success at Media Match – and with media pitches in general

HOW IT WORKS:

- Open to all attendees
- No pre-scheduled appointments
- Know who you want to meet with and what specific story you want to pitch, find the individual's table (designated by a sign), and wait to meet
- Six-minute conversations and you may have to wait to meet some media



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Your Media Goal

Your media goal not to 'just' land a story.

Your media goal is to build relationships and become a trusted resource (then your media contacts will start to come to you)!

"If nothing else, remember that you are building relationships. And relationships take time and effort. That initial four-minute meeting may not yield much immediately, but if you've made a good impression, it's just the beginning."

- Norie Quintos, former Editor-At-Large, National Geographic Travel Media



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Connect With Partners

Reach out to your local partners before you arrive in SLC and get their buy-in to create an entire destination package.

- Tourism boards (State/Provincial, CVBs) – maybe they can cover airfare?
- Accommodations
- Car Rental
- Local Attractions
- Local Retailers
- Competitors???

Most of the media are freelancers so if you can provide a full itinerary that offers a diverse array of story ideas, where they can get multiple stories out of one trip, they're much more likely to want to come out to your region.



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Define Your Best Stories

- New is always good: new products or experiences or other product that you're offering
- How are your products or experiences unique - what differentiates you from all the other outfitters like you?
- Is there a timely or newsworthy angle, such as a tie-in with a significant anniversary, celebration, or trend (20th anniversary, 2,000th trip, etc.)
- What does your company do differently?
- In what areas are you and/or your employees experts?
- Do you do anything exceptional in the communities in which you work?
- How is your business or destination a leader in what it offers to visitors?
- Don't forget to leverage the personalities on your team - hometown newspapers, college alumni magazines, Eagle Scout magazine, National Guard publication food story



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Define Your Best Stories

"Think in threes: One cool thing is an outlier. Two is meh. Three is a trend. If your tour company is doing something interesting, the idea can nevertheless be a tough sell. Journalists like to identify trends. Do them a favor and find similar or complementary examples, perhaps even from your competitor. Your idea will have a better chance of seeing ink."

- Norie Quintos, former Editor-At-Large, National Geographic Travel Media



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Research Media

First, who are your ideal clients, based on demographics, and what sorts of publications are they reading?

Then find out who writes for those outlets – or ones like them.

Once you've ID'd key media that you want to pitch to then:

- Follow their social
- Set up a Google Alert for their byline
- READ THEIR STUFF!

"We're all busy, and I understand that sending out press releases to a list is an easy way to get the word out, but my biggest pet peeve is when folks don't take a moment to find out what I cover. I regularly get way off-base pitches for things I've either never covered or haven't covered in years."

- Jill Robinson, 20-year travel writer/photographer



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Here's the Pitch

- Short, punchy, and did I mention short?
- GTTP - Get to the point!
- Stay flexible - you might suggest a full feature and they come back with a round up
- Round-up
- Listicles (Top Ten v. Top Seven...)





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Here's the Pitch

Be prepared for 'No' – but what kind of 'no' is it?

- Not a fit
- I just did a story on that
- Not at this time...
- Interesting but...

Be sincere as you wrap up, thank them for their time and consideration, etc.



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Follow Up

Remember, your ultimate goal is to BUILD THAT RELATIONSHIP

- Follow up in a timely manner
- Stay in touch
- Share other information, ideas, resources

The story ran! But now what...

- Share, share, share
- Post, post, post
- Tag the outlet, tourism board, brands mentioned, people quoted, etc.
- Lather, Rinse, REPEAT – start all over again



Chez Chesak

November 8 at 4:36 PM · ▾

Glad that Rachael Ray Every Day posted my story about flavor-filled adventures online! Thanks Tara Cox and shout outs to Barbara Banks at Wilderness Travel, Steve Markle at OARS - Whitewater Rafting, Dominique Callimanopolus at Elevate Destinations, Loren Siekman and Mariam Naibi at Pure Adventures, Douglas Grimes at MIR Corporation and Jim Kane at Culture Xplorers!



RACHAELRAYMAG.COM

Eat Your Way Across the Globe with These Food Trips

Mixing outdoorsy activities (biking, paddling) with cooking classes, farm...

Sally Grimes, Isabel Chesak and 74 others

18 Comments 2 Shares



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Mariam Naibi Thank you, Chez!!!

1
Like · Reply · 1w



Douglas Grimes Nice, thank you!

1
Like · Reply · 1w



Angela Gordon Carson Cool!

1
Like · Reply · 1w



Bob Sessions You make eating across the globe sound like fun!

1
Like · Reply · 1w



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Meet The Media

Karen	Berger	Freelancer and Blogger	www.KarenBerger.com	Adventure, skiing, outdoors, gear, backpacking
Sarah	Borodaeff	Digital Editor, Adventure Park Insider	www.adventureparkinsider.com / www.saminfo.com	Aerial adventure, mountain resorts
Chez	Chesak	Freelancer	www.chezconnects.com	Adventure, Family, Trade
Patrick	Cone	Special Projects Editor	National Parks Traveler (NationalParksTraveler.org)	National parks, worldwide, outdoor materials suitable for park visitors, and travel stories
Trevor	Croft	Managing Editor	Rafting Magazine	All things rafting, river conservation, gear, best practices, water safety and education
Nedra	McDaniel	Digital Influencer	https://adventuremomblog.com	Family/ adventure/ outdoors/ things to do/places to eat
Hilary	Nangle	Freelancer	www.maintravelmaven.com	Skiing, soft adventure, culture and heritage, accommodations with a sense of place, spas, food.
Tim	Neville	Freelancer	www.timneville.net	Adventure travel
Rebecca	Walsh	Founder, Hike Like a Woman	www.hikelikeawoman.net	Women in the outdoors



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Thank you!



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