



POCONO MOUNTAINSSM
VISITORS BUREAU

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Pocono Mountains Visitors Bureau

Agenda

1. Share tips on how KPB and its affiliates can strengthen their local presence in a positive way by interfacing with local media and delivering compelling information.
2. Review a Media Toolkit and how to use it
3. Watch a corresponding video to tie it together
4. Time for Q&A

What Is Public Relations?

"Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics."

Public Relations Society of America





Video Examples

Sherman Theater:



Video Examples

1. https://www.wfmz.com/news/area/poconos-coal/supervisors-get-1st-look-at-proposed-resort-in-the-poconos/article_93584d36-a1b9-11ed-8e12-1bc760153e32.html
2. <https://www.wnep.com/article/news/local/monroe-county/tourism-making-a-comeback-in-the-poconos/523-9b091517-3a47-4c1c-906a-7da9fb23dee7>
3. <https://www.wnep.com/article/news/local/monroe-county/skitext-a-new-way-to-scope-out-the-slopes-in-the-poconos-mobile-phone-qrcode-text-shawnee-mountain-big-bear/523-7d2a12c5-8015-40c4-9348-97acb727bd32>

Poll of the Room

- How many folks in the room work directly for Keep Pennsylvania Beautiful?
- How many are affiliates?

Why Community Communications Matter

Litter is more than just an appearance issue

Cleaner Communities

- Strengthen Local Pride
- Improve Visitor Experiences
- Support Tourism Economies
- Encourage Investment
- Increase Volunteer Engagement
- Create Healthier Public Spaces



Practice Being a Storyteller

Focus on a Key Message:

Volunteers help create cleaners, more attractive communities that residents enjoy and visitors remember.

Let's try it!

What are some one-sentence answers you can think of to answer, "Why does your clean-up matter?"

Quick Tips to Storytelling

1. Lead with community pride, not just statistics
2. Connect every project to a real community benefit that residents can see and feel
3. Explain how cleaner spaces support a positive visitor experience and local economy
4. Highlight the role of volunteers and community partners in creating change
5. Pair impact numbers with a human story or example
6. End every interview with a clear call to action

Know Your Audience

- **Who you are speaking to may change your message**
 - Residents care about pride, safety & appearance
 - Businesses care about economic vitality & customer experience
 - Visitors care about natural beauty, experience & first impressions
 - Local Officials care about quality of life, results & partnerships

Interview Skills

Every Interview Should Answer:

1. WHY this matters
2. WHY now
3. WHAT can people do next

Do NOT:

1. Chase every question
2. Overcomplicate the message
3. Introduce unrelated topics

Interview Playbook

Before the Interview:

- Prepare key messages and talking points
- Have a volunteer story ready
- Know your impact statistics
- Have a clear call to action

Interview Playbook

During the Interview

- Pause before answering
- Speak slower
- Smile during tv interviews
- Use examples
- Keep answers concise

Community Connections

- **Leverage community groups, local leaders, organizations and neighborhood networks that can reach residents:**
 - Local Facebook Groups
 - Community Calendars
 - Churches & Civic Groups
 - Main Street & Downtown Organizations
 - School Partnerships

Various Types of Media

Earned Media: tv/radio, newspapers and community publications

Owned Media: content from your website, social media or newsletters

Shared Media: amplified by partners like municipalities, tourism agencies or community groups



Building Media Partnerships

Do:

- Respond Promptly & Meet Deadlines
- Be Helpful
- Provide Photos

Don't:

Mass Email Irrelevant Stories

Demand a Story



Video Storytelling

Use volunteer testimonials

Show footage of cleanup activities & the results

Get quotes from volunteers, partners and organizers

Use statistics - pounds removed, bags collected or locations improved

Crisis Communications Basics

Things never go as planned...

Have a basic Crisis Communications Plan for affiliates to respond calmly, accurately and confidently when challenges arise

Plan Ahead

90 Days Before Event:

- Announce Event & Begin Recruitment

60 Days Before Event:

- Public Partner Content & Share Volunteer Stories

30 Days Before Event:

- Issue News Release
- Increase Social Posting & Confirm Interviews

Week of Event:

- Final Interviews & Event Previews
- Community Call-to-Action

Day of Event:

- Live Updates
- Photos & Videos



After the Event...

The work doesn't stop after the event

One week after, send a results release & post impact graphics

One month after, release a community success story, recognize volunteers and lessons learned

Media Industry...

It is in serious flux

Relationships matter

Use your social media tools (and those of your friends) networks. Encourage sharing



Video



Media Tool Kit



Thank you!

