

PR Top Tips

1. Respond quickly to any media requests

Journalists are often working to tight deadlines, so a speedy response will help you make the most of an opportunity to promote your business.

2. Be flexible

If you are offered an opportunity to appear on a regional TV news programme, be aware that just because they are interested today, does not mean they will still be interested tomorrow. If they would like to interview you at a certain date / time, make sure you can fit in with their schedule.

3. Do your research

Be clear on the message you really want to put across and research the kind of media that you're doing the interview for beforehand so you know what to expect.

4. Be truthful and authentic

This is important if you are speaking to a journalist but think carefully about what you want to say. Remember any comments you may make could stay online for a very long time. Never say anything you'll regret – and don't talk "off the record" if you want your views to stay off the record! Remember, you're the expert – and be conversational.

5. Consider press trips

Are you open to the idea of hosting press trips? Offering a travel journalist complimentary overnight stay can be a good way of helping them to create original first-hand content for a travel feature. Check out their credentials beforehand. Remember nothing is guaranteed in PR and you will not have editorial control. Also, consider competitions and giveaways.

6. One size doesn't fit all!

Think about what different types of media outlets will be looking for. For instance, it's always useful to have high-resolution (at least 1MB) images on standby for print publications, while a radio station will need a confident spokesperson to talk about a particular theme or issue.

7. Drip-feed

Keep drip-feeding news to local media about your business. You may have a lot of news stories happening that you didn't even realise were good stories. Think about what you'd like to shout about from the rooftops, if you had the chance.

8. Keep in touch

Make our PR team aware of any major events, awards, milestones, expansions/openings – the quirkier the better. Contact us via pressoffice@cumbriatourism.org and tell us your news!