



NEED HELP WITH A PRESS RELEASE?

Criteria for Submitting Information

Travel Salem works to position the Salem region as a premier destination by securing positive media coverage for the area and the organizations within it. In today's competitive news world, it is important to target media with genuinely newsworthy information. Therefore, Travel Salem will assist businesses and organizations with press releases according to the following guidelines:

- Your information **must meet the criteria** for newsworthiness as outlined below.
- We must receive your information **60 days prior** to desired release date.
- All media releases will be **distributed by the member** using media contact information provided by Travel Salem.

STEP #1. Determine if your information is newsworthy for writing and sending a press release. Your information must meet at least one of the following criteria:

- New Development—A new product, attraction, business or brings forward significant new information about an existing product or business.
 - Example: Seasonal ice rink coming to Salem
- Local Angle & Proximity— Relates a particular story to a specific region. Describes how the local community will be affected.
 - Example: Wildfires threaten Detroit Lake
- Timeliness— Ties into what's happening now (often to a particular season).
 - Example: "10 places to find fall foliage"
- Prominence— A well-known person, place or event has a stronger news angle than something or someone the audience isn't familiar with.
 - Example: "Food Network Star Emily Ellyn brings 'retro rad' Oregon State Fair"
- Novelty— Ideas that are unique, quirky, odd or tie to an emerging trend or fad
 - Example: "Yoga with goats? Yes, it's a thing"
- Extremes & Superlatives: Reporters and audiences love to hear about the first, the longest, the smallest, the highest, etc.
 - Example: Salem/Keizer Volcanoes are first pro sports team to stop play during an Eclipse
- Consequence - Relates a group or organization to an existing news event, usually describing how it's being **affected by a previous announcement** or occurrence.
 - Example: Willamette Valley Vineyards offering jobs to workers displaced by California wildfires
- Conflict— Explains a **controversy** often with opposing viewpoints and positions.
 - Example: Building a third bridge across the Willamette
- Human Interest— Relates the story to **social issues** or discusses a person in an emotional way, as to generate interest or empathy from the reader. Is often humorous, heartfelt or shows irony.
 - Example: "From 'Idiot Hill' to Enchanted Forest: How One Man Spent 45 Years Building Fairy Tale Theme Park"

You should be able to identify one of the above proven news angles in your story. If you can't, you might want to reconsider whether or not your press release is newsworthy. Travel Salem staff may be able to advise you on other promotional tools or outlets that are a better fit.

STEP #2: If your information meets the criteria, fill out the online PR Request Form (found under Members/Member Links/Member Forms)

Step #3: Travel Salem staff will draft the release using the information you provided and return to you, along with a list of relevant media contacts.

STEP #4: You distribute the release via email or as a PDF on your company's digital letterhead.

If you have questions, contact Kara Kuh, PR Manager, kkuh@travelsalem.com.