



WEBINAR:

OHIO TRAVEL MESSAGING AND THE MEDIA

Tuesday, June 30, 2020 - 10 a.m.



INDUSTRY UPDATE

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find it here.™

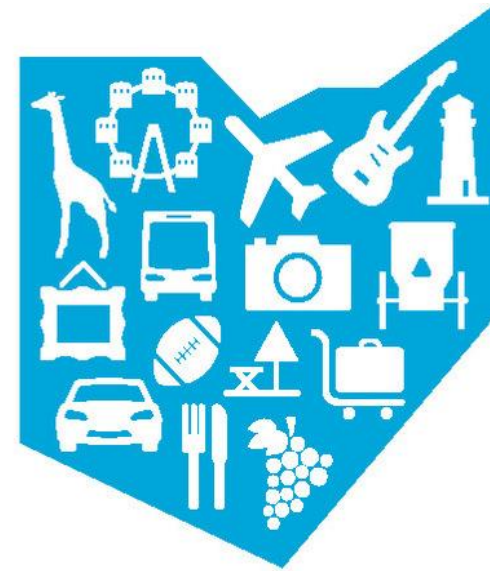


Stronger Together



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+



Ohio Travel
ASSOCIATION

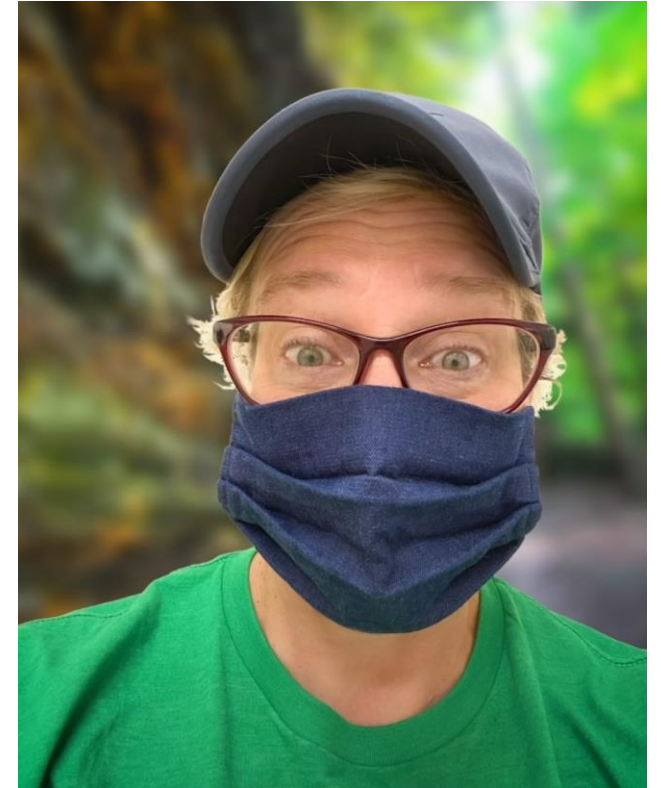
Consumer Focus



Drive to Destinations



Visiting Friends & Family



Safety

Longwoods Research

Research is indicating that travel is starting to occur and the intention to travel yet this summer remains at approximately 70%.

Twenty-six percent (26%) say they won't feel comfortable going to a place that is slow to social distance and 44% say sanitation issues will keep them away.

A thorough cleaning and hygiene plan was the most important safety factor for Americans when visiting attractions, followed by health checks and use of personal protective equipment by staff

Marketing Safety

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Ohio
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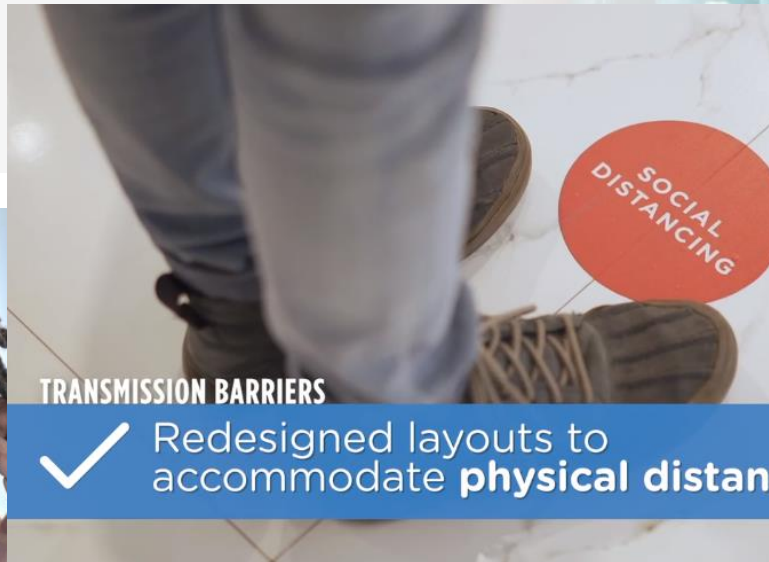
Travel Confidently Toolkit

Full Health and Safety Guidance



TRANSMISSION BARRIERS

✓ Wearing **masks**



TRANSMISSION BARRIERS

✓ Redesigned layouts to accommodate **physical distancing**



TRAVEL CONFIDENTLY

A shared responsibility.

Headlines

CORONAVIRUS



Ohio tops 50,000 COVID-19 cases; daily reported cases remain high - News 5 Cleveland 6.28.20

CORONAVIRUS IN TEXAS

Gov. Greg Abbott orders Texas bars to close again and restaurants to reduce to 50% occupancy as coronavirus spreads - The Texas Tribune 6.26.20

Safety.

Ohio. Find It Here.



find it here.[™]
ohio.org



SOCIAL DISTANCE

Limit close contact with others outside your household in indoor and outdoor spaces. To practice social or physical distancing stay at least 6 feet (about 2 arms' length) from other people.

For more information go to
coronavirus.ohio.gov



OHIO Department of Health
MIKE DEWINE
GOVERNOR OF OHIO



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WASH HANDS

Washing hands at key times with soap and water is one of the most important steps you can take to get rid of germs and avoid spreading germs to those around you.

For more information go to
coronavirus.ohio.gov



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WEAR MASKS

Cloth face masks help communities stay safe. Cloth face coverings may slow the spread of the virus and help people who may have the virus and do not know it from transmitting it to others.

For more information go to
coronavirus.ohio.gov



OHIO Department of Health
MIKE DEWINE
GOVERNOR OF OHIO

OHIO TRAVEL MESSAGING AND THE MEDIA

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Delivering Strategic Messages for the Media

Media Workshop

June 30, 2020

State of the Media Today

Traditional Media → Multiple Platforms

- Social
- Video
- Web
- Podcast



93% of adults get their news online.

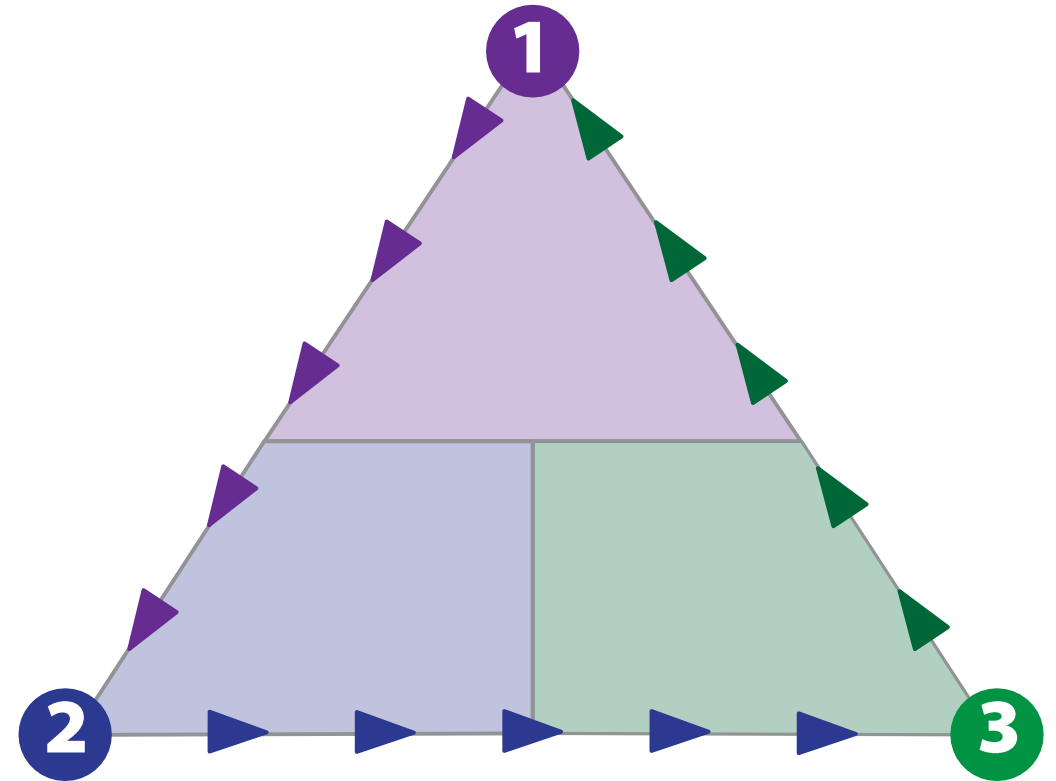
Print reporters tend to be the best prepared.

TV reporters are more rushed. (Offer one-stop shopping.)

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How to Create and Deliver a Strategic Message

- Determine your goal for the interview.
- Limit yourself to three key themes.
(Message triangle)
- Say only what you want the reporter to emphasize.
- Stay positive!
- Stick to your game plan.



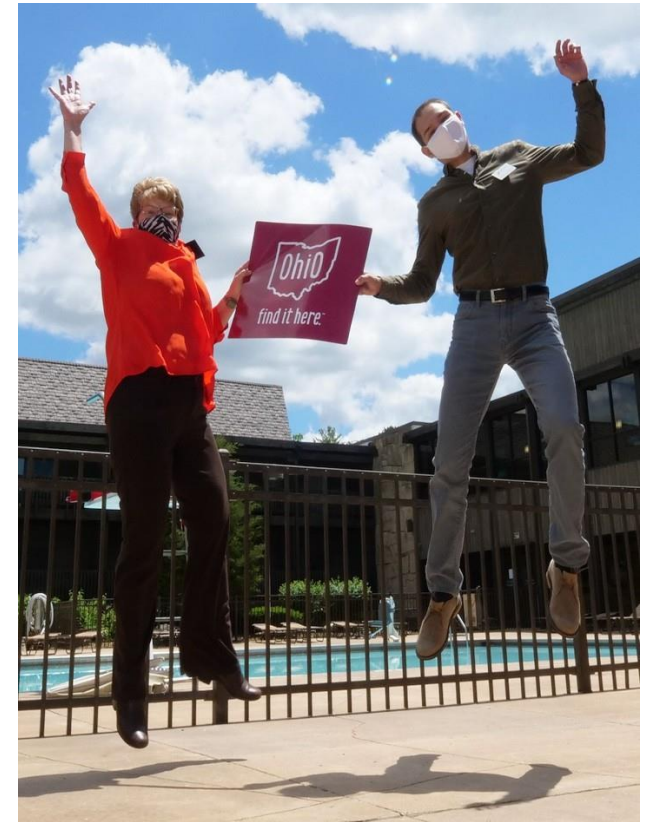
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Key Messages

Ohio businesses are open and ready for tourists to make new memories, with added safety precautions.

Ohio is one of the only states in the country using safety at the forefront of its marketing. It's up to all of us to follow safety guidelines to ensure businesses can stay open,
the economy can recover and jobs can come back.

We want Ohioans to know if they put safety first by washing their hands, wearing masks and social distancing, they will be able to continue making memories that last.



Key Messages: Know Your Audience

Incorporate safety into interviews.

Research is showing:

Health and safety factors are becoming increasingly important to travelers.

“Viewers want to know that we’re here to help keep them safe by providing information to manage the new environment.”

75% practice social distancing.

69% wear face coverings.



Answering Questions From the Media

- Don't repeat negative words.
- Pivot to message points.
- Don't pretend to know something you don't.
- Be prepared to talk about other issues.
- Demonstrate strength with empathy.



CORONAVIRUS

Ohio Tourism shifts focus, shines light on local businesses Ohioans can support amid shutdowns

Ohio.org now features a growing database of businesses still offering services.

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Vocal, Visual and Virtual Tips

- Know your message and deliver it in your own way.
- Avoid jargons and filler words.
- Use action sentences, not passive voice.
- Test audio and video prior to interview.
- If you are using Zoom/Skype/FaceTime, look at the camera so you aren't looking up or down in the interview.
- Position yourself in front of a window or strong light.

State of Ohio launches new marketing effort to help small businesses

by Rodney Dunigan | Thursday, April 9th 2020

AA



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Support local! It's a message we are hearing over and over. Small businesses across Ohio are fighting to stay open, now the state is launching a new effort they hope will help. (WSYX-TV)

Media Cheat Sheet

MEDIA TRAINING GUIDE

BEFORE THE INTERVIEW



DURING THE INTERVIEW

Know your audience

Educate yourself on any biases of the reporter, and consider the characteristics of the people who will see or hear the published result of your interview.

Set your goal

Prior to any interview, determine the primary impression with which you want to leave the reporter, and develop a message that will lead to that impression.

Pick three key themes

Create a message triangle with a primary message and two secondary messages. Then write down and rehearse how you will deliver your message in a clear and simple way.

Anticipate the questions

Prepare yourself with strong answers for the most likely - and the most difficult - questions you will have to field in the interview.

Take a deep breath

Make sure you are both focused and relaxed before the interview begins.

Be authentic

Have a conversation with the audience. Be present in the moment.

Be clear

Speak in a language your audience understands with their concerns and aspirations in mind. Also, use plain English; avoid industry jargon or acronyms the reporter and the audience may not know.

Say only what you want the reporter to emphasize

If you don't want the reporter to take something out of context, or inflate the importance of anything you say, don't say it.

Don't pretend to know something you don't

Sometimes the best answer is: "Let me get back to you on that." If you think you can provide the answer later, offer to get the information for the reporter and do so in a timely manner. If you can suggest another source who might know the answer, do so.

Stick to your game plan

Some reporters will ask you the same question more than once. Don't be confused or thrown off. Stand your ground. Repeat your answer, getting to the point more quickly if possible.

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Questions?

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[werth pr.com](http://werthpr.com)



QUESTIONS?

PLEASE USE THE 'CHAT' OR 'Q&A'
FUNCTION AT THE BOTTOM OF YOUR
SCREEN TO SUBMIT QUESTIONS.

