



HOSTING MEDIA TRIPS FOR LOCAL MEDIA COVERAGE



2024 PR TRENDS

EMBRACING AI

- Humanize Relationships | Authentic Interactions
- Genuine Connections | Build Trust and Credibility
- Relationship Building | More Personal
- AI to complement Human Expertise | Structure
- Media & Content Creators Integration
- PR Data-Driven | Decision Making
- DEI Goals, Metrics and Indicators
- Direct and Immediate channels | Real-time Engagement



FAM TRIP FAMILIARIZATION

Unique and immersive **education-based** opportunities allowing **media** representatives to **connect** with an **experience**, thereby enabling them to **create** more **informed, accurate**, an **engaging** content



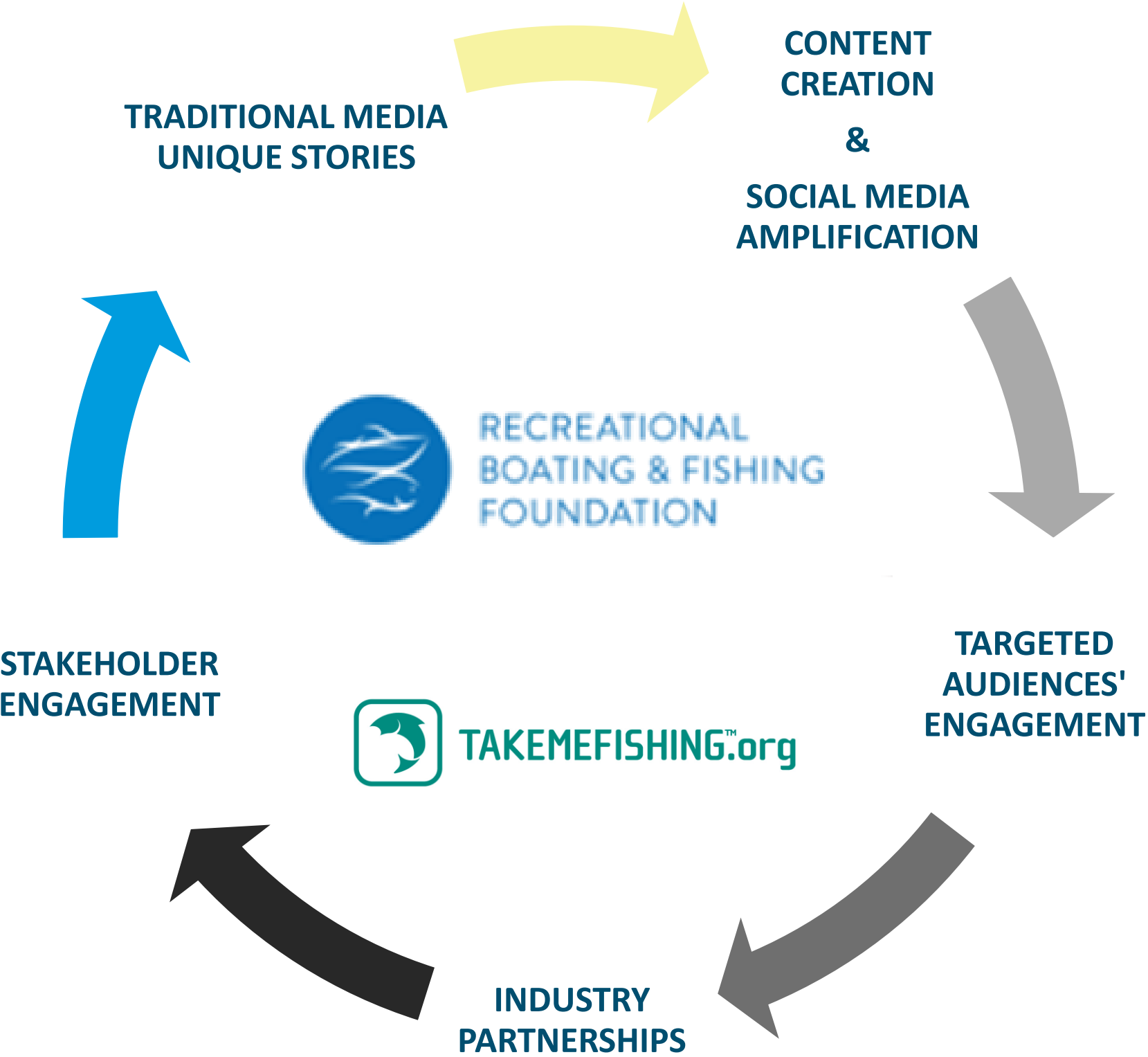
FAM TRIP GOALS & OBJECTIVES

Generate **unique earned media** stories in **targeted** outlets highlighting **key messages** to **targeted audiences**.

- Media Relations
- Brand Visibility & Reputation
- Leadership visibility
- Owned professional multimedia content
- Social Media Content Creation
- Earned media posts and stories on social
- Partnerships
- Relationship Building



FAM TRIP INTEGRATED APPROACH



FAM TRIP LOCAL INTEGRATION

- Multiple offers of fishing and boating experiences
- Local spokespeople
- State agencies' engagement
- Federal agencies support
- Industry partnerships
- F&B Experiences




INSPIRING STORYTELLING

CNN underscored July 18, 2023

Outdoors

The 34 best fishing rods and poles for summer trips, according to experts

By Lindsey Kennedy and Erica Zani, CNN Underscored
11:23 AM EDT, Tue July 18, 2023



Immersing yourself in the great [outdoors](#), unwinding, reconnecting with nature and indulging in a sport [Herbert Hoover](#) once described as “a chance to wash one’s soul with pure air,” fishing holds a special place when it comes to summer fun.

The [Recreational Boating and Fishing Foundation \(RBFF\)](#) reports that 52.4 million Americans — or 17% of the population — fished recreationally in 2021. And whether you envision yourself navigating the waters aboard a boat, staking claim to the perfect spot beside a serene lake or pond or seeking solace along a tranquil riverbank, fishing provides an array of experiences.

Field Mag Sept. 20, 2023

How Instructor Lindsay Kocka Is Bringing Mindfulness to Fly Fishing



Recently, on a hot, sunny day at the Gallatin River Lodge in Bozeman, Montana, I laid stretched out on my yoga mat in the soft [grass](#) beneath a verdant canopy of trees as an instructor led myself and a group of women through a restorative yoga practice after a long day of float fishing with the [Gallatin River Guides](#) on the Yellowstone River. That residual buzzing feeling one experiences after hours of intense focus and physicality outside gradually allowed and settled in my body as we practiced a series of gentle stretches, self-massage techniques, and breathwork.

wide open SPACES Oct. 20, 2023


FISHING

A New Group Aims to Get More Female Anglers On the Water

I grew up [fishing](#). But as I got older, my interest waned. I didn’t have my father to coordinate all of the logistics: [where to fish](#), the [equipment](#) we needed, and transportation. But I realized I was also anxious to go fishing by myself because of the lack of representation of [women in fishing](#).

The Recreational Boating and Fishing Foundation (RBFF)’s [“Find Your Best Self on the Water”](#) campaign aims to fix my problem. The [Take Me Fishing](#) initiative hopes to raise awareness of the many very real benefits—like increased confidence, happiness, patience, and perseverance—[fishing can have for women](#).

The Challenges for Women in Fishing



SOCIAL MEDIA AMPLIFICATION



BEST PR CAMPAIGN 2024 NEPTUNE AWARDS



MEDIA DAY LOCAL EXPERIENCES

Informative, allows media and creators to enjoy an **existing** experience for **personal** storytelling

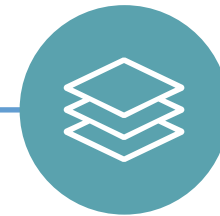


JOURNEY TO SUCCESS

PLANNING / LOGISTICS

Media Outreach

- Goals / Target Audiences
- Freelancers / Outlets / Creators
- Partnerships
- Local Collaborations

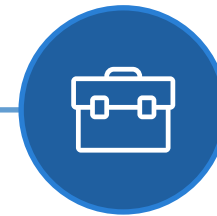


Media Kit

- Key Messages
- Leadership Bios
- Social Media Handles
- Contacts
- Trip Details
- Fact Sheet
- Press Releases / Infographics

Pre- Experience

- Follow-ups
- Social Media
- Teaser / Promotion



During Trip

- Engagement
- Crisis Management
- Real-time social media
- Information
- Appreciation
- Relationship Building
- Content Creation

Post - Experience

- Social Coverage
- Unique Stories
- Earned Social
- Mentions
- Amplification



cheers!

Q&A FAM TRIPS





Thank You



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Produced under cooperative agreement #F23AC00806 from the Sport Fish Restoration and Boating Trust Fund administered by the U.S. Fish and Wildlife Service.