

PR HOT SPOT May 2009

By Kimberly Miles, Public Relations Manager

New Member Resources to Help You Keep on Top of Myrtle Beach Publicity Coverage, News, and Opportunities

By Kimberly Miles

Bookmark this page RIGHT NOW:

www.myrtlebeachareachamber.com/member/pr/

This page will be your most valuable resource as an area partner to keep up on all public relation initiatives and be involved in the latest travel trends and media opportunities. Here are just a few of the ways this page will help you in the coming months:

1. **Past PR Hot Spot Articles:** If you misplaced or just didn't read in the past one of my highly informative and insightful PR Hot Spot articles for the Grandstander, this is where you will find them to refer back to. Keep up to date this way on the latest PR coverage and PR tips in the industry.
2. **Immediate Online Myrtle Beach Travel Coverage:** Instantly at your fingertips, anytime Myrtle Beach travel is in the news and the Myrtle Beach Area Chamber/CVB was involved with the coverage, it will be posted automatically. Delicious, which is a free social bookmarking tool was used to create the instant weblinks.
3. **Sign up for PR Hot Leads:** E-mail is the number one way I communicate with members on media opportunities, requests, and leads. If you are not receiving those e-mail leads, then please fill out the form and we can get you included on future opportunities.
4. **Visually See Myrtle Beach Media Coverage:** The Myrtle Beach Chamber/CVB's proactive PR outreach has garnered some impressive broadcast , radio, and print coverage. View past and present videos, and clippings here.

Print and Online Publicity Values

March 2009

123 Newspaper Articles

23 Nondaily Newspaper Articles

8 Consumer Magazine Articles

6 Trade Magazine Articles

344 Web Articles

Total Circulation 319,566,344
Publicity Value \$3,634,508

Year to Date Ad Value for Myrtle Beach Travel News: **\$9,976,327**

Next Month: *So you've started a Twitter page, now what? Tactics for Building Your Business Brand on Twitter*

What would you like to learn or see in a future PR Hot Spot? Want to be involved in this areas PR efforts? Have a PR related question? You can reach Kimberly Miles at 843-916-7218 or Kimberly.Miles@VisitMyrtleBeach.com.