

GO RVING™

Securing the Spotlight: Local TV Strategies for National Go RVing Day

Monika Geraci
Mindy Smith



The Modern PR Landscape



Beyond the Press Release: The New Media Mix

Paid Media: The "Megaphone" – Content you pay to place (Ads, Sponsored Posts). You control the message.

Earned Media: The "Gold Standard" – Coverage you win through PR. Others tell your story, providing instant third-party validation.

Social Media: The "Connective Tissue" – Where Paid and Earned live, breathe, and are shared by your community.



Why Earned Media is Your Secret Weapon

Authority: A news segment is more believable than a commercial.

Content Fuel: A 3-minute TV clip provides weeks of social media content.

Amplification: Earned media reaches "passive" customers who might skip your ads but watch the local news.



The Power Of Local

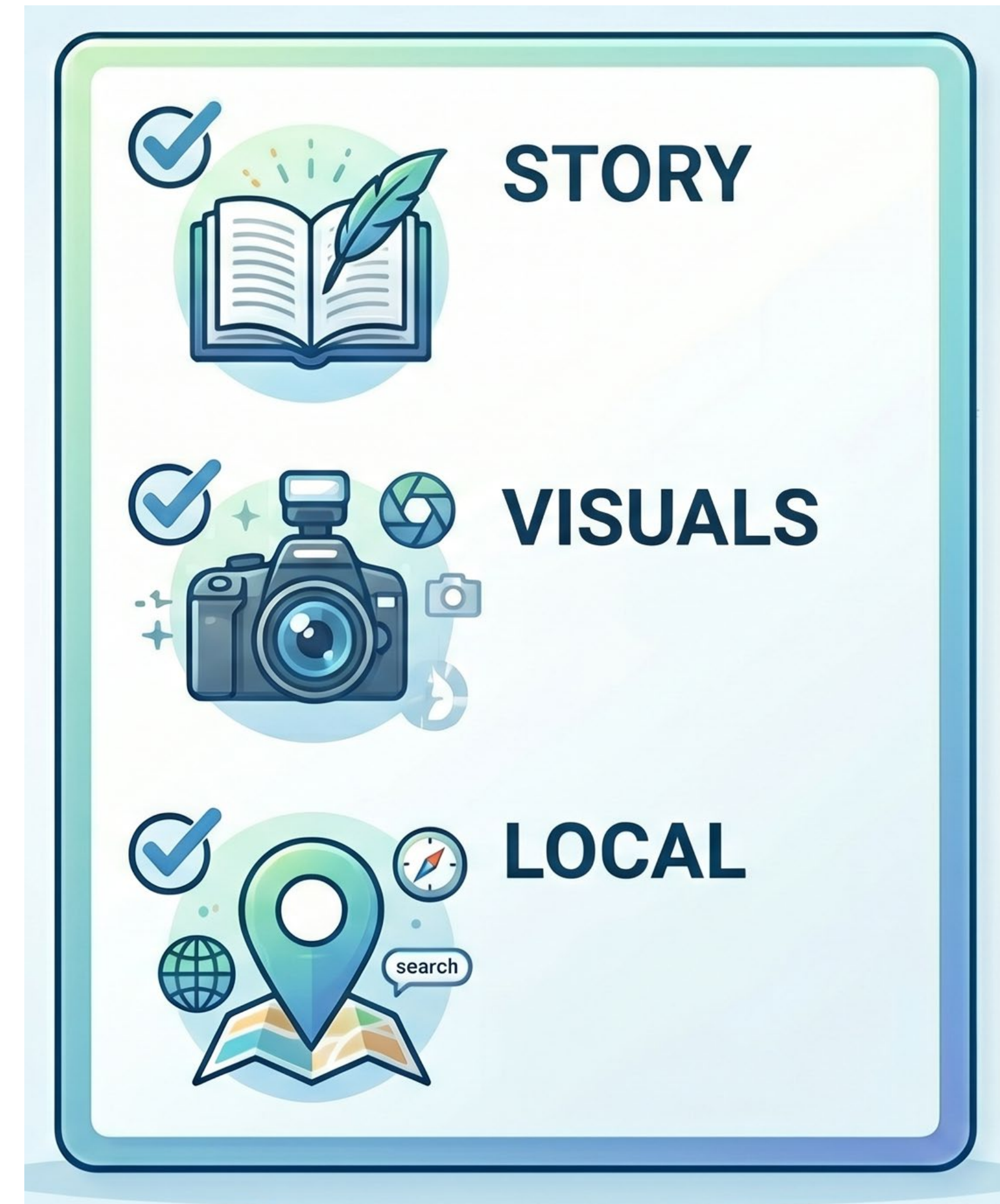


The Producer's Checklist

The Story: Why does this matter *now*?
(The Hook).

The Visuals: Is there something moving, bright, or interesting to look at?
(No "talking heads" in front of a white wall).

The Local Tie: How does this impact the people in *our* city?



National Reach, Local Voice

Go RVing: Drives the national conversation and trend awareness.

The Dealer/Campground: The face of the community.

The Expertise: You are the local expert who can speak to the specific travel habits of your region.



The Catalyst



The Perfect Hook: National Go RVing Day

What: A dedicated day to celebrate the freedom of the road.

When: June 13, 2026.

The Mission: Encouraging everyone to get out and experience the RV lifestyle.



The Road to RV-2-50

America's 250th: A full-year celebration of the American spirit.

The Connection: RVing is the quintessential American journey.

The Opportunity: Use this tie-in to show how RVing has been—and continues to be—part of the fabric of our country.



The Tactical Playbook



Finding Your Contact

Target: Look for "Assignment Editors" or "Morning Show Producers."

Research: Watch the local morning shows to see which reporters cover "lifestyle" or "community" segments.

Timing: Pitch 1–2 weeks in advance for a planned segment; follow up 48 hours before.



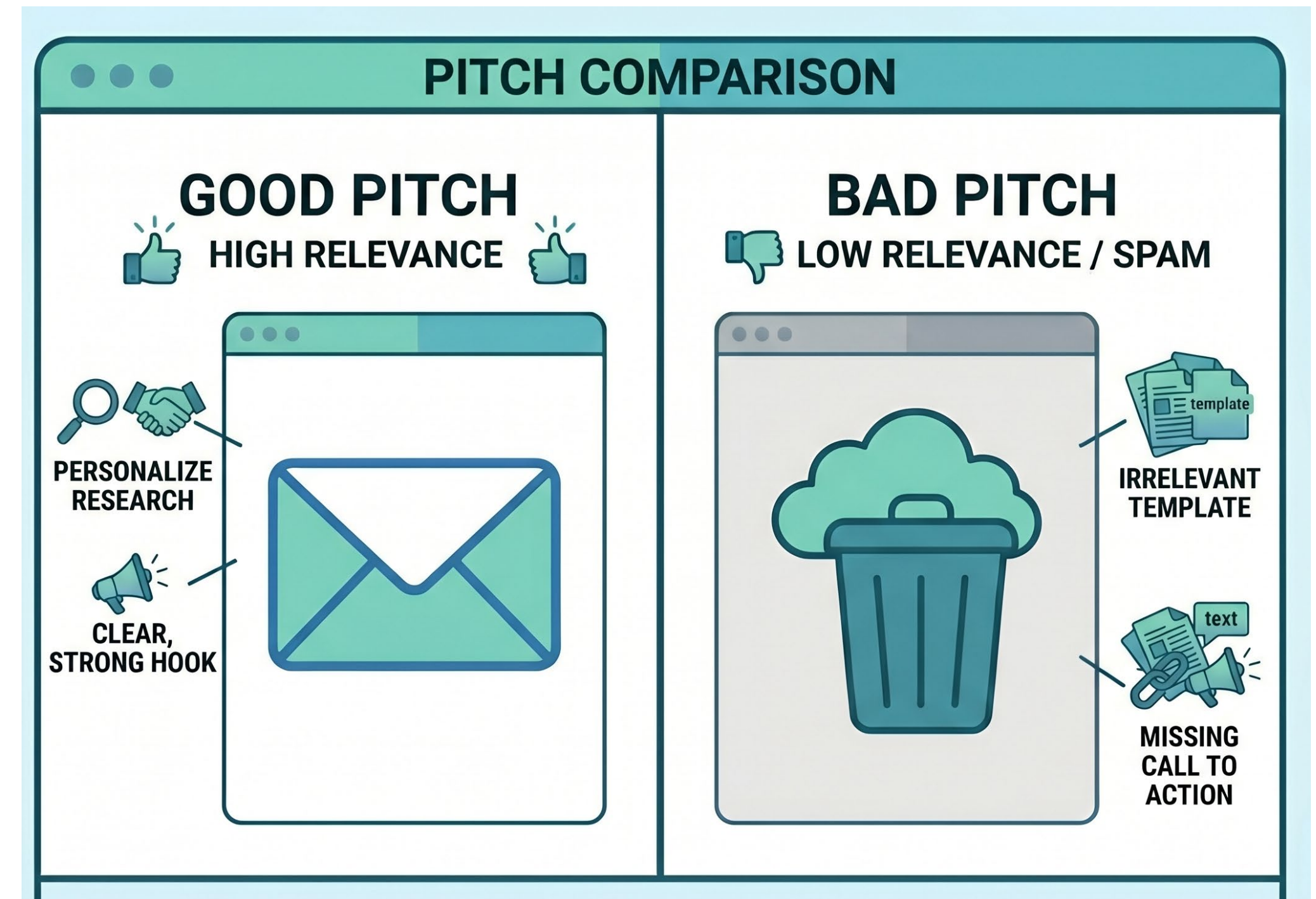
Short, Punchy, and Visual

Subject Line: Must be catchy (e.g., "LIVE: Celebrate National Go RVing Day with [Your Business Name]").

The Lead: One sentence on why this is timely.

The Offer: Be explicit: "We have the latest Travel Trailers on-site and an expert ready to show the top 3 features people didn't know RVs have."

The Close: A clear call to action.



Setting the Scene

At the Dealership/Campground: Have the RV open, staged with chairs, a fire pit, or camping gear.

At the Studio: If you bring the RV to them, it is even more important to have great staging.

Spokesperson: Wear branded (but professional) gear. No busy patterns that 'vibrate' on camera!

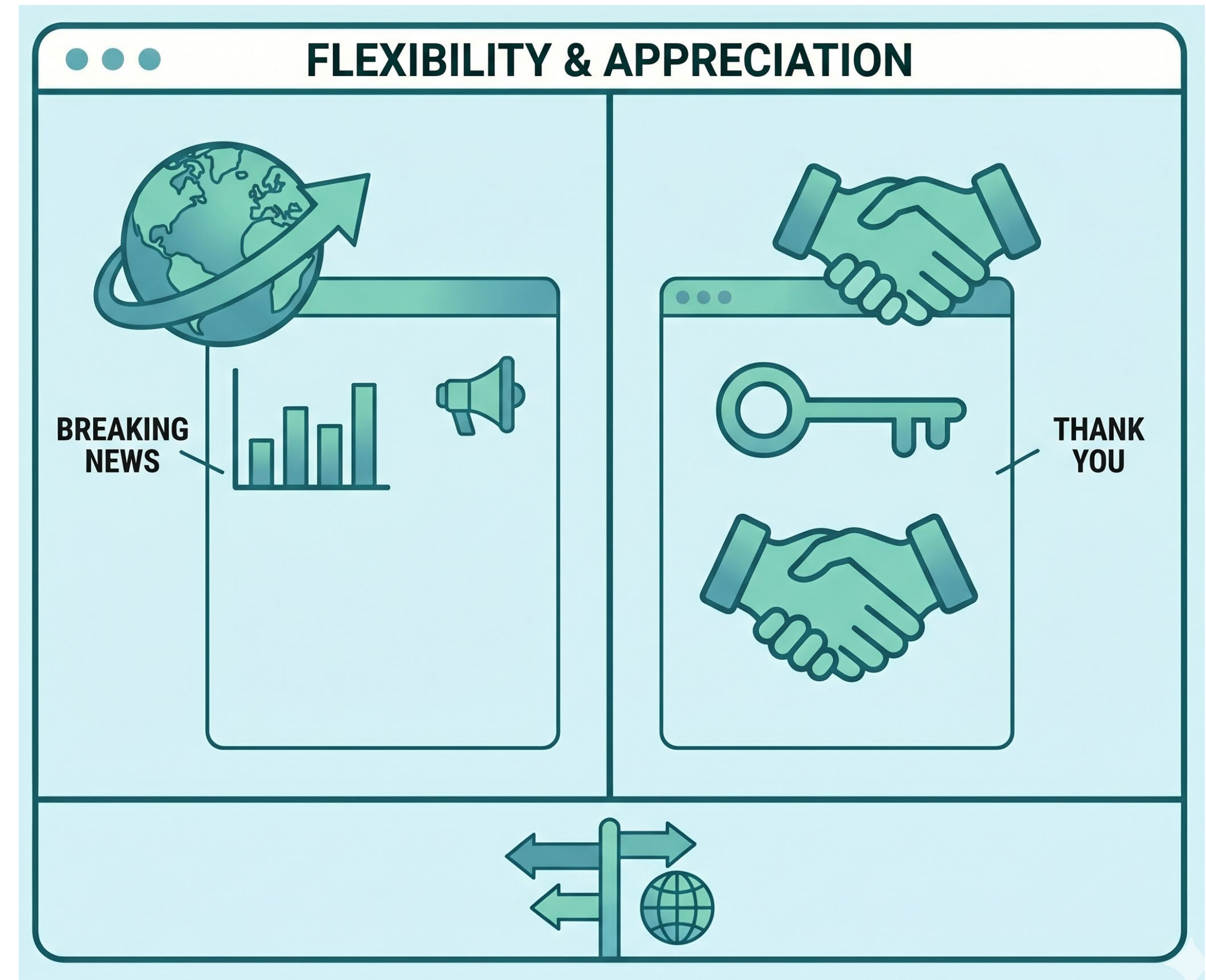


Managing the “Yes”

Confirm: Send a 'day-of' contact number for your spokesperson.

Flexibility: Breaking news happens. If they cancel, offer to reschedule or provide "B-Roll" (pre-shot video) instead.

The Thank You: Send a note to the producer afterward. It builds a relationship for the next story.



Maximizing the Value

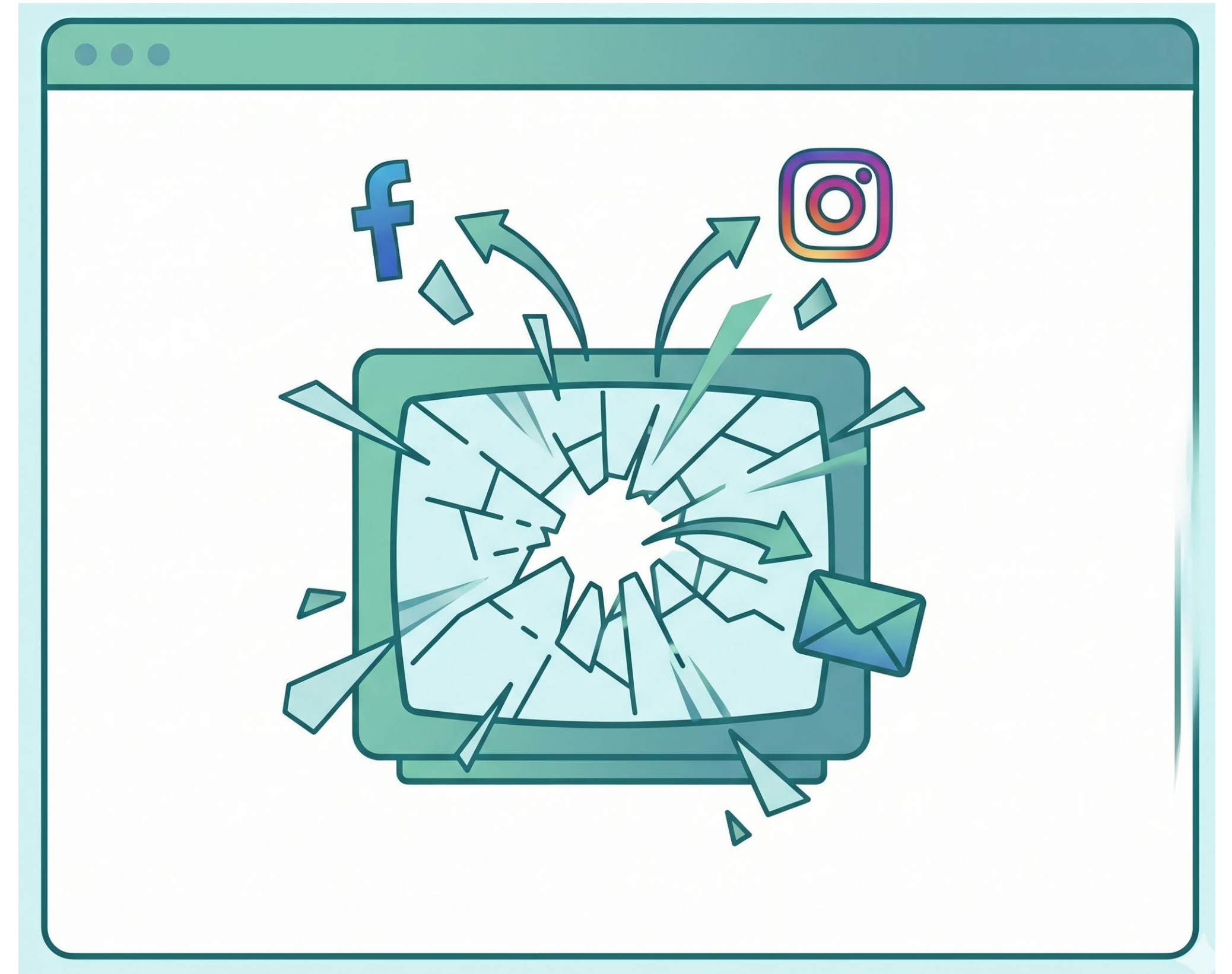


Amplify Your Earned Media

Social: Post the clip with the caption: "In case you missed us on [Station Name] this morning!"

Website: Embed the video on your 'About' or 'News' page.

Email: Send the link to your customer database.



Big Impact Low Barrier



Trust the Locals

The Low Effort Win: You already have the RVs, the location, and the expertise.

The Trust Factor: 71% of Americans trust local news more than any other news source.

The Goal: Put your business—and the RV lifestyle—in front of a captive, trusting audience.



Resources



We are Here for You!

Any questions or assistance, we are here to help.

The National Go RVing Day Toolkit is full of helpful resources. Use the Toolkit to:

- Post consistently leading up to June 13
- Share travel inspiration + planning tips
- Encourage participation (travel, share, engage)

👉 The more brands show up, the bigger the moment and the more likely you have the chance to secure earned press for your brand!

National Go RVing Day Toolkit



<https://tinyurl.com/5eabyt4v>

Questions?

Monika Geraci / mgeraci@rvia.org / 617-784-2532 (cell)

Mindy Smith / msmith@rvia.org / 828-989-7850 (cell)