

This document outlines the distribution strategy and timeline for PR communications concerning the announcement of the new 2013 cruise itineraries and destinations.

Distribution Strategy

Press Release Distribution

The following journalists and wire services will be used to distribute the news about the 2013 itineraries.

- **Press Rooms**
 - **DCL News**
 - This is the DCL online pressroom. A company's press releases should always be placed in their own interactive newsroom!
- **Wire Services**
 - **PR Newswire**
 - DCL has used PR Newswire in the past for press releases. It's a favorite distribution site among the Disney PR groups because it is a good reputable source of information, and it offers a distribution service that helps to get DCL press releases to some major news outlets. They've also started offering some nice SEO tools, which have been helpful for the PR team.
 - PR Newswire is a paid site. There are no free distribution sites on this list because DCL cannot risk being associated with a wire service that might not have an impeccable reputation. Additionally, using a new distribution service will require legal review and approval, and there may not be time for that before the announcement. PR Newswire is already approved.
- **Journalists/Bloggers**
 - **Gene Sloan – USA TODAY Travel**
 - Gene Sloan is a journalist blogger who writes about cruising on the USA TODAY website in a section called *The Cruise Log*. He is one of the few travel journalists who focuses exclusively on cruising, and has a good reputation. He has written favorably about Disney Cruise Line in the past.

- Journalists/Bloggers will receive advanced copies of the rich media press release that will be posted to DCL News in PDF format, and additionally receive advanced copy of the Disney Parks Blog content, to ensure that there is significant variation in the content that they post from the content that DCL posts.

Social Media

The following social sites will be used to distribute content and encourage sharing within the online community. This list also describes how they will be used to spread communications about the 2013 itineraries.

- **Disney Parks Blog**
 - Post an entry about the new itineraries with links to the content on the DCL site. The blog entry should serve to drive traffic to DCL website content.
 - Encourage readers to socially share the content with the “share” buttons on the blog, helping to drive additional traffic.
 - Offer free downloadable desktop backgrounds with captivating photos of the new destinations. This will encourage engagement and connection with the new product offerings.
 - Encourage readers to share the photos as well with a campaign hash tag that is specifically for the free photos. This will help to drive traffic to the DP blog, and then the DCL website.
- **DCL Twitter, Facebook, Google+**
 - Post about the itineraries and link to the Disney Parks blog post with a campaign hash tag (for Twitter) to make the information track-able.
 - Post about the free desktop wallpaper photos with a campaign hash tag (for Twitter) to make the information track-able.
 - Host a series of Google+ hangouts for interested customers who want to ask questions and/or talk about the new destinations and itineraries.
 - It is important to engage customers directly in conversation following the release of the news.
- **Disney Parks Twitter**
 - The DP Twitter account serves as an umbrella to post Disney news from all business segments. This account should not be posting identical information to the DCL Twitter account, but should post links to the content on the DCL website and the DP blog, as a means of helping to drive traffic and start

conversations within the DCL spaces.

- **Social sharing widgets on DCL News**
 - The DCL News site uses social sharing widgets that enable readers to Tweet about press releases or to “Like” the links to them on Facebook, which in turn, posts a link to the user’s wall. It is recommended that the DCL News site be altered to append a “#DCLNews” hash tag value to Tweets that are shared, to make them more track-able.

Media Focus Research

The following news outlets will be targeted to have the DCL 2013 itineraries news displayed.

- **National news outlets:**
 - **ABC News**
 - ABC is owned by Disney, which should facilitate coordinating with local affiliates near homeports where the ships depart from (Orlando/Port Canaveral, FL; Houston/Galveston, TX; Seattle, WA; New York, NY, and Los Angeles, CA).
 - Note: DCL would not seek to have this appear in national news. This product offering caters to a niche market. Including ABC news is only for the purpose of reaching local news outlets more easily.
- **Local news outlets:**
 - **Orlando Sentinel**
 - The Orlando Sentinel is a well-respected local newspaper with both print and online channels. DCL has used them in the past for announcements. Because DCL is based out of the Orlando area, it is important to make sure the local population is receiving the information.
 - Example from 2012 itinerary announcement:
http://articles.orlandosentinel.com/2011-04-06/travel/os-disney-cruise-line-2012-itinerarie20110406_1_disney-dream-disney-cruise-line-castaway-cay
 - **Central Florida News 13 by Bright House Networks**
 - Channel 13 News is an Orlando-local TV station that also has a news website. Bright House Networks is a cable company that advertises *Central Florida News 13* as “central Florida’s only 24-hour local news channel.” DCL has used them in the past for announcements.

Targeting this news outlet is a good way to reach the local community who may have more of an affinity for receiving news through the television.

- Example from 2012 itinerary announcement:
<http://www.cfnews13.com/article/news/2011/april/228658/Disney-Cruise-Lines-announces-2012-itinerary>

- **Industry news outlets:**

- **Cruise Critic News**

- Cruisecritic.com is considered a major hub for the cruise industry, and they have a news section with a lot of information. The site does a good job collecting industry information in a single place for consumers, and is widely known to be a reputable website. It would be wise to be proactive about having the press release included on their website news section. They do not pick up every single press release from the cruise industry.

- **Porthole Cruise Magazine**

- Porthole Cruise Magazine is a print magazine that also publishes some of its content on its website. It's very focused on the cruise industry, and the niche market of vacationers who love to cruise.
 - According to their editorial calendar (<http://www.porthole.com/Portals/1/Users/files/PH2012editcalendar.pdf>), they have an April issue coming out, but it is very likely that the April issue will be released in March, before the press release launches, so a better option is to target the June issue, which will be released in May, to keep the momentum going during the peak cruise season, after the announcement has been made. The June issue features destination information on Alaska and Mexico, two of the locations that DCL ships currently sail to, and are expected to continue sailing to with new itineraries in 2013.

Outreach Tactics

The following outreach tactics will be applied to get the 2013 itineraries news to the right contacts, to make sure it can be posted in a timely manner.

- **ABC News**

- The DCL PR team will contact the appropriate ABC local affiliates about posting the news to the travel sections of their websites. Their phone number and email address contact information is listed on the main ABC website.
 - Houston / Galveston
 - 713-666-0713
 - No email address available
 - Los Angeles
 - 818-863-7777
 - abc7@abc.com
 - New York
 - 212-456-4811
 - eyewitness.news@abc.com
 - Orlando / Port Canaveral
 - 407-841-9000
 - wftv@sundial.net
 - Seattle
 - 206-404-4000
 - No email address available
- The request to write about this information will be approached from the angle of stimulating the local economy during a recession. Local homeport economies benefit from cruise lines in the following ways:
 - The city receives port fees.
 - Jobs are available for port workers.
 - Hotels receive more business from travelers that come from other areas.
 - Local businesses make more money from out of town travelers.
 - State economies benefit from additional sales tax revenue.
- **Orlando Sentinel**
 - The DCL PR team will contact **Jim Abbott** (<http://www.orlandosentinel.com/entertainment/columnists/orl-abbott.0,5230714.columnist>). He is the music and travel writer for the Orlando Sentinel. Jim's contact information is available on his columnist page within the website. The best way to contact him seems to be through email or by phone. Since he is also the Sentinel music critic, his Twitter stream focuses on that content. Therefore, trying to reach him via Twitter, or asking him to tweet about the topic would not be relevant.
 - In the past, it is been relatively easy to convince Orlando-based journalists to write about new product offerings from Disney, due to the brand affinity of

the local population, and helping to stimulate the local economy.

- **Central Florida News 13**

- The travel articles on this site were more difficult to locate, and authors were not listed (e.g. <http://www.cfnews13.com/article/entertainment/2011/december/355870/Disney-band-shines-in-Muppets-cameo>). However, the travel section is listed under “Entertainment” on this site, and there is an entertainment reporter listed – **Allison Walker**.
- There is no direct contact information listed for Allison on the website, but there is a contact form on her bio page (<http://www.cfnews13.com/allison-walker>) that the DCL PR team can use to approach her about the itineraries news story.
- Additionally, the main website has an email address that can be used for news story submission ideas: StoryIdea@cfnews13.com.
- This outlet is very friendly to Disney and frequently posts information that is released through the Disney Parks blog and through press releases, but they don’t post everything. DCL PR will ask that the new itineraries be posted with the same economic angle used to approach the other local outlets.

- **Cruise Critic News**

- According to past posts about DCL, in the news section of the Cruise Critic site, the following authors may be the best to contact with the news of the 2013 itineraries. They had the highest volume of DCL-related posts, but only one email address was able to be located on the website – the editor in chief’s.
 - Dan Askin, News Editor – no contact information available on the website.
 - Ashley Kosciolk, Copy Editor – no contact information available on the website.
 - Carolyn Spencer Brown, Editor in Chief - editor@cruisecritic.com.
- The DCL PR group will contact the editor about the 2013 itineraries, and approach it from the angle of being newsworthy within the industry because Disney is going to some exciting new destinations that not a lot of other companies in the industry are visiting right now.

- **Porthole Cruise Magazine**

- The contact information on the editorial calendar will be used to contact the magazine editors about featuring an advertisement to compliment the

destinations copy in the June issue.

- **Gene Sloan**

- No direct contact information (email or phone) was found on the USA TODAY website. However, DCL and Gene Sloan follow each other on Twitter, so a direct message can be sent requesting additional contact information, in order for a discussion to occur about Sloan posting the information in *The Cruise Log* on the USA TODAY website.
- Sloan will be approached from the same angle as the Cruise Critic website – to highlight the new destinations within the industry, since they are both industry-specific news outlets.

Timeline

The following is a timeline to outline when each task must take place to ensure a successful PR communication and distribution strategy.

- **December 2011**

- Website content keyword research: page titles, Meta descriptions, and content keywords.
- Research industry influencers, bloggers, journalists that can write about the news (this assignment).
- Researching early allows the information to be made available for the content writers when they are ready to start working on the text for the website.
- Contact Porthole Cruise Magazine about ad copy for the 2013 itineraries.

- **January 2012**

- Website design work
 - Create visual designs for new itinerary pages, if not reusing existing templates.
 - Use placeholder images until the photography work is completed.
- Website content
 - Write content for new pages.
 - Get content approved with legal department.
- Gather photography that is needed for the press release and blog post. Traveling may be required to shoot on location. Photography work should be

done early so that photos are available to use for creation of ads and other promotional materials that must be delivered to printed periodicals.

- Contact journalists and bloggers about featuring content on the websites they write for.
- This work will need to be done in advance of the technical work to build out the website pages. Based on previous experience for how long it takes the technical team to build and test new pages, having this work completed in January should allow enough time for the technical work to be done before the announcement has to launch in early April.

- **February 2012**

- Alert the owners of the internal channels that the announcement is coming in April. This will give them two months to prepare and put the content changes on their schedules, if necessary.
- Create ad that will be placed in Porthole Cruise Magazine.
- Create free desktop backgrounds with photos of new destinations to offer as a promotional material on the blog and in social media channels.
- Start website technical work
 - Be sure to include the updated photography images.
 - New pages must be created and tested in the QA environment before launching. Starting in February allows two months for completion and testing.
- Update DCL News site to append “#DCLNews” hash tag to tweets that are shared about press releases.

- **March 2012**

- Press release content keyword research. Consult with Search Marketing team about keywords used in website content. Make a list of hash tags to be considered for the campaign.
- Draft and get legal approval for:
 - Press release content
 - Blog/social content
- Deliver advanced copies of completed press release and blog content to individual journalists.
- Having these things completed in March will ensure everything is ready for the big announcement and release of information in April.

- **Wednesday, March 29, 2012**

- Send press release content to PR Newswire, to ensure there is enough time to have it reviewed before the press release goes live.
- **Wednesday, April 4, 2012**
 - Launch new 2013 itinerary pages on website.
 - Announce the information in internal channels:
 - Press releases (refer to details in Press Release section).
 - Blog and social media posts (refer to details in Social Media section).
 - Verify information has been posted in external channels.
 - This date was selected to be consistent with the Wednesday April 6, 2011 announcement of the 2012 itineraries. DCL makes these announcements in early April because it is the start of the “peak season”, where bookings rapidly increase.
- **Wednesday April 4 – Sunday April 15, 2012**
 - Ensure that resources are devoted to monitoring social media responses, and replying to them while the information is still fresh! In the approximately two weeks following the announcement, DCL will probably see the most traffic and conversations about the news, if historical data is correct. It is very important to respond to customers during this time, and keep them engaged!
- **April 2012**
 - About mid way through the month, have conversations with the journalists/bloggers about the responses to the posts on their websites. Check out their blog posts to see how many people are commenting. If there are a lot of comments and inquiries, offer to host a live Q&A session on Twitter, for convenience, at the end of the month. This will help to keep the momentum going.
- **May 2012**
 - The Porthole Cruise Magazine ad launches. Continue being diligent to have real-time conversations with customers via social media.