

Public relations win: Pawling Associates news release nets big-market TV coverage for watersports retailer

Executive summary

When southern New Jersey-based Extreme Windsurfing asked Pawling & Associates to write a series of press releases, the budget and expectations were low. Previous attempts to publicize its core business - lessons in windsurfing and kiteboarding - had failed. Then Pawling & Associates went to work, and multiple TV reporters started calling ...

Client

Extreme Windsurfing owns a strong presence in the growing sport of kiteboarding and is locally dominant in the windsurfing market. It derives its revenues from providing lessons in the two sports, from equipment sales and from renting watersports equipment at its waterfront store near Atlantic City, N.J.

Challenge

Extreme Windsurfing owner Jim Karabasz doesn't have time to do it all. He is well aware that writing effective press releases and doing public relations outreach is important, but so is manning the counter and managing the business. "It's a challenge to educate people about how great these sports are," said Karabasz. "A lot of people haven't even heard of kiteboarding. And tons of folks don't realize how good south Jersey is for kiteboarding and windsurfing. So those are vital messages to get across. We have a huge population of potential customers within a one-hour drive - a real opportunity to grow our revenues if we reach the right people with the right messages."

"It makes sense for us to partner with Pawling & Associates for PR. They know how to come up with copy that rings true with reporters and editors." – Jim Karabasz, Extreme Windsurfing

Solution

Extreme asked Pawling & Associates to write a series of press releases, and to seed those releases in media outlets in the Philadelphia and New York areas. The releases generated responses from *three* Philadelphia television reporters. Because of fickle fall weather, only one reporter was able to schedule a story. But it was a winner - an engaging two minutes on the 6 p.m. news exclusively featuring Extreme.

Benefits

- **"Extreme" exposure:** Core messages driven home to tens of thousands of prospects.
- **Value:** For less than \$2000, those releases won two minutes on prime time in a major market that, if purchased as commercials, would have cost some \$20,000 - not counting production costs. The releases also brought coverage in other media outlets including newspapers. "You literally can't buy this kind of positive publicity," said Karabasz.

Pawling & Associates

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