



50TH ANNIVERSARY MEDIA KIT

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INTRODUCTION

1.0 INTRODUCTION: WHAT IS A MEDIA KIT?

This year marks the 50th Anniversary of the World Trade Centers Association (WTCA). To commemorate this impressive milestone, we launched a year-long campaign at our 50th General Assembly (GA), hosted by WTC Querétaro, which will culminate at our 2020 GA, hosted by WTC Taipei.

Throughout the year, we intend to launch and promote different activations for Members, and we need their help to amplify the message within their local markets. These activities are designed to demonstrate our belief that doing business around the globe should be as easy as doing business down the street, rooted in our central theme and tagline for the anniversary: “A Half Century of Global Trade Connectivity.” These activities include the WTCA Champions Awards and the Global Mural Competition alongside a series of ten 30- to 60-second short videos optimized for use on social media, and a 50th Anniversary tribute we will debut next year at the GA in Taipei. All of these assets are, or will be, available for Members to use in their local markets.

We will be sharing specific details about these activations and tools, as well as ways to participate in the coming months. In the meantime, to help promote this important milestone to our key audiences, and pay homage to our central anniversary theme around the globe, we have put together this official **WTCA 50th Anniversary Media Kit** to:

1. Ensure we are all saying the same thing about our Association, this milestone and its significance for Members and their communities
2. Direct press and media to the appropriate persons
3. Equip you with tools that you can put into practice immediately

INTRODUCTION

1.0 INTRODUCTION: WHAT IS A MEDIA KIT?

We are always happy to bring our resources to bear on your important announcements, but it is also good to know how to handle inquiries, and to share best practices when reaching out to press. To this end, this kit includes:

Media Protocol: Instructs Members what to do when contacted by press, including about topics related to our 50th Anniversary or future plans.

Key Messaging: Provides a topline overview of the WTCA, as well as messaging.

Sample Social Media Posts: Provides templates for social media posts for you to consider posting on your WTC social media channels (i.e., Twitter, LinkedIn, Facebook) promoting our 50th Anniversary.

Media Outreach: Promoting This Milestone In Your City/Region: Defines “pitching” (media outreach) and press releases as well as includes guidance for using this milestone to promote your WTC in your local market.

Contact Information: Where to go and who to call with your media and press questions.

2.0 MEDIA PROTOCOL: IF A REPORTER CALLS ABOUT YOUR WTC...

We understand that our Members have existing relationships with media in their markets, and we encourage you to promote your WTC in the press.

If a reporter asks you about your region and/or your WTC, embrace this opportunity! It will allow you to not only share crucial information and promote your businesses, but also to establish long-lasting relationships with the media. We also invite you to get familiar with our key messaging (found in the subsequent sections) to make sure our Association and its Members are speaking with consistent language, including information about our important 50th Anniversary milestone.

However, there will be times when the discussion is more far-reaching than just about your region or your WTC. For example, a reporter might ask about the direction of our Association, our plans for the next 50 years, our overall market position, or something else having to do with the network as a whole. For these occasions, we ask that Members direct media to us at WTCA Headquarters, where we are equipped to handle these questions.

2.1 MEDIA PROTOCOL: IF A REPORTER CALLS ABOUT OUR 50TH ANNIVERSARY

Because of the recent launch of our 50th Anniversary campaign you may begin to hear more from editors and reporters. We want to make sure that we address their questions, while ensuring that we are telling the same story.

When responding to press inquiries consistency in communications is key to fully take advantage of this newfound attention. This, in turn, will give the WTCA one cohesive, positive voice.

Given that our organization spans the globe, we thought it helpful and necessary to outline criteria to help determine what questions qualify for special treatment. We therefore ask that if press should ask you questions that meet the conditions below, that you follow some simple guidelines.

MEDIA INQUIRIES CRITERIA

General questions about the World Trade Centers Association that go beyond your Membership

WTCA Membership (how to become a Member, overall process, forecasts, etc.)

General questions about the “who/what,” “why,” and “how” with respect to WTCA, or WTCs other than your own

The imminent or long-term future of the WTCA as a whole (such as the WTCA’s next 50 years)

Financial standing of the WTCA

Legal issues pertaining to the WTCA

WTCA positions, stances and/or comments on specific issues related, but not limited to, global politics, policy, economics, markets, religion, and society

If you or anyone on your team receives an inquiry from media that meets any of the criteria outlined above, we advise you not to answer their questions immediately. The spokespersons best-equipped to answer general WTCA-related questions are Scott Ferguson and Alex Brown. We strongly ask that you please direct the inquirer to the Communications Team at WTCA Headquarters:



Media@wtca.org

3.0 DEFINING THE WTCA & 50TH ANNIVERSARY KEY MESSAGING

While our mission and key messages remain the same, we have an opportunity to promote our theme—"A Half Century of Global Trade Connectivity"—throughout the coming year.

The following outlines key messages, talking points and sample FAQs regarding the WTCA, as well as messaging specific to our milestone anniversary. This document will be helpful in preparing a wide range of communications materials regarding your initiatives and our overall brand around this significant milestone.

But first things first. We have all been asked...

WHAT IS THE WORLD TRADE CENTERS ASSOCIATION?

Often times this comes up in the course of conversation, but if you need a formal description, please use the **legally approved boilerplate language below**.

The World Trade Centers Association (WTCA) is a network of more than 300 highly-connected, mutually supporting businesses and organizations in nearly 100 countries. As the owner of the "World Trade Center" and "WTC" trademarks, the WTCA licenses exclusive rights to these brands for Members to use in conjunction with their independently-owned, iconic properties, facilities and trade services offerings. Through a robust portfolio of events, programming and resources that it offers its Members, the goal of the WTCA is to help local economies thrive by encouraging and facilitating trade and investment across the globe through Member engagement. To learn more visit www.wtca.org.

In the following pages, you will find key messages that work to answer the "who/what," "why," and "how" of the World Trade Centers Association. These key messages are overarching points about the organization used in marketing materials, interviews, and other publicly-facing materials.

Additionally, we have included the following language to help you communicate our milestone anniversary.

3.1 50TH ANNIVERSARY KEY MESSAGING

KEY MESSAGE ONE

For fifty years, the WTCA has been “Connecting the Business World.”

SUPPORTING POINTS

Our brand’s roots began in 1939, when the World’s Fair in Queens, New York, named its grounds “World Trade Center.” Then 50 years ago, in 1969, Guy Tozzoli, Director of the World Trade Department of the Port of New York Authority, established the World Trade Centers Association in Delaware, USA as a non-profit organization.

Over the last 50 years, we have evolved while staying committed to our vision to be the world’s trusted global brand, facilitating international business connections and trade.

This year, we are commemorating our milestone with the tagline “A Half Century of Global Trade Connectivity.”

We are proud to enable a network of more than 300 highly-connected, mutually-supporting businesses and organizations in nearly 100 countries to promote global trade and investment.

3.2 50TH ANNIVERSARY KEY MESSAGING

KEY MESSAGE TWO

The WTCA was born of the idea that doing business around the globe should be as easy as doing business down the street. We are commemorating 50 years of growing local prosperity by connecting Members and their local businesses to global trade and investment opportunities.

SUPPORTING POINTS

We kicked off our milestone anniversary campaign at our 50th General Assembly (GA) in Querétaro, Mexico, and will conclude the year-long celebration at the GA in Taipei in 2020.

These GA events bring together hundreds of Member representatives from around the globe, foreign trade delegations, and local companies.

They offer opportunities to make important connections in a wide range of industries both within the region, and throughout the entire WTCA ecosystem of trade and investment.

Throughout the year, the WTCA will host various events and activities to bring Members together. These activities will be announced by WTCA Headquarters in the coming months when the activities launch and are designed to recognize our diverse Member base and their unique communities.

3.3 50TH ANNIVERSARY KEY MESSAGING KEY MESSAGE THREE

The WTCA is celebrating its 50th anniversary by rolling out a year-long campaign consisting of activities and events such as the WTCA Champions Awards and the Global Mural Competition for its Members. Additionally, the WTCA will unveil a series of ten 30- to 60-second short videos and a 50th anniversary tribute video for its Members to use within their local markets, touting the history of the organization.

SUPPORTING POINTS

WTCA Champions Awards Overview:

- This is a program we are launching in conjunction with the 50th Anniversary to recognize excellence around the network.
- We are giving Members the opportunity to recognize fellow Members for all they do.
- The five Champions Award categories include: "Connectivity," "Reciprocity," "Network Support," "Sustainability," and "Member of the Year."
- The Champions Awards will be presented at the 2020 GA in Taipei.

Global Mural Competition Overview:

- This activation is a way to celebrate our 50th Anniversary in communities around the world.
- It provides a means of connecting with local communities, provides opportunities for press in-market, and creates an emotional brand touchpoint.
- Our competition theme is "Understanding Through Trade" and we are asking local artists in Member cities to bring to life the cultural understanding and connection that results from trade between diverse peoples and nations.
- Winners will be announced at the 2020 GA in Taipei.

Short Videos Overview:

- We are distributing a series of ten 30- to 60-second short videos on a monthly basis up through the 2020 GA in Taipei, highlighting the history of our organization over the past 50 years.
- These videos are available for Members to share on social/the web.

50th Anniversary Tribute Video/Microsite Overview:

- The purpose of this 7-10 minute video and custom microsite is to commemorate the 50th anniversary, build a future-facing storytelling tool, and create a lasting channel for WTCA and its Members.
- The tribute video will consist of member interviews, and archival and repurposed existing footage.
- The microsite will host short-form, 2-3-minute clips created from individual interviews with Members, and is intended to live far beyond the 50th anniversary.

NOTE: Full materials and messaging are forthcoming as these activities launch.

4.0 50TH ANNIVERSARY SAMPLE SOCIAL MEDIA POSTS

The WTCA encourages its Members to recognize the Association's milestone anniversary and to amplify content developed by the WTCA. As such, feel free to "share" or "like" anniversary-themed social media content on the WTCA's official social media channels, listed below:

Twitter: @WTCA

Facebook: @wtca.org

LinkedIn: World Trade Centers Association

Alternatively, you can publish your own social media posts and content. To help you get started, please find below a collection of sample social media post templates that can be tailored to your unique markets:

Twitter

General posts on the WTCA's 50th Anniversary:

- "We're celebrating 50 years of @WTCA in 2019! Here's to a half century of starting important conversations, supporting key initiatives, and furthering the dialogue around trade and investment. #WTCA50"
- "Here's to 50 years of @WTCA! We're very proud to be Members of this organization and hope to continue furthering conversations around trade and investment for many years to come. #WTCA50"

Posts sharing a video on the WTCA's history/50th Anniversary (NOTE: videos to be shared by WTCA Headquarters at a later date):

- "Learn more about the history of the @WTCA by watching this informative video. We're very proud of the journey our organization has taken over the last 50 years. Here's to many more! #WTCA50"
- "What an amazing 50 years of @WTCA! This organization and its Members do such great work to support trade and investment worldwide. #WTCA50"
- "Happy 50th Anniversary to the @WTCA! We're taking a look back at the organization's history in honor of 50 years. Check out the video below to learn more: **[INSERT LINK]** #WTCA50"

Posts highlighting activity, event, or initiative related to the WTCA's 50th Anniversary:

- "We're celebrating 50 years of the @WTCA here at WTC **[INSERT LOCATION]** by **[INSERT EVENT/INITIATIVE/ACTIVITY]**. Here's to a half century of global trade connectivity! #WTCA50"
- "In honor of a half century of the @WTCA, we at WTC **[INSERT LOCATION]** are **[INSERT EVENT/INITIATIVE/ACTIVITY]**. Join us **[INSERT DATE/TIME]** to learn more/participate in the growing trade conversation."

4.0 50TH ANNIVERSARY SAMPLE SOCIAL MEDIA POSTS

Facebook/LinkedIn

General posts on the WTCA's 50th Anniversary:

- "We're celebrating 50 years of the World Trade Centers Association in 2019! Here's to a half century of starting important conversations, supporting key initiatives, and furthering the dialogue around trade. #WTCA50"
- "Here's to 50 years of the World Trade Centers Association! We're very proud to be Members of this organization and hope to continue furthering conversations around trade for many years to come. #WTCA50"

Posts sharing a video on the WTCA's history/50th Anniversary (NOTE: videos to be shared by WTCA Headquarters at a later date):

- "Want to learn more about the history of the World Trade Centers Association? Check out this informative video highlighting key moments in our journey over the past 50 years. We're very proud of the work our organization has done to further conversations around trade and investment. Here's to 50 more! #WTCA50"
- "What an amazing 50 years of the World Trade Centers Association! We are proud to be Members of an organization doing such great work to support trade worldwide. #WTCA50 #trade"
- "Happy 50th Anniversary to the World Trade Centers Association! We're taking a look back at the organization's history in honor of 50 years. Check out the video below to learn more: **[INSERT LINK]** #WTCA50"

Posts highlighting activity, event, or initiative related to the WTCA's 50th Anniversary:

- "We're celebrating 50 years of the World Trade Centers Association here at WTC **[INSERT LOCATION]** by **[INSERT EVENT/INITIATIVE/ACTIVITY]**. Here's to a half century of global trade connectivity! #WTCA50"
- "In honor of a half century of the World Trade Centers Association, we at WTC **[INSERT LOCATION]** are **[INSERT EVENT/INITIATIVE/ACTIVITY]**. Join us **[INSERT DATE/TIME]** to learn more and participate in the growing trade conversation. Here's to the next 50 years! #WTCA50"

NOTE: The series of 10 video shorts mentioned will be made available for Members to use within their local markets. WTCA Headquarters will be unveiling one video each month up through the 2020 General Assembly in Taipei. All videos, including the 50th Anniversary tribute video, will be available in the Resource Center under "50th Anniversary Materials."

5.0 PROMOTING THIS MILESTONE IN YOUR CITY/REGION

Media outreach—more commonly known as “pitching”—consists of reaching out to a press contact with the intent of introducing your organization, or in the best-case scenario, generating a positive story in the news. On the other hand, a press release is an official statement issued by an organization, with the purpose of sharing specific information on a particular matter with the media. Press releases can be helpful tools to include in pitches to media.

Our 50th Anniversary may provide a timely “hook” for you to pitch your local media with stories and case studies of how the WTCA network has benefitted your WTC and local economy.

As we roll out activities and events related to our 50th Anniversary that your WTC may participate in throughout the year, we will provide both media pitch and press release templates that you can tailor for use with your local media. Please look out for these materials as we roll out 50th-Anniversary-related activities, such as the WTCA Champions Awards and the Global Mural Competition in the coming months.

In the meantime, if you are interested in learning more about pitching, press release development, or need additional support, please contact the Communications team at WTCA Headquarters (Media@wtca.org).

6.0 WTCA GLOBAL MURAL COMPETITION

PURPOSE

In order to give Members a touchpoint for their local communities, the WTCA will organize and execute a mural competition made up of submissions from local artists in individual Member cities. The purpose is to connect our Member communities to one another by asking artists to visually express the cultural understanding and connection that results from trade between diverse peoples and nations.

All submissions will be physically produced by the WTCA and put on display at the General Assembly (GA) in March 2020 in Taipei, so that attendees — WTCA Members, other delegates, and invited guests alike — can vote for their four favorites. The theme of this competition is:

“Understanding Through Trade”

STAY INFORMED

Keep up-to-date on all of our 50th-Anniversary activations by visiting www.wtca.org and:

- Watch for official announcements from WTCA Headquarters in New York
- Follow on social media:
 - Facebook: [World Trade Centers Association](#)
 - Twitter: [@WTCA](#) using the hashtags #WTCAGlobalMuralCompetition and #WTCA50
 - LinkedIn: [World Trade Centers Association](#)

If you need any more guidance and/or have any questions, please reach out to us at media@wtca.org.

For more information about the WTCA Global Mural Competition, visit <https://events.bizzabo.com/WTCA50TH/home>.

7.0 WTCA CHAMPIONS AWARDS

PURPOSE

As part of its 50th Anniversary the WTCA has launched a new awards program — the “Champions Awards,” or “Champies,” for short — to recognize excellence around the network. This is an opportunity for WTCA Members to recognize fellow Members for all they do.

Winners of these awards will be presented in March 2020 at the General Assembly (GA) in Taipei. These awards will then be given out each following year as part of an ongoing recognition program, and honorees will be presented annually at each subsequent GA gala.

STAY INFORMED

Keep up-to-date on all of our 50th-Anniversary activations by visiting www.wtca.org and:

- Watch for official announcements from WTCA Headquarters in New York
- Follow on social media:
 - Facebook: [World Trade Centers Association](#)
 - Twitter: [@WTCA](#) using hashtags #WTCAChampion and #WTCA50
 - LinkedIn: [World Trade Centers Association](#)

If you need any more guidance and/or have any questions, please reach out to us at media@wtca.org.

For more information about the WTCA Champions Awards, visit <https://events.bizzabo.com/WTCA50TH/home>.

8.0 FREQUENTLY ASKED QUESTIONS

Below is an overview of potential questions that you may be asked regarding the WTCA. The below is intended to arm you with answers to the inquiries we anticipate you might receive.

However, as a reminder only the WTCA's Headquarters office in New York is authorized to respond to questions outside of the scope of your local WTC.

For any questions related to the WTCA's future direction, position on current affairs, or any other questions that ask about the Association as a whole, please refer the inquiry to Media@wtca.org.

There are also media protocols and more detail on this in the Official WTCA Media Kit, located on the Resource Center under "Media Resources."

QUESTIONS ABOUT THE WORLD TRADE CENTERS ASSOCIATION

Q1: What is the World Trade Centers Association?

A1: The World Trade Centers Association (WTCA) stimulates trade and investment opportunities for commercial property developers, economic development agencies, and international businesses looking to connect globally and prosper locally.

Our Association serves as an ecosystem of global connections, iconic properties, and integrated trade services under the umbrella of a prestigious brand.

Q2: When was the WTCA founded?

A2: The WTCA was founded in 1969 by Guy F. Tozzoli who established the World Trade Centers Association as a non-profit organization. WTCA began with an initial contingent of 14 WTCs in seven countries. Tozzoli served as president of the Association until 2011, and was responsible for overseeing the planning, construction, and operation of the former 110-story World Trade Center towers in New York City.

Q3: How many World Trade Centers are there throughout the world?

A3: There are more than 325 (actual count is 328) WTC licensees around the world.

Q4: How many countries are represented through WTC operations?

A4: Globally, there are nearly 100 (actual count is 91) countries/regions represented through WTC operations.

8.0 FREQUENTLY ASKED QUESTIONS

Q5: What is the process for joining the WTCA?

A5: The WTCA consists primarily of organizations that promote international trade and investment, such as economic-development agencies, chambers of commerce/trade associations, commercial real estate developers and operators, investors, owners and financiers.

The first step required to join the WTCA is to fill out an **Expression of Interest Form**, located on our website (www.wtca.org). Upon receipt of the completed Expression of Interest Form, the WTCA will review and respond within one week. Should you meet the preliminary criteria, you will be invited to interview with a WTCA Representative and complete an application for WTCA Membership and Licensure. Applications are reviewed and approved by the Executive Committee of the WTCA Board of Directors.

Q6: What is the benefit of joining the WTCA?

A6: The WTCA is the only association with exclusive rights to license “World Trade Center” and its “WTC” brands to real estate developers, economic development agencies, and others worldwide.

We offer our Members a competitive differentiation and advantage as well as entrance to a proprietary group of mutually benefitting and supportive Members, working together to promote trade and investment worldwide. By becoming part of our network, Members immediately unlock access to a unique and trusted group of professionals and decision makers, as well as a suite of tools and programs to help them meet their business goals.

Q7: Does the WTCA operate using a franchise model?

A7: The WTCA is not a franchising organization—our Members license the brand and join our network, and we then provide them with the tools and resources necessary to connect with other Members, enhance their business models, and in turn serve and nurture their local economies. The WTCA and its Members are independently owned and operated, and, as such, are uniquely positioned to connect people and businesses in the face of fluid trade policy and international agreements. Through the WTCA network, Members provide each other with a wide, deep range of expertise including facilities and services in real estate, trade and economic development, and conferences and exhibitions.

9.0 GENERAL WTCA KEY MESSAGING: KEY MESSAGE ONE

The WTCA serves as a platform to link its Members and their local businesses with global markets, connecting local economies with international opportunities for trade and investment via our network.

SUPPORTING POINTS

Through a highly diverse member base, the WTCA brings a wide variety of industries to the table, opening avenues of dialogue, and collaboration across sectors and regions of the globe.

With a footprint that extends across every inhabitable continent, including developed and emerging markets, the WTCA creates opportunities for companies to break into markets well beyond their own backyard.

The WTCA is not a franchising organization—our Members license the brand and join our network, and we then provide them with the tools and resources necessary to connect with other Members, enhance their business models, and in turn serve and nurture their local economies.

The WTCA and its Members are independently owned and operated, and, as such, are uniquely positioned to connect people and businesses in the face of fluid trade policy and international agreements.

Through the WTCA network, Members provide each other with a wide, deep range of expertise including facilities and services in real estate, trade and economic development, and conferences and exhibitions.

9.1 GENERAL WTCA KEY MESSAGING: KEY MESSAGE TWO

The WTCA is made up of iconic and skyline-defining real estate developments, many of which are recognized around the globe as defining fixtures of our Member cities.

SUPPORTING POINTS

Many WTCs around the world are iconic buildings in the cities where they are located. What makes them different from other branded commercial properties is the connectivity, services, and collaborative offerings at other WTCs that they can provide for tenants as part of a network that spans six continents.

*In addition to multi-use office towers, **some of our Members also operate some of the largest and most significant convention and exhibition centers in the world.***

In the US—and New York especially—there is a very specific association with the “World Trade Center” (WTC) brand. But in addition to the historical association with the Twin Towers, in other parts of the world, a local WTC is often recognized as an iconic and important institution.

Some of our newest licensees are undertaking massive real estate projects that will come to define a new era of real estate development for WTCA, these Members’ cities, and the global real estate landscape.

9.2 GENERAL WTCA KEY MESSAGING: KEY MESSAGE THREE

The WTCA helps its Members and their local business communities grow and exploit new global opportunities.

SUPPORTING POINTS

The WTCA is comprised of “people who know people.” In other words, our network can provide direct access to foreign markets and partners, bypassing potential gatekeepers.

The WTCA empowers its Members’ businesses by providing the tools they need to compete in today’s global market, take advantage of collaborative opportunities made possible through its proprietary network, its digital tools, and the value inherent with the “World Trade Center” brand.

The WTCA acts as a conduit for culturally diverse Members to connect and understand one another in order to scale and operate better internationally. For example:

Business practices vary greatly from country-to-country and region-to-region. By providing Members with places—both virtual and physical—to connect, the WTCA not only provides tools to operate, but provides direct access to experts, business leaders and companies in those markets themselves.

In addition to the ability of WTCA Members to convene and foster relationships, local companies in cities with an active member can gain access to this network by working with their local WTC.

9.3 GENERAL WTCA KEY MESSAGING: KEY MESSAGE FOUR

As an apolitical organization, the WTCA is uniquely positioned to connect people and businesses in the face of fluid trade policy and international agreements.

SUPPORTING POINTS

The access WTCA provides is constant in a world of shifting trade and economic policies.

*While trade policies may shift with the comings and goings of different administrations, **the WTCA remains a reliable network that Members—and the local business communities in Member cities—can count on** to provide a platform for growing economic opportunities.*

*With trade policies between states ever-evolving, **the WTCA has the expertise and reach** to provide Members and the public with a truly global perspective.*

9.4 GENERAL WTCA KEY MESSAGING: KEY MESSAGE FIVE

WTCA Membership is unique in that it helps Members grow their businesses and connect local economies to international markets.

SUPPORTING POINTS

***The WTCA is able to connect** businesses in a personal and tailored manner that helps mitigate commonly-encountered obstacles.*

***Members are given culturally-sensitive, flexible resources to expand and strengthen business ties,** in addition to the deep value of using the “World Trade Center” brand.*

***All of this is made possible** through the WTCA’s singular and proprietary network of mutually-supporting, collaborative Members.*

10.0 FURTHER SUPPORT

We must note that press outreach, while not hard, can prove to be frustrating at times. With such a fast-moving news cycle, journalists tend to be short on time.

Pitching requires **patience** and **time**—you must build a network of contacts and craft the right story, and even then, you may not be guaranteed press coverage. But don't fret—as with anything else, pitching also calls for **persistence**. Just because one reporter passed on your story doesn't mean another will not think it's just the story she/he was hoping to find.

Our 50th Anniversary-related announcements and events may present you with multiple opportunities throughout the year to promote your WTC in your community and local media. Please standby for details on our commemorative events and other activities. And thank you in advance for helping us celebrate! In the meantime, all information pertaining to the WTCA 50th-Anniversary Member Activations can be found at <https://events.bizzabo.com/WTCA50TH/home>. Thank you in advance for helping us celebrate!

If you need any more guidance, have any questions, or simply want to further chat about any topics related to the press or ways to celebrate the WTCA's 50th Anniversary in your community, please reach out to us!



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