



National Retail Federation[®]
The Voice of Retail Worldwide

PR News' Media Relations Conference

**Find and Engage with the Right Journalists and
Influencers on Social Media**

Kathy Grannis

Senior Director, Media Relations

National Retail Federation

@NRFKathy

grannisk@nrf.com

Relationship Building

"The problem with communication is the illusion that it has occurred.

(via [Joy of Quotes](#))"

George Bernard Shaw

"Anyone can communicate, but learning how to do it right is a full-time job"

Anonymous

Going Beyond the Brand

Kathy Grannis @NRFKathy 8 Nov
Hey @SheilaD_TV, great seeing you on CNBC these days. Let me know if you ever pick up retail!
Expand Reply Delete Favorite More

Sheila Dharmarajan @SheilaD_TV 8 Nov
@NRFKathy thank you! great to hear from you and hope all is well!
[Hide conversation](#) Reply Retweet Favorite More

2:12 PM - 8 Nov 13 · Details

Keeping in touch
and staying top
of mind through
Twitter

Kathy Grannis @NRFKathy 15 Nov
Stumbled upon this gem today, congrats to CNBC's @CourtReagan on her engagement! ow.ly/qRTIJ
[View summary](#) Reply Delete Favorite More

Courtney Reagan @CourtReagan 16 Nov
@NRFKathy thank you!
[Hide conversation](#) Reply Retweet Favorite More

1 FAVORITE

#prconf

Contributing transparently to conversations on social platforms to communicate subject matter expertise



Katie Little @KatieLittle

5 Nov

As more retailers turn to Thanksgiving for their big holiday pushes, has Black Friday died? cnbc.com/id/101153277 #retail #holiday

[View summary](#)

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Kathy Grannis @NRFKathy

5 Nov

[@KatieLittle](#) not a chance, 88 mil were online/in stores on Blk Fri 2012, up 3% from 2011. It may have changed, but it isn't dead. #holiday13

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Katie Little @KatieLittle

6 Nov

[@NRFKathy](#) Without a doubt, still highly important for sales, but its distinction as the big holiday kickoff is definitely changing

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7:35 AM - 6 Nov 13 · Details



Dhanya Skariachan @DhanyaTweets

28 Nov

Are u shopping online today? Did any of the websites crash? If so, please feel free to email me at dhanya.skariachan@thomsonreuters.com tks

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Kathy Grannis @NRFKathy

28 Nov

[@DhanyaTweets](#) [@vmcantrell](#) told me that [@shoporg](#) board members are saying site capacity was a top priority for the weekend!

[Retweeted by Dhanya Skariachan](#)

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1

RETWEET

1

FAVORITE



Developing Story Ideas Through Social Content

- ***Blogs are a tremendous source for “story ideas”***
 - *Press releases are still relevant, but blogs are an extension of our communications strategies*
- ***Vice-versa, influential bloggers are just as important as a mention in a media outlet***

#prconf

5

Subject: re: Pear Tree Greeting Cards, National Retail Federation

Dear Kathy,
You're up :) Please feel free to share away of course, and thanks so much for thinking of me!

<http://wp.me/p3NTn7-sh>


Best regards,

Sarah

Sarah Schwartz
Editor
Stationery Trends Magazine

stedit@stationerytrendsmag.com
www.stationerytrendsmag.com

216.464.0709

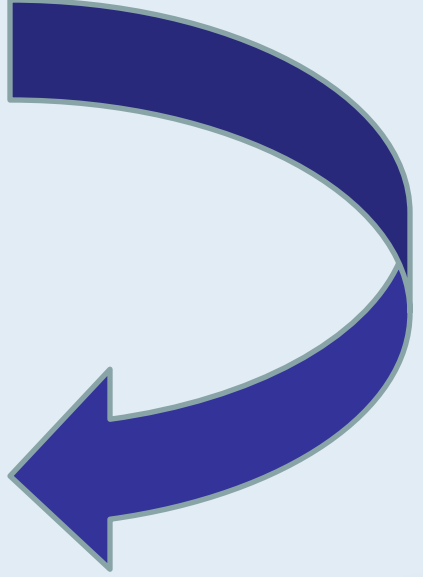


The Paper Chronicles
DISPATCHES FROM THE WORLDS OF STATIONERY & DESIGN

RETAIL IS INSPIRATION

NOVEMBER 13, 2013 BY SARAH. 0 COMMENTS. IN THIS JUST IN!

From Concept to Creation: Retail is Inspiration



 **Sarah Schwartz**
@MsSarahSchwartz Follow

Fun video from the @NRFnews shows how the brilliant minds at @PearTreeGreet find their inspiration.
wp.me/p3NTn7-sh

1:31 PM - 13 Nov 2013

← ↻ ★

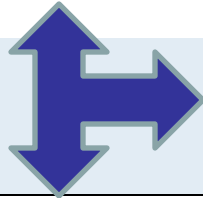
#prconf

NRF Welcomes National Strategy To Spur International Travel And Tourism

For Immediate Release
Stephen E. Schatz (202) 626-8119
SchatzS@NRF.com

NRF Welcomes National Strategy to Spur International Travel and Tourism

WASHINGTON, May 10, 2012 - The National Retail Federation commends the announcing a national strategy to promote international travel and tourism in boosting America's economy and creating jobs.



National Retail Federation
Retail's BIG Blog

APR
10

Luring foreign shoppers takes retailers from muskrats to Mandarin

By J. CRAIG SHEARMAN, VP, GOVERNMENT AFFAIRS PR | Published: APRIL 10, 2013
[Be the first to comment](#) | This entry was posted in [Public Policy](#)

The [Queenstown Premium Outlets](#) are about as far from Fifth Avenue or Rodeo Drive as you can get.

Home to dozens of clothing stores ranging from J. Crew to Polo Ralph Lauren, the outlet center is located on Maryland's Eastern Shore, a rural area known locally for the [World Championship Muskrat Skinning Contest](#) and the [Miss Outdoors](#) beauty pageant where it's easier to buy hip waders than haute couture. Roadside signs offer goose cleaning for hunters, and "foreigners" are anybody from the Baltimore-Washington side of the Chesapeake Bay Bridge (like me and my family when my father was transferred there from Missouri in the 1970s).

So it was shocking to hear Mandarin interrupt the Muzak on the PA system during a visit this past weekend. (Actually, my Chinese is limited to about three phrases, so it might well have been Cantonese. But it was unmistakably a "welcome, and please shop in our stores" message similar to those broadcast in English.)

With coupons and concierge services, area malls look to woo international shoppers

By Abha Bhattarai, Published: May 5, 2013 [E-mail the writer](#)

Craig Shearman was at the Queenstown Premium Outlets with his mother last month when something stopped him in his tracks: A loudspeaker announcement in Mandarin.

"This is an area that's known for fishing, goose hunting and taking your boat out on the Chesapeake Bay," said Shearman, vice president of government affairs for the National Retail Federation. "It's not really a place where you expect Chinese travelers to buy haute couture."

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mer has
7M in lobbying
is year by sticking to
d strategy focused
d trade issues.

[Employees brace](#)

24
which is being sold
s by JBG, is slated
ations Dec. 3.

But that seems to be quickly changing. As international travel picks up, more and more outlet malls and shopping centers in the Washington area say they've seen an increase in the number of foreign travelers — mainly from China and Brazil, but also from the Middle East and Russia — who are looking to stock up on American clothing.

"We have people who fly into Dulles [International Airport] and go straight to the Leesburg Corner Premium Outlets," said Michele Rothstein, senior vice president of marketing at Simon's Premium Outlets. "It

Takeaways

★ *Focus energy on building relationships*

Keep in touch, beyond the brand ★

★ *Be social, but be strategic when possible*