

Personal Information	
Full Name	
Title	
Phone Number	
Email Address	
Allergies/Dietary Restrictions	
Preferred Level of Activity (high, moderate or low)	
Birthdate (Month/Day/Year)	
Social Media Handles	
Membership or accreditations to professional organizations (if any)	
What do you already know about the Finger Lakes? What do you want to learn from the Finger Lakes? What do you hope to gain from this trip?	
Media Profile	
Personal Website	
Publication Name	
Publication Website	
Publication Address	
Type of Media (print, blog, radio, etc.)	
Publication Circulation and/or UVM	
Company/Outlet Facebook Page / Number of Likes	
Company/Outlet Twitter Handle / Number of Followers	
Company/Outlet Instagram Handle / Number of Followers	
Are you currently on a media assignment?	
Please share a brief overview of the intended article's subject/story angle.	
Projected date of publication	
Last Three Travel Stories Published	Destination: Date: Publication: Link (if available): Destination: Date: Publication: Link (if available): Destination: Date: Publication: Link (if available):

Trip Details	
Desired Arrival Date	
Desired Departure Date	
Alternate Dates	
How will you be traveling to the destination (car, flight, etc.?)	
If flying, what is the airport(s) you will be departing and returning to?	
Preferred method of travel while in the Finger Lakes (drive yourself or be driven around)	
Do you prefer a self-guided visit with recommended stops or would you like to be provided with a set of scheduled stops and tours in each destination?* *If you prefer self-guided, please note that we would like you to visit with at least one regional representative during your visit.	
Do you prefer a full itinerary, time to explore on your own or a mix of both?	
Areas of Interests (bold all that apply)	Art Museums History Museums/Sites Music/Performance Arts Hiking (easy or medium or challenging) New Restaurants Biking (easy or medium or challenging) Farms/Farm Stands Farm to Table Family Shopping Wine Craft Beverages Beer Cider Distilleries Golf Scenic Drives Festivals and Fairs Nightlife Kayaking/Canoeing Swimming Paddleboarding
What types of activities or attractions are you interested in? Please list any specific attractions or activities you would like to partake in.	
Will other journalists be joining you? If so, who?	
Are you able to accept a fully hosted trip (with complimentary accommodation/meals)? Are you open to partial hosting (mix of comp and media rate accommodations and meals)?	
Type of lodging (camping, hotel, b&b)	
Room Preference (non-smoking, double, queen, etc.)	
Exposure	
How will you be covering the property per your visit? (Can you guarantee coverage? If not, how will you try to work the destination into coverage?)	
Expected Publication Date	

Will photos be included in coverage?	
Will coverage receive additional promotion? (social media, newsletters, etc.)	
Permission for the Finger Lakes to post any story materials to its social channels (Facebook, Twitter, etc.)?	

I have read the Finger Lakes Tourism Promotion Agencies media hosting guidelines (please see below). I meet the qualifications and understand the guidelines.

Name _____

Date _____

Signature _____

Finger Lakes NY Tourism Promotion Agencies
Media Hosting Guidelines

The primary function of the 14 county Finger Lakes Tourism Promotion Agencies (FLTPA) partnership is to bring positive public relations and media attention to New York State's Finger Lakes Region. For media interested in coming to the area and covering the Finger Lakes, FLTPA is happy to assist. FLTPA can assist qualified journalists with accommodations, tickets and visits to attractions, interview needs and itinerary development.

As a large region with endless story possibilities, FLTPA receives numerous media requests. The following is a list of guidelines to help us efficiently meet the needs of each member of the media. Thank you for following these guidelines. We look forward to your visit to the Finger Lakes:

1. Allow at least 4 business weeks notice for a media visit. If a request is received in less than 4 business weeks, FLTPA may not be able to assist.
2. For freelance media, copies of 3 examples of your most recent travel feature coverage must be sent to FLTPA.
3. All media must fill out the Media Request form provided by FLTPA.
4. All members of the media seeking assistance from FLTPA will be fully "vetted" and may be required to supply additional information.
5. It is FLTPA's and each host business's discretion as to what is complimentary for each journalist. All offers are subject to availability.
6. In cases where complimentary airfare, transportation, meals and tours may not be available, press rates are often an option.
7. Unescorted media visits are allowed but journalist must rent their own car. FLTPA will reimburse rental costs.
8. Assistance is not provided for personal travel companions. All travel companion expenses will be paid by the visiting journalist.

Thank you for your interest in the Finger Lakes. We look forward to assisting you on your assignment and travels.

