



Media Days Pre-Approval Form

For Designated Media Days Familiarization Tours 2019

Rick Dunlap, Director of Public Relations

Visit Hershey & Harrisburg Destination Marketing Organization

3211 North Front Street, Suite 301 A, Harrisburg, PA 17110

Rick@HersheyHarrisburg.org /// Cell: 717.884.3328

Online Media Lounge at VisitHersheyHarrisburg.org/MEDIA

FOR BUREAU USE ONLY

Date form sent:

Date form received:

Dates of Visit:

Approved:

Form Updated:

CONTACT INFO

- Name of Primary Media Guest:
- Total Number In Your Party:
- Secondary Guests: Provide the names, ages of children, and relationship of those traveling with you below.

- Address:
- Main Phone:
- Cell Phone:
- Email:
- Emergency Contact: Provide the name & cell phone for someone NOT traveling with you on this visit.

DATES REQUESTED

Identify dates & times for arrival and departure to assist in the process of building your itinerary.

- Total Number of Nights Requested:

- Date of Arrival:
- Anticipated Time of Day: Morning Afternoon Evening

- Date of Departure:
- Anticipated Time of Day: Morning Afternoon Evening

OUTLET INFORMATION

- Name of Outlet:
- Type: Print Online Broadcast Other
- Web Site:
- Twitter:
- Facebook:
- Assignment Contact:

STATS – Circulation & Audience

Requests will not be processed for consideration without verifiable information in this section. List all appropriate analytics for your outlets including social media channels & website(s). This information is critical to our evaluation process for your request.

- **Circulation:**
- **Readership:**
- **Followers:**
- **Influencer Index:**
- **Other (explain):**
- **Do you distribute printed or digital issues to a subscription base?** Yes // No
 - Total distribution number?
 - How often do you distribute materials?

ABOUT – You & Your Outlet

Provide a brief bio on yourself & general overview of the outlet describing audience demographic, typical content themes, etc.

CONTENT & COVERAGE

Identify all outlets & dates where this story may appear and provide a brief overview on the angle for your media visit.

- **What is the anticipated angle for your feature?**
Examples: Family Fun, Couples Retreat, Outdoor Adventure, Affordable Travel, Food/Cuisine, Spas.
- **Coverage?**
Identify specific outlets & dates where story will appear or where you anticipate coverage.
- **Will you provide us with copies when it appears?** Yes // No
- **Do we have rights to post on our sites/redistribute to our own Partners & Clients?** Yes // No

PLANNING ARRANGEMENTS

- **List any businesses in the region that you have contacted or plan to contact directly for your visit.**
Please note if you have already requested lodging or tickets from Hershey Entertainment & Resorts or any other entity located within Hershey, Harrisburg, Dauphin or Perry Counties. Provide names of individuals you have contacted.
- **Lodging:**
 - **Will you require shuttle/pick-up service from airport, train station or bus depot?** Yes // No
 - **Will the lodging property be mentioned in your article?** Yes // No
 - **Identify any special requests or requirements for your lodging?**
We cannot guarantee all requests can be accommodated.
- **Meals - Do you have any dietary restrictions or special requests regarding food?** Yes // No
Please note If you require a vegan or vegetarian menu & any food allergies below.
- **Transportation – Will you require ground transportation to be provided during visit?** Yes // No

MEDIA DAYS POLICIES

The following are a few important points regarding policies for the Media Days Program for Visit Hershey & Harrisburg.

LODGING

- **Designated Hotels:** Room Blocks for Media Days have been arranged by VHH at select hotel properties within the Hershey & Harrisburg Region. Approved media guests will be provided with the list of participating hotel properties.
- **Limited Space:** The number of discounted rooms available at each participating hotel property is limited. The decision to add rooms to these blocks or any extension of this special Media Rate beyond the designated dates for Media Days is at the discretion of each participating hotel.
- **Reservations:** Media Guests are required to make their own reservations from the list of pre-approved hotels and hold the reservation on a personal credit card. Media are directly responsible for any changes or cancellations to their reservation and any fees that the hotel may apply for late cancellations, etc. See important stipulations related to lodging and "Unused Rooms" outlined below.
- **Charges:** Media guests who check-in and use their hotel room during the designated dates of their reservation, for up to three (3) days maximum, will be responsible for the daily media rate and any miscellaneous charges applied to their room during the dates of the reservation, including but not limited to room service, pay-per-view, mini-fridge, and any on-property charges applied to room, etc.

IMPORTANT: The special room rates for Media Days are made possible through agreements with the participating hotel properties and VHH, which has agreed to pay the remaining balance due for media rooms based on the average room rate at that property for the dates of stay. Because VHH is subsidizing the lodging costs for Media Days, all participating media guests must agree to the following stipulations related to unused rooms and attendance for scheduled Meet & Greet events.

1. **Unused Room(s):** If a media guest does not cancel a reservation prior to date of arrival and then does not check-in or fails to occupy their room(s) for any reason during the dates of their reservation, including checking-out prior to designated date of departure without prior approval from VHH, the media guest agrees to be charged the full rate of the room(s) for all dates of the reservation based on the average daily rate agreement with VHH including all fees for late cancellation applied by the hotel.
2. **Not Attending Meet & Greet Event:** If media guests fail to participate in a minimum of one (1) designated Meet & Greet event hosted by VHH during the dates of their stay, the special media rate offer for Media Days becomes invalid and the media guest will be charged the full rate of the room(s) for all dates of the reservation based on the average daily rate agreement with VHH including all fees for late cancellation applied by the hotel.

MEET & GREET EVENTS

- **Intent:** Meet & Greet events are intended as an opportunity for media guests to interact with a VHH representative(s) and to network with other media guests participating in the Media Days program.
- **Required:** Media guests are required to attend a minimum of one (1) Meet & Greet event during their stay to qualify for the special rates and offers outlined in the Media Days program. See important stipulations related to "Attendance for Meet & Greet Events" outlined above.
- **Options:** Meet & Greet events include a selection of complimentary meal options (breakfast, lunch, dinner) or an evening "Happy Hour" reception. Media guests will be provided in advance with a complete schedule of Meet & Greet events taking place during their visit.

MEALS

- **Cost:** Media guests will be responsible for the cost of their own meals during their visit, unless otherwise noted in specific itineraries for customized Media Tours.
- **Reservations:** Media guests are responsible for making their own dining reservations which are highly recommended during peak travel seasons.

MEDIA PASS PROGRAM

- **Number of Passes:** Approved media guests will receive access for up to four (4) people total to all participating partner locations honoring the Media Pass Program during the designated dates for the Media Days program or associated Media Tours. Any additional tickets or passes must be purchased by the media guest.
- **Redeeming Passes/Vouchers:** No hard tickets or passes/vouchers will be issued for the Media Days program or associated Media Tours. Each participating partner location will be provided with a final list of media guests who have been approved to participate in the Media Days program or associated Media Tours by VHH. Media guests will only need to present an official form of ID at each participating partner location ticket window or box office to redeem their complimentary tickets or passes/vouchers.

CONDUCT

- VHH reserves the right to remove any media guest or person(s) in their designated travel party from the Media Days program or associated Media Tours for any reason including behavior by the media guest or person(s) in their party which is deemed inappropriate or unprofessional by VHH.
- If any media guest or person(s) in their designated travel party are removed from the Media Days program or associated Media Tours, the special media rate offer for Media Days becomes invalid and the media guest agrees to be charged the full rate of the room(s) for all dates of the reservation based on the average daily rate agreement with VHH including all fees for late cancellation applied by the hotel.

MEDIA POLICIES & CONDUCT GUIDELINES

[REVIEW POLICIES ONLINE](#). The Visit Hershey & Harrisburg DMO (VHH) welcomes local, regional, national and international working media to experience and report on the tourism assets and attractions throughout the region. We encourage all media to become familiar with the following policies prior to requesting a visit to ensure a streamlined and productive visit. The media policies can be viewed online at <http://www.visithersheyharrisburg.org/media/about-hhrvb/policies/>