



Media Trip Policy and Journalist Questionnaire

How Idaho Tourism Can Help You:

Idaho Tourism coordinates individual media visits to Idaho throughout the year. The level of support we are able to offer depends on the journalist's assignment, media outlet, story line, amount of notice given, and the ability of our partner hotels and attractions to assist. Considering these factors, Idaho Tourism may assist with suggested itineraries, travel costs, accommodations, arranging attraction admissions and more. Please be aware that complimentary arrangements are provided at the discretion of the hosting business based on their interest and availability. Occasionally a press rate may be necessary. Please review the policies below then complete and return the attached form via email to the contact noted on the form.

- Idaho Tourism can pay for hotel room rental charges only. Incidentals such as food, alcohol, beverages, mini-bar items, movies, laundry, parking, safe rental, etc. will be the guest's responsibility.
- Idaho Tourism can reimburse for compact or economy car rentals upon completion of the trip with a receipt reflecting the account paid in full. Upgrades to a larger vehicle, insurance, extras and "pre-paid" fuel will be the driver's responsibility. Four-wheel drive vehicles or GPS will be considered for reimbursement with prior approval from Idaho Tourism. Idaho Tourism can reimburse for rental car fuel for travel in Idaho only when receipts are provided. "Pre-paid" fuel appearing on the rental car agreement will not be reimbursed.
- Idaho Tourism may reimburse for fuel when a personal vehicle is used with prior approval and upon receipt of paid gas receipts.
- Idaho Tourism can reimburse for airfare in economy class up to \$500 and baggage fees at the completion of the trip upon receipt of an itinerary showing a credit card payment for the full amount. Costs for any upgrades such as pre-boarding, better seating or early check in, and any on-board purchases, such as food and beverage, TV, internet, headsets, etc. cannot be reimbursed.
- Idaho Tourism will attempt to cover the cost of some meals however this is dependent on the availability of Idaho Tourism staff to accompany you. Staff will also encourage participating tourism partners to offer to host meals. As meals may not be covered, please be prepared to purchase them as needed.
- If a guest/spouse is traveling with the journalist, the guest/spouse will be responsible for all their expenses. Complimentary admissions, activities, etc. for a guest are offered at the discretion of the hosting business.
- Idaho Tourism can NOT purchase or reimburse for alcohol, incidentals or personal needs.

How You Can Help Idaho Tourism:

- Idaho Tourism would like the opportunity to use your written content, videos, and photography to promote our beautiful state. We would like authorization to post or share the results of your Idaho visit on our website, blog or social media channels. Full credit can be given to you or the media outlet and we can link back to a webpage, blog site, etc. May we discuss this possibility with you? Yes No

Idaho Tourism Media Contact: Laurie McConnell, Laurie.McConnell@tourism.idaho.gov, (208)287-0781

Journalist Questionnaire

Your Name: _____

Media Outlet: _____

Media Outlet web address: _____

Your address: _____

Your phone number(s): _____

Email: _____

Your Websites/blogs: _____

Have you visited ID before? Where? _____

Preferred Travel Dates: _____

What is your deadline? _____

Are you a freelancer? _____ Yes _____ No If yes, are you on assignment? _____ Yes _____ No

For which media outlet(s)? _____

Name & email of editor: _____

When is the story scheduled to run/post/air? _____

What is the circulation and general distribution area of the outlet(s)? If a blog or online publication, how many readers or subscribers? _____

What is your story focus, angle or area of interest? _____

Are there specific places or sites you want to see? _____

If no assignment, what do you see as your outlets with the greatest potential to run this story(ies)? _____

What is the likelihood that you can sell the story(ies)? _____

Please provide story samples (links or attachments): _____

How can we help?

_____ Story Ideas _____ Itinerary planning

_____ Airfare – please provide approximate cost: _____

_____ Rental Car – please provide approximate cost: _____

(Please note that pre-paid fuel, insurance or extras cannot be reimbursed. See Media Trip Policy.)

_____ Lodging: Number of rooms? _____

Airport departure/return city: _____

Or are you driving? _____

Filming and Photography

Will you be taking video or still photography? _____ Yes _____ No Please specify.

May we discuss using your footage/photos for Idaho Tourism promotion? _____ Yes _____ No