



## MEDIA ASSISTANCE GUIDELINES FOR INDIVIDUAL MEDIA VISITS

Thank you for your interest in California. As a courtesy to visiting journalists researching the destination, Visit California's Public Relations team may provide assistance upon receipt of this completed questionnaire and recent work samples. **Please read the policies and restrictions below, and note that the following services depend on Visit California's partner availability, interest and lead time:**

- Accommodations • Attraction Admission(s) • Itinerary Development • Interviews

### POLICIES:

1. To qualify for host assistance, journalists **must complete the attached questionnaire and submit sample(s) of recent travel clip(s) within the past six months**, copies of the publication and/or broadcast clip, along with a letter from your editor/publisher/news director confirming your assignment. If you are a journalist returning to California, please include clips produced from the last hosted or supported visit (if your story has yet to be published/broadcast), please explain the circumstances)
2. **Contact us in writing at least SIX WEEKS prior to your anticipated arrival date.** If you cannot provide six weeks' notice, we will assist you as much as possible and may refer you directly to various convention & visitors bureau (CVB) partners where appropriate.
3. Film permits are handled by various film offices in California. For general information and contacts, visit <http://www.film.ca.gov/>.
4. **Please send original or legible copies of any resulting articles or broadcast tapes for us to share with your hosts. We will be unable to assist with future requests from journalists who fail to provide us with clips.**

### RESTRICTIONS:

- Visit California does not provide complimentary airfare, hotels, ground transportation, meals, tour guides or translators for travel journalists unless they have been invited to participate in an official Visit California familiarization tour.
- For travel journalists not participating in an official Visit California familiarization tour, complimentary meals, hotels, ground transportation, tour guides or translators cannot be guaranteed. Invitees to Visit California's familiarization tours are typically Tier 1 reporters from primary feeder markets. However, we would be happy to reach out to appropriate CVB partners on your behalf. CVB partners in turn cannot guarantee these complimentary services, as they are subject to their budgets, policies, marketing goals and partner availability.
- In order for Visit California to consider arranging an itinerary for a travel journalist, the reporter must be covering at least three regions in the state on their trip. Otherwise, we will refer you directly to the CVB for the area you are interested in.
- In general, Visit California will not ask partners to consider offering complimentary hotel accommodations to qualified media for more than three nights per destination. Hotel accommodation requests, as well as hosted meals, ground transportation, guides, etc., are up to the discretion of the individual CVBs.
- Neither Visit California nor any of its CVB partners can guarantee complimentary or press rate accommodations, especially during peak holidays, major events and high season periods, which can vary from region to region. In general summer is the high season for most partners, especially weekends. Peak holidays include: New Year's Eve/Day, Easter/Passover, Memorial Day Weekend (end-of-May), Fourth of July Weekend, Labor Day Weekend (early September), Thanksgiving (3rd week in November) and Christmas.
- Visit California cannot provide assistance for personal traveling companions. Comping for guests is up to the hotel, restaurant and attraction partners' discretion.
- Visit California does not negotiate advertising trade-out agreements with industry partners.

*NOTE: Visit California is happy to assist global media with their coverage of California. Each year we assist hundreds of journalists researching stories on the Golden State. However, Visit California reserves the right to deny service to any reporter who fails to meet the above requirements or conduct business in a professional manner. Thank you.*