



Media Trip Guidelines

Thank you for your interest in Punta Gorda/Englewood Beach, the Charlotte Harbor Gulf Island Coast. The Punta Gorda/Englewood Beach Visitor & Convention Bureau (VCB) coordinates a number of media trips throughout the year for incoming travel journalists and editors, freelance travel writers on assignment, social media influencers and members of travel-related TV and radio programs. A minimum notice of four weeks (eight weeks for international travel) is recommended for any media visit request.

Media hosting: Media is vetted by VCB staff and/or its contracted public relations agency of record, and an itinerary for visiting media that includes accommodations, activities, and dining options will be developed based on the publication's audience reach, potential ad equivalency, and subject of the story.

Social media bloggers and influencers: Must provide ready-to-use photos and/or videos and a ready-to-use post that does not have a sales related call to action. Content must be relevant for the Visitor & Convention Bureau's mission of attracting visitors to the destination. Content will be reviewed and approved by bureau staff.

Media Credentialing

We request that journalists be a credentialed member of the media and be able to submit direct links to previous work samples. Documentation in the form of assignment letters, clippings, and other materials may be submitted to Media@PureFlorida.com.

Staff Travel Journalists

Travel journalists and editors working as paid staff at magazines, newspapers, radio/television programs, guidebook companies and online media outlets should submit the following to **Media@PureFlorida.com**:

- Completed media trip form.
- A business card (or an email signature line, if it includes title and the name of the media outlet is acceptable).
- The assigning editor/supervisor's contact information.
- Links to past travel-related stories.

Broadcast (TV and radio) journalists seeking support should submit the following:

- Completed media trip form.
- A written letter/email detailing the specific travel or destination feature segment they have been assigned.
- Details outlining station, market and story reach, focus and run date.

Freelance Travel Journalists, Social Media Influencers and Photojournalists

Freelance travel journalists with an assignment should submit:

- Completed media trip form.
- A written letter/email of assignment from the assigning editor.
- The assigning editor/supervisor's contact information
- Links to past travel-related stories.

Freelance journalists without a specific assignment should submit:

- Completed media trip form.
- 4-5 travel articles published within the past 12 months in mainstream travel, lifestyle or general media publications and online sites that carry the journalist's byline. Submitted clips must be bylined and dated.
- Details outlining station, market and story reach, focus and run date

Freelance radio/TV journalists should submit:

- Completed media trip form.
- A written letter/email of assignment from a major or target market radio station or travel-focused television show stating that they have been assigned to produce a specific travel or destination feature segment for said radio program or television show.

Social media influencers and photojournalists should submit:

- Completed media trip form.
- 2-3 examples of other collaborations within the past 12 months in mainstream travel or lifestyle.
- Social media influencers must send their Google analytics and social media insight information.

Independent Bloggers

Blogs should be well-established travel or significant lifestyle blogs that are regularly updated and have a documented broad subscriber base. The VCB will determine approval based on respective blog's focus, reach, content, and style. Independent travel bloggers should submit:

- Completed media trip form.
- A link to blog(s)
- The blog(s)' current Google Page Rank (or Alexa ranking)
- Number of subscribers/unique visitors per month
- Google analytics and social media insight information.

*If available, media kits should be submitted.

General Policies

To effectively meet your needs, we ask for your cooperation in following these guidelines. Depending on the nature of the assignment, the VCB can assist with the following:

- Accommodations
 - Complimentary and/or media rate arrangements are provided at the discretion of the host businesses and are subject to availability. Blackout periods may necessitate a regular or media rates, especially at hotels.
 - Room incidentals and room charges are not permissible reimbursements and are the responsibility of the journalist.
- In qualified cases, the VCB can provide airfare and/or ground transportation. If approved for reimbursement, please see flight, ground transportation or driving guidelines below.
- In qualified cases, the VCB can provide complimentary meals or reimbursement for meals.
 - On your final itinerary, meals noted as sponsored are complimentary.
 - It is up to the individual restaurant to decide if alcohol charges will be complimentary or at a reduced rate.
 - Gratuity is not included with any meals; if a complimentary meal is provided, a 20 percent gratuity is recommended and is the responsibility of the journalist.
 - The VCB will provide meal reimbursement of up to \$75/day per writer on assignment. Per diem rate may be prorated based on arrival/departure times.
- Activities/Attractions
 - The VCB will work with attractions to provide complimentary activities based on your story assignment. If complimentary activities cannot be secured, the VCB will negotiate a media rate. Tip compensation is recommended.
- Our primary goal is assisting working press. Accommodating spouses, children and visitors accompanying working press is at the discretion of Punta Gorda/Englewood Beach Visitor & Convention Bureau and its partners.

*Requests must be approved by the VCB staff. Assistance will not be provided to writers who contact properties/attractions/restaurants directly, and who do not fill out the media trip form.

**Only necessary if personally seeking reimbursement.

- W-9 Form for domestic writers, W8BEN for international writers
- Invoices with itemized receipts submitted no later than 7 days after trip.

FLIGHTS

- Each journalist will be responsible for booking their own flight and airfare. Dates, times, and cost of airfare must be approved beforehand.
- Preference for arrival and departure airport is through **Punta Gorda Airport (PGD)**. If there are no options for you to fly into PGD, additional airport options are Southwest Florida International Airport (**RSW**), Sarasota Bradenton International Airport (**SRQ**), Tampa International Airport (**TPA**) and St. Pete-Clearwater International Airport (**PIE**).
- To be reimbursed, we will need to have your e-ticket receipt showing passenger information and receipts for your checked baggage fees within 7 days following the trip. Proof of payment must be reflected on all receipts. No airline upgrades, seat reservations, or additional flight costs paid for will be reimbursed.
- Each journalist will be reimbursed one bag per qualified media person.

- Each journalist will be reimbursed in US Dollars. Any exchange rates will be calculated based on purchase date using the exchange site <http://www.xe.com/currencyconverter/>, or a credit card statement displaying the exchange rate, name and date of purchase required for verification purposes, will be used for reimbursement.
- The additional purchase of Cancel for Any Reason (CFAR) Travel Insurance is highly recommended, and will be required, for any writer, to qualify to receive a refund if the trip is canceled for any reason.

GROUND TRANSPORTATION

- While in Punta Gorda/Englewood Beach, you may rent a car, if you flew to the destination.
- You will be reimbursed the actual amount for car rental up to \$200 USD for a compact or economy car excluding rental insurance. Gas will be reimbursed separately; clearly dated itemized gas station receipts will need to be submitted no later than 7 days after trip.
- The \$200 is subject to change based on number of days media will be in the destination and on a case-by-case basis, prior to the amount being confirmed.

DRIVING

- If you choose to drive on your own, you will be reimbursed for gas, parking fees and tolls up to \$200 from your home to Punta Gorda/Englewood Beach and return on the dates agreed upon with the VCB. Clearly dated detailed gas station, parking fees and toll receipts will need to be submitted no later than 7 days after trip.
- No rental car reimbursement will apply for those not flying to the destination.

After Your Trip

Punta Gorda/Englewood Beach Visitor & Convention Bureau asks that you please email articles resulting from your trip to **Media@PureFlorida.com**.