

Fredericksburg[®]

THE TEXAS HILL COUNTRY

Convention and Visitor Bureau

Media and Press Visit Guidelines

The Fredericksburg Convention & Visitor Bureau Communications team assists qualified members of the media with individual or group visits to the area.

Decisions regarding hosting are handled on an individual basis involving numerous factors such as story angle, media outlet, length of stay, season and available budget. To most effectively meet your needs as a journalist, please review the following guidelines and then [contact us](#) for more information on a possible visit to Fredericksburg - The Texas Hill Country.

Please note the Fredericksburg Convention and Visitor Bureau currently does not offer paid media visits for content creation. If you are still interested in visiting and covering Fredericksburg, please let us know and our team will evaluate a potential hosted visit at the discretion of the FCVB and local stakeholders.

- Contact the FCVB Communications Team with as much lead time as possible.
- Include a letter of assignment and/or the most recent version of the media kit from the media organization you represent and a description of your assigned story, including what you intend to cover and the date the story will be published or aired.
- Provide samples of previously published stories or links to posts. Based on the number of requests for press trip assistance, the FCVB makes every effort to provide due diligence to verify validity of media requests and credentials.
- Depending on the nature of the assignment and length of stay, the FCVB can assist you with accommodations, suggested itineraries, passes to attractions and more. Please note that complimentary arrangements are provided through the discretion of host businesses and are subject to the availability and interest of each property and at the discretion of the FCVB.
- Due to consumer demand, the FCVB is typically unable to host journalists on weekends and during peak visitation times (spring break, fall festival season, holiday weekends and winter holidays.)
- The primary concern of the FCVB is assisting working press. Host locations are not always able to accommodate spouses, children and guests accompanying media. Please

note that complimentary accommodations include only room rate and tax, not incidentals such as phone charges, hotel bar tabs, or room service.

- While complimentary meals may be requested, they are provided at the discretion of the host restaurant and at the discretion of the FCVB. Complimentary meals may exclude alcohol and will only be for one person, unless the host/FCVB wishes to extend the invitation to additional guests.
- The FCVB can provide transportation to our destination for individual media visits and evaluates requests on an as needed basis.
- The FCVB can provide images and b-roll for editorial use. Please specify locations and image size needs in your request.
- If photo or video permits are needed, the FCVB can direct you to the appropriate contact. Please provide full description of equipment being used within the request form. Special permissions may be needed for drones.
- FCVB cannot guarantee assistance with each media press trip request. Requests are evaluated on an individual basis.

Again, thank you for your interest in Fredericksburg - The Texas Hill Country. We look forward to assisting you. Please contact the [FCVB Communications team](#) should you have any questions about these guidelines.