MEDIA INFORMATION PROFILE

We appreciate your interest in Kelowna. Please provide the information requested below:

|  |  |
| --- | --- |
| Name: (as shown on Government issued ID/passport)  |  |
| Additional contact details: | Address: City: Prov./State: Postal Code/Zip: Phone Number: Email: |
| Personal website: |  |
| Social media handles: | Social media coverage included (Y/N) \*If Y, indicate if on personal channels, publication channels, or both |
| Type of media:  | If freelance, please advise if you are on assignment (Y/N) |
| Visit dates requesting:  |  |
| Number in party: (including names and titles where necessary) |  |
| \*If not on assignment, explain trip purpose: |  |
| Publication / Outlet: | Name: Address: City: Prov./State: Postal Code/Zip: Phone Number: Email: \*Letter of Assignment attached (Y/N):  |
| Publication contact person: (including title) |  |
| Publication website: |  |
| Publication description: |  |
| Circulation/audience/unique visitors per month: |  |
| Market area and audience demographics: |  |
| Advertising value:  |  |
| Story Title: |  |
| Story Content / Interest: | [ ]  Culinary[ ]  Golf[ ]  Wine [ ]  Ski[ ]  Family[ ]  Adventure Travel/Athletics | [ ]  Meetings & Conventions[ ]  Group Travel[ ]  Eco Travel[ ]  Gay/Lesbian Travel[ ]  Heritage and Cultural[ ]  Getaway Travel |
| Story Length: |  |
| Airdate / Publication date: |  |
| Additional media outlets being pitched: | 1. 2. 3.  |
| Specify coverage for Tourism Kelowna: (ie; inclusion of our website and toll-free number) |  |
| Photographer:Please indicate if Tourism Kelowna will have complimentary rights to images for promotion (non-editorial) use. | Name of Photographer: Will Photographer come on separate visit? Will Tourism Kelowna be granted rights to images?  |
| Names of 2 Canadian Destination Marketing Organizations who have hosted you on a press trip in the last year: |  |
| Food allergies or nutrition requirements: |  |
| Personal interest: (to be considered for activities to be included in itinerary) |  |
| Level of fitness: (to discern activities to be included in itinerary) |  |
| What hosting support are you seeking from Tourism Kelowna: (provide specifics) |  |
| Additional information: |  |

Submit this form to:

Jennifer Widmer, Communications Coordinator, Tourism Kelowna

jennifer.widmer@tourismkelowna.com