

RED SKY



[RedSkyPR.com](https://RedSkyPR.com)

800 W Main Street, Ste 620  
Boise, ID 83702 | (208) 287.2199

©2024 Red Sky, Inc. All rights reserved.

# How to Find an Outlet or Journalist That Fits Your Destination



**Julie Chigbrow**  
Account Director



**Sophia Hartsock**  
Account Executive



# Where We're Headed

- Find the Right Fit
- How to Sell Your Destination
- Hosting Media
- Q&A



Photo credit: Visit Idaho



# Find the Right Fit



Photo credit: Visit Idaho



# Identify Ideal Media Outlets & Journalists

## Define your audience:

- Solo Travelers
- Families
- Multigenerational trips
- Retirees
- DINKS

## Where do they get their information?



Photo credit: Visit Idaho

# Outlet Examples

Local:  
Idaho Statesman,  
KTVB,  
McCall Star-News

Regional:  
Northwest Travel & Life

National:  
USA Today,  
Travel & Leisure,  
Outside Magazine



# Pitching Process

## Find

Find contacts at each outlet that align with your destination.

## Research

Search for writers who have written about your destination or destinations similar to yours.

## Keep

Keep an updated contact list.

## Connect

Connect with writers across social media channels.

## Pitch

Pitch relevant information to these contacts as well as to the general newsroom.

# Media Outreach Tools

**H/A/R/O**  
Help A Reporter Out

  
Meltwater

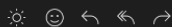
**MUCK  
RACK**

**CISION**



# HARO

[HARO] Monday Morning Edition



○ HARO <haro@helpareporter.com>

Today at 3:38 AM

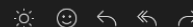
To: ○ Sophia Hartsock

## Travel

- 140) [Valentine's Day Gift Guide: Coolest Hotel Gifts From Around the World \(Forbes\)](#)
- 141) [Sustainable event planning in Texas \(Anonymous\)](#)
- 142) [Travel Hacks \(Travel Podcast\)](#)
- 143) [Creative Ways Hotels Are Reducing Their Environmental Impact \(Top Travel Outlets\)](#)
- 144) [Domestic Travel: Hidden Gems with no crowds \(AARP\)](#)
- 145) [New Hotel, Resort Openings? \(TRIBUNE NEWSPAPERS\)](#)
- 146) [Adventure trips? \(TRIBUNE NEWSPAPERS\)](#)
- 147) [Best Chocolate Makers on East Coast \(Anonymous\)](#)
- 148) [Looking for business travelers who travel CONSTANTLY \(Parade\)](#)
- 149) [What's the outlook for the cruise industry? Looking for expert commentary. \(Anonymous\)](#)
- 150) [The ultimate guide to finding your lost luggage with an AirTag or other tracking device \(Washington Post\)](#)
- 151) [Expedition cruising is one of this year's biggest trends. Here's what you need to know \(Forbes\)](#)

\*\*\*\*\*

[HARO] Monday Morning Edition



○ HARO <haro@helpareporter.com>

Today at 3:38 AM

To: ○ Sophia Hartsock

146) Summary: Adventure trips?

Name: Lynn Hayes TRIBUNE NEWSPAPERS

Category: Travel

Email: [query-es75@helpareporter.net](mailto:query-es75@helpareporter.net)

Media Outlet: TRIBUNE NEWSPAPERS

Deadline: 7:00 PM EST - 10 January

Query:

Eager to hear about tours, adventure opportunities of interest to families and multigen groups for use in my weekly, syndicated column.

Requirements:

Please include details and web sites for more information. Thank you. And Happy New Year!

[Back to Top](#) [Back to Category Index](#)

-----

# Media List



## Idaho Tourism Edit

[Contacts](#) **281**
[Newsdesks](#) **0**
[Job Updated](#) **0**
[Edit Columns](#)
[+ Add Filter](#)

<input type="checkbox"/>	Name	Title	Media outlets	Default email address	Email addresses	Social media
<input type="checkbox"/>	Jenny Willden ✓	Freelance Adventure Travel Writer, Managing Editor	Outdoor Sports Guide Magazine, Freelance +1	jennywillden@gmail.com	jennywillden@gmail.com, jenny.willden@sensimag.com	<a href="#">Twitter</a> <a href="#">Facebook</a> <a href="#">LinkedIn</a> <a href="#">Instagram</a>
<input type="checkbox"/>	Nancy Brown ✓	Freelance Travel Writer	Freelance	NancyBrownConsulting@comcast.net	NancyBrownConsulting@comcast.net	<a href="#">Twitter</a> <a href="#">Facebook</a> <a href="#">LinkedIn</a> +3
<input type="checkbox"/>	Zoe Baillargeon ✓	Freelance Travel and Food Writer	Freelance	zoe.baillargeon@gmail.com	zoe.baillargeon@gmail.com	<a href="#">Twitter</a> <a href="#">Facebook</a> <a href="#">LinkedIn</a> <a href="#">Instagram</a>
<input type="checkbox"/>	Lark Gould ✓	Founder and Editor, Writer and Editor	Freelance, Travel-Intel	larkwrite@gmail.com	larkwrite@gmail.com	<a href="#">Twitter</a> <a href="#">Facebook</a> <a href="#">LinkedIn</a> +2
<input type="checkbox"/>	Berne Broudy ✓	Freelance Writer and Photographer	Freelance	berne@authenticoutdoors.com	berne@authenticoutdoors.com	<a href="#">Twitter</a> <a href="#">Facebook</a> <a href="#">LinkedIn</a> <a href="#">Instagram</a>
<input type="checkbox"/>	Matt Lorelli ✓	Trending News Manager	POWDER Magazine, Bike Magazine +1	matt.lorelli@powder.com	matt.lorelli@powder.com, matt.lorelli@theareangroup.net	<a href="#">Twitter</a> <a href="#">LinkedIn</a> <a href="#">Instagram</a>
<input type="checkbox"/>	Rachel Cavanaugh	Editorial Manager, Outdoor and Travel Writer, Writer	Freelance, Bustle +1	rachel@rachelsylvia.com	rachel@rachelsylvia.com	<a href="#">Twitter</a> <a href="#">Facebook</a> <a href="#">LinkedIn</a> <a href="#">Instagram</a>
<input type="checkbox"/>	Jill Adler ✓	Freelance Journalist	Freelance	skiplaylive@gmail.com	skiplaylive@gmail.com	<a href="#">Twitter</a> <a href="#">Facebook</a> <a href="#">LinkedIn</a> +2
<input type="checkbox"/>	Samantha Berman ✓	Content Director, Writer	Ski Magazine, Outside Inc. +1	sberman@outsideinc.com	sberman@outsideinc.com	<a href="#">Twitter</a> <a href="#">Facebook</a> <a href="#">LinkedIn</a>
<input type="checkbox"/>	Michelle Baran ✓	Deputy Editor	AFAR	mbaran@afar.com	mbaran@afar.com	<a href="#">Twitter</a> <a href="#">Facebook</a> <a href="#">LinkedIn</a> +2
<input type="checkbox"/>	Julia Dimon ✓	Freelance Travel Writer and TV Host	Freelance	Julia@traveljunkiejulia.com	Julia@traveljunkiejulia.com	<a href="#">Twitter</a> <a href="#">Facebook</a> <a href="#">LinkedIn</a> <a href="#">YouTube</a>

# How to Sell Your Destination



Photo credit: Visit Idaho



# Standing Out From the Crowd

1. Unique experiences
2. Compelling stories
3. Visually appealing



Photo credit: Visit Idaho



# Trending Storylines for Media

## Study up on trending travel stories:

- Eco-tourism
- Wellness
- Cultural & educational
- Unique culinary experiences
- Lesser-known destinations



Photo credit: Visit Idaho

# Storyline Structure



No matter the month or season, Idaho's rich culture and history are on full display at museums, historical sites, and unique events around the state.

## **Museums**

Trace the journey of Lewis and Clark at the [Museum of Idaho](#). Tour the cells of some of the West's most notorious criminals at the [Old Idaho Penitentiary](#). Get up close with warplanes and memorabilia from World War I and World War II at the [Warhawk Air Museum](#). Celebrate and savor Idaho's most popular tuber at the [Idaho Potato Museum](#). Learn all about Idaho at these other [museums and galleries](#).

## **Historical Sites**

Discover Native American history and customs at the [Nez Perce National Historical Park](#) and the [Sacajawea Interpretive, Cultural & Educational Center](#). See what pioneer life was like along the Oregon Trail at [Massacre Rocks State Park](#) and [Three Island Crossing State Park](#). Experience a lunar-like landscape at [Craters of the Moon National Monument and Preserve](#). Dig into Idaho's other [national monuments and historical sites](#).

## **Festivals**

Rock out at [Treefort Music Fest](#)—a five-day festival featuring 400 artists and showcasing food, beer, film, yoga, technology and

# Building the Perfect Pitch

- Short & concise (150-400 words)
- Strong opening hook
- Enough detail to inform
- Research
  - Travel interests and trends
  - Journalist research
- Images



Photo credit: Visit Idaho



# Considerations When Pitching

- Journalists are strapped for time and talent
- Media outlets experience a lot of turnover
- Photos, b-roll and press releases are helpful
- Link to your press room



Photo credit: Visit Idaho

# Hosting Media



Photo credit: Visit Idaho



# Considerations Before Inviting Media

- Budget
  - Airfare & transportation
  - Lodging
  - Activities
- Partnerships
- Expectations



Photo credit: Visit Idaho



# Budget & Reimbursements

## Reimbursement requirements

- Flights
- Checked bags
- Rental car/gas
- Per diem



Photo credit: Visit Idaho

# Media Trip Itinerary

- Contact information for each destination
- Flight confirmation #
- Lodging information
- Reservations & daily schedule
- List of activities for free time

Champagne Living & Tools 2 Tiaras  
Dates: June 18-21, 2019

SWITA Contact:  
Melissa Cleland  
Text or call anytime: (208) 921-7029



**Tuesday, June 18**

- Arrival in Boise
- Overnight in Boise  
Inn at 500 Confirmation Number: 10A2A9  
500 South Capitol Blvd., Boise 83702  
(208) 227-0500  
Check in time after 3pm

**Wednesday, June 19**

- 11am - Experience Idaho Wine Country - in partnership with Idaho Wine Commission & Snake River Wine Tours. Samantha with Snake River Wine Tours will meet you in the lobby for transportation to SW Idaho's wine country. (see attached wine itinerary)
- 7:30pm - HOSTED dinner in Downtown Boise at ALAVITA - in partnership with ALAVITA (please tip your server, reservation is under your name)
- Overnight Inn at 500

**Thursday, June 20**

- Historic Boise Downtown Boise Food & Cultural Tour - HOSTED BY *Indulge Boise Food Tour*  
Booking # 1268480-TSZ-1055775965
- Idaho Shakespeare Festival - Taming of the Shrew 8pm Showtime - Courtesy of ISF  
Tickets are under Southwest Idaho Travel Association at will call. We recommend stopping at Trader Joes (two blocks from your hotel) or eating at Cafe Shakespeare once you make it to the amphitheater)
- Overnight Inn at 500

**Friday, June 21**

- Depart Boise

**Champagne Living/Tools 2 Tiaras**

- 1 dedicated blog post on Champagne Living (w/ a trackable link from SWITA to be included)
- 1 dedicated blog post on Tools 2 Tiaras (w/ a trackable link from SWITA to be included)
- 1 dedicated blog post for SWITA to live on our website (we can dictate angle - something like "top 5 empty nester activities in Boise")
- 2+ social media posts on FB/G, with live videos as appropriate

**SWITA to provide:**

- RT airfare for 2 writers (coming from different locations - will be reimbursed upon arrival in Boise)
- Transportation to wine country with Snake River Wine Tours
- All accommodations and planned activities (wine tasting, Shakespeare Fest, hot springs, etc.)
- \$500 fee

# Questions?

Julie Chigbrow

[juliechigbrow@redskypr.com](mailto:juliechigbrow@redskypr.com)

Sophia Hartsock

[sophiahartsock@redskypr.com](mailto:sophiahartsock@redskypr.com)

RED  
SKY

[www.RedSkyPR.com](http://www.RedSkyPR.com)

208.287.2199