

VISITHATTIESBURG MEDIA ASSISTANCE REQUEST



Thank you for your interest in Hattiesburg!

VisitHATTIESBURG provides assistance to qualified journalists who are working on a story about or including the Hub City. We can create custom itineraries, arrange for accommodations, set up interviews, and provide VIP passes to many local attractions. Assistance is provided for working media with a specific story or publication pitch only.

We receive a number of requests from journalists seeking media privileges. A limited number of press visits are available each year and are generally arranged on a case-by-case basis for journalists on assignment. To most effectively meet editorial, photographic, and/or broadcast needs, we ask for cooperation with the following guidelines when requesting a press visit:

- Complete the Media Assistance Request Form and email it to pcrane@visithburg.org along with credentials no less than 60 days before your requested visit.
- Credentials can include but are not limited to a list of publications, copies of recently published articles, letters of recommendation from legitimate publishers or editors, professional letters of reference, a list of membership in journalistic and writing associations, demographics, and web insights. Freelance journalists should send recent examples of travel or travel-related feature coverage. The more information provided, the more likely the request will be approved.
- We require a minimum of 60 days notice for a press visit once all credentialing information has been received. This allows us to pursue suitable, available lodging and make other arrangements to enhance visits. Changes in the press tour itinerary cannot be guaranteed with less than seven working days notice prior to the visit date.
- Forward an original copy or link to print or online published features, as well as publication/air dates, as soon as possible after the feature is scheduled to appear. Subsequent stories are to be provided to VisitHBURG upon publication.

Please understand that our primary concern is assisting members of the working media. Host locations are not always able to accommodate spouses, children and visitors accompanying working journalists. CVB policy prohibits the hosting of journalists if the primary purpose of the trip is leisure or holiday travel for that individual with family and/or friends. Meals and attraction entries for guests of working journalists will not be covered by VisitHBURG.

Please reach out to me with any questions, and I look forward to working with you.

Thank you,

Paige Crane Robertson
Director of Communications and Digital Strategies
pcrane@visithburg.org | 601.296.7475



MEDIA ASSISTANCE REQUEST FORM

CONTACT INFORMATION

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Country: _____ Primary Phone: _____

Email: _____

PROFESSIONAL CREDITIALS

Are you on staff with a publication or a freelance writer? _____

If a freelancer, is the article confirmed to be published? Yes No

Publication/Organization: _____

Type of Media: (Select all that apply.) Newspaper Magazine Blog Other

Frequency: _____ Circulation: _____ Publication Date: _____

Web Address: _____

Name and Phone Number of Publisher/Employer: _____

Will Hattiesburg be featured on social media channels? If yes, please provide more information below. Yes No

Facebook Handle _____ Followers _____ Expected Posts: _____

Instagram Handle _____ Followers _____ Expected Posts: _____

Twitter Handle _____ Followers _____ Expected Posts: _____

Snapchat Handle _____ Followers _____ Expected Posts: _____

_____ Handle _____ Followers _____ Expected Posts: _____



VISIT INFORMATION

VisitHATTIESBURG only provides accommodations for journalists assigned to cover HBURG events, attractions, meeting facilities, etc. VisitHATTIESBURG does not provide airfare, and rental cars will be provided on a case-by-case basis. Having the below information will allow us to customize your experience when possible.

Is there a preferred date of travel? If no, what time of year would be best? _____

Arrival Date: _____ Departure Date: _____

Have you visited Mississippi before? If yes, when and where? _____

Have you visited Hattiesburg before? If yes, when? _____

Number in visiting party: _____

Who will be travelling with the working journalist?

___ Co-Author/Editor ___ Photographer ___ Spouse ___ Children ___ Other

Preferred Room Type: ___ Double-Double ___ King ___ Suite ___ Other

Are you requesting a tour guide, or do you prefer to travel alone? _____

(VisitHBURG requires that a staff member accompany you on at least one meal during your stay. For all other meals, a gift card to pre-determined restaurants will be provided to the journalist.)

Will you personally take the photographs to be printed with your article, will a professional photographer be accompanying you, or do you need the CVB to provide images to you?

Subject/Angle of Story or Article: _____

Please tell us about yourself, i.e., special hobbies or interests; what kind of music; art or theater you enjoy; special dietary requirements; smoking or non-smoking preference; etc.

