

# BOISE IS INVITING

> PRESS VISIT INTEREST FOR BOISE, IDAHO

Thank you for your interest in visiting Boise! The Boise Convention and Visitors Bureau (BCVB) welcomes working members of the media and is available to assist with your storytelling needs. For journalists interested in any kind of complimentary or hosted assistance during a press visit to the area, we've assembled guidelines and a policy for hosting, along with a request form, below. This information is needed in order for the CVB to process your request and work with industry partners. Thanks in advance for your cooperation!

## BCVB Media Hosting Policy & Guidelines

Individual media support is determined on a case-by-case basis and is subject to availability.

The BCVB's primary objective is to host working members of the media. Host hotels, attractions and restaurants are not always able to accommodate spouses, children, family, and friends accompanying working journalists.

The BCVB needs at least four weeks notice in advance of your requested travel dates. (That's four weeks from the day the request form is completed). We need time to process your request, determine what assistance we can provide and work with our industry partners to make sure you have the best possible experience in the area.

Once we receive a completed request form, a representative with Fahlgren Mortine will work with the BCVB to review the request. A Fahlgren Mortine representative will then inform journalists what support the BCVB can provide. This process can take up to three weeks.

The BCVB has a limited budget to cover airfare, rental cars or other ground transportation and support will be determined on a case-by-case basis.

Regarding complimentary meals, the BCVB relies heavily on our culinary partners to provide dining assistance to visiting media. Priority will be given to food writers who are producing food and culinary-specific stories. The BCVB cannot pay for alcohol for visiting media. If you are planning to include wine and spirit options for visitors in your story, the BCVB will work with those partners to assist with your needs.

If you have a change in plans, please notify us immediately. We also ask that you share a copy of your print, digital, broadcast, or social story as soon as possible after the story runs.

## Freelance Writers

For freelance writers, we require a firm assignment letter or confirmation email of story acceptance from an editor in order for complimentary hosting assistance to be considered. We are not able to approve complimentary assistance for writers without an assignment and confirmation of producing media coverage of the destination.

Please email or mail examples of most recent travel writing work after submitting the online form to: [shea.andersen@fahlgren.com](mailto:shea.andersen@fahlgren.com)

## Bloggers/Online Influencers

The same general criterion applies to bloggers/online influencers as it does to traditional media as noted above. The level of support the BCVB provides bloggers is determined by several factors including website analytics and traffic, reader engagement, social media reach, experience working with other brands or destinations, number of posts planned and relevance of the blog's audience.

After submitting the form, please email a screenshot of your online analytics information that includes page views and unique visitors for at least the last three months to [shea.andersen@fahlgren.com](mailto:shea.andersen@fahlgren.com). In addition, if you have a media kit, please send.

# PRESS VISIT REQUEST FORM

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ Title: \_\_\_\_\_

Publication (s) writing for: \_\_\_\_\_  
Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Country \_\_\_\_\_ Email Address: \_\_\_\_\_

Primary Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Media type:  
Guidebook Magazine Newsletter Daily Newspaper Radio TV Online News Outlet Blog  
Freelance Weekly Newspaper Other \_\_\_\_\_

Projected publish/broadcast/post date: \_\_\_\_\_

For bloggers only:  
Are you planning one story/post on your trip or multiple posts? One \_\_\_\_\_ Multiple \_\_\_\_\_

Outlet circulation/viewership/reach: \_\_\_\_\_ Monthly online unique visitors: \_\_\_\_\_

First choice visit dates: \_\_\_\_\_ Second choice visit dates: \_\_\_\_\_

How many total traveling to Boise (Please include # of adults and children, ages of children): \_\_\_\_\_

Last visit to Boise (if applicable): \_\_\_\_\_

List all social media you will be using during or after your trip and their reach: \_\_\_\_\_

Assistance requested:  
(Accommodations, Airfare, Attractions Access, Ground Transportation, Meals)

If requesting lodging assistance, will you include host hotel in your story? Yes \_\_\_\_\_ No \_\_\_\_\_

Number of beds needed: \_\_\_\_\_

Other information including interested activities, story angles: \_\_\_\_\_

