

HOSTING

MEDIA 101

Different Types of Media

- Travel Writers
- Freelance
- Bloggers/Vloggers
- Journalists
- Influencers/Content Creators

Where To Find Media

- Social media
- Local media outlets
- Media oriented associations- NATJA, SATW, MTJA, TBEX, OWAA
- Other DMO's
- Submission form on your website

How To Pitch

- Know your brand and the stories you want to tell
- Don't share everything all at once. Draw them in with the top 2-3 attractions
- Most pitch inquiries/submissions are 2-3 sentences
- Know who and what type of media you are pitching
- Have sample itineraries ready. Best to have a 1-day guide and a 2-3 day guide

How to Vette Media

- Ask for their profile sheet with examples from the past year
- Check out their social media and website to see other DMO's they've worked with recently
- See what media organizations they are members of
- Google search
- Understand not everyone is right for your community. Find someone that meets your campaign needs and brand

You've Vetted ... Now What?

- Have them provide a letter from their editor(s) with confirmed story placements
- Share your campaign needs and draft an itinerary together
- Draft a contract that states deliverables and covered or reimbursable expenses. The contract should also include your expectations

Influencer shall travel to Kansas (“Location”), to be determined by Client and Influencer, from **June 5, 2023, through June 13, 2023**. Client shall provide Influencer with hotel recommendations while in destination, as well as some meals and activities.

Influencer shall promote the Client by creating social media posts and other content (collectively “**Content**”), and performing certain services (collectively, “**Services**”). All **services will be delivered no later than August 13, 2023**, and shall include the following:

1. **5 Reels- Wildwood Adventure Park, Hays, Northwest Kansas State Parks, Badlands, and Goodland**
2. **3 Carousel Posts- East Bank on Mill Creek, Abilene & Smoky Valley Railroad Dinner, and Acorns Resort**
3. **2 blog posts for the travelKS.com- Up to 1500 words + 5 photos**
4. **Stories to match the feed content (a minimum of 5 slides per posting day)**
5. **35 professional images for your social media use with photo credit- (5 images from each travel day that weren't used for carousel posts or blog posts)**

Influencer shall create the Content and perform the Services in compliance with all applicable federal, foreign, international, state, local or other laws, rules or regulations (collectively, “**Laws**”), including without limitation, not in any manner as to violate any third party rights and/or any applicable privacy and/or publicity rights. Influencer shall use their best talents, efforts and abilities to provide the services and ensure Content remains posted a minimum of 30 days on the associated social media platform.

2.0 Compensation and Payment Terms

In consideration for Influencer’s full performance of all services, the Content and all rights granted by Influencer hereunder, and subject to all terms and conditions hereof, Client shall pay Influencer the sum **of 50% of contracted amount upon contract execution which equals USD \$(4,288.50)** (the “Fee”). **Upon successful completion of contracted deliverables, Kansas Tourism will pay the remaining 50% which equals USD (\$4,288.50).** Fee shall cover Influencer travel costs, activities, and meals, along with all content, photography, etc.

Itinerary & Planning

- What to expect from your attractions
- Where to send them?
- Is behind the scenes tours okay?
- How long should they stay in my community?
- Let the community know that media is coming

What's This Going To Cost You?

Each hosting is different, here are some things to consider

- Travel to your destination- flights, mileage
- Rental car & gas (or will you be driving them around?)
- Lodging
- Meals
- Admission to attractions
- Hosting media is an investment. Collaborating with other DMO's in your region is a great way to cut costs

How is the Media Paid?

- Influencers/Content Creators- typically paid by the destination and determined pre-trip and in the contract
- Travel Writers/Bloggers- are paid by the company(s) that pick up or purchases the article(s)
- Many freelance writers have their own websites that generate enough traffic to where they are paid via ads placed
- Some content creators also get paid by social platforms due to audience size and engagement, like YouTube

How To Make the Most of Your Investment

- Sharing social media posts
- Posting blogs and articles to your website and socials
- If it's a big campaign, send out a press release
- Reposting content 6 months, 1 year, etc. later

Closing the Campaign

- Make sure all deliverables are fulfilled per contract. This should include campaign analytics
- Have a file for each contract that includes contract, links to articles, screenshots, and notes
- Send thank you notes, especially to those in the community that helped with the campaign
- Set calendar reminders for re-shares, article status

A landscape of rolling hills under a twilight sky. The foreground is filled with tall, golden-brown grass. The middle ground shows rolling hills with sparse trees. The sky is a mix of deep blue and orange, with a full moon and several stars visible. The text 'to the stars' is written in a white, cursive font across the center of the image.

to the
stars

KANSAS