

**What do journalists and editors
really want?**

The anatomy of a **good** pitch

- It's a **story**. *Oregon beer is a topic, not a story.*
- It's **relevant**. *Don't pitch an Oregon companies trip in Bali to a Travel Oregon editor.*
- It's **timely**. *Why should we care? Why now?*
- It's **concise**. *Write small. Say more with less.*
- It's **friendly**. *Focus on building relationships.*

You get **bonus points** for:

- Localizing a national story
- Nationalizing a local story
- A sense of mystery, intrigue
- Being on the cusp of a breaking trend
- Offering surprising angle on a well-covered place or topic
- Sensitive to diversity
- Environmental and social responsibility

OK, what makes a *travel* story?



Inspiration.

Information.



7 types of travel stories

- **Itineraries/road trips** (where to go and what to do)
- **Roundups** (lists, destination roundups, thematic roundups)
- **News** (opening, expansion, new hire, business development, anniversaries, awards, etc.)
- **Trends** (emerging trend, industry development, rankings, business \$ news, etc.)
- **Service** (“how to”, tips and tricks, FAQs, etc.)
- **Profiles** (a notable personality, a local’s perspective, an institution, an upstart, a stalwart, etc.)
- **Narrative features** (first-person stories, investigative reporting, creative nonfiction)

Itineraries/road trips

36 Hours in Asheville, N.C.

By JEREMY EGNER OCT. 13, 2016

Mountain-ringed and progressively minded, the city that calls itself Land of the Sky is renowned for its creative spirit.



Roundups/"listicles"

The image shows a screenshot of a travel website. At the top, there is a navigation bar with several menu items: "OREGON'S SEVEN WONDERS" (with a cartoon character on a bicycle), "SEE -AND- DO", "TRIP IDEAS" (in a green cloud), "CITIES -AND- REGIONS", "ASK OREGON", "PLACES TO STAY", "TRAVEL DEALS", and "GETTING -AROUND- OREGON". There is also a "Sign In / Register" link and a search bar with the text "Search Oregon..." and a "search" button.

Below the navigation bar is a secondary menu with the following items: "Stories", "Itineraries" (highlighted in green), "Scenic Byways", "Grant's Getaways", "By Interest", and "Seasonal Features".

The main content area has a dark background. At the top of this area, it says "- Trip Ideas > Itineraries -". The main title is "6 Lesser-Known Waterfalls in Oregon" in large white text. Below the title is a subtitle: "Get out there and discover these not-quite-secret cascades. Just don't tell everybody." Below the subtitle is the author information: "by Zach Umess - Updated on March 17th, 2016".

At the bottom of the article preview is a large photograph of a waterfall cascading over rocks on a coastline. The sky is a mix of purple, orange, and red, suggesting a sunset or sunrise. The photo is framed by white arrow-shaped navigation buttons on the left and right sides.

News and trends



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Royal Caribbean's New Passenger Ships Will Run on Liquefied Natural Gas

by Talia Avakian October 11, 2016



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How to Book the Cheapest Flight Possible to Anywhere

NOVEMBER 13, 2014



Profiles

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HOW A PLAY COMES TO LIFE

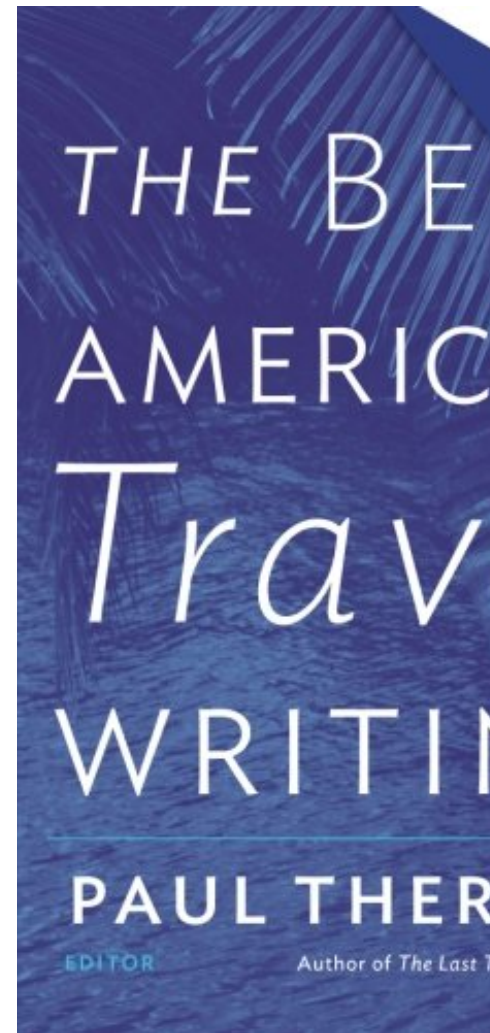
Jon Shadel

May 26, 2016 (Updated June 14, 2016)



on.com/things-to-do/

Narrative features



Ask yourself: What's newsworthy and special about my region? What's different here?

Then ask, who might care?

Think in *story*: Which *type* of travel story do you have material for?

Example 1

Things To Do » Attractions » Shopping » Handmade and Homespun in Pendleton

HANDMADE AND HOMESPUN IN PENDLETON

Matt Schumacher

August 22, 2016 (Updated November 30, 2016)



Example 1

- **Timely hook:** Travel Pendleton launches new branding with a video, “Pendleton is handmade everyday” — right in time for the Round-Up.
- **Fresh angle:** Pendleton gets a lot of attention during the Round-Up, but that Western spirit lives on year-round.
- **Relevant trend:** Localizes a national trend of focusing on handcrafted, artisan goods. But in this case it’s not a hipster gimmick — it’s Pendleton.
- **Compelling story:** Who are these makers? What is the story of their craft? The topic inspires curiosity with a cast of characters to profile.

Example 2

A THEATER LOVER'S GUIDE TO OREGON

Alison Hallett

August 23, 2016 (Updated November 30, 2016)



Example 2

Story Pitch: Oregon Theater Guide

Hey, Jon,

It was so great to have a chance to chat with you at the Governor's Conference in Pendleton! I found it really helpful to get a better sense of the type of stories you're looking for.

I have an idea for an evergreen story about the theater companies that are helping put Oregon on the map. I envision an insider's guide that highlights the range of options available for visitors on pretty much on any day of the year — from large organizations like PCS and OSF, to mid-sized and fringe companies — using a fun, behind-the-scenes approach with tidbits about each company.

The amazing maker/creative community is such a huge buzz for our state right now, but no one is connecting that to the incredible local artistry involved in creating theater offerings — and Oregon's theater scene is thriving right now, with shows being selected for New York productions, major efforts to support new play development, and a variety of fantastic productions running year round.

I can help your writer come up with some great theater-specific traveler tips to share with your readers.

Sincerely,

Portland Center Stage

Example 3

A LOCAL'S GUIDE TO PRIDE IN OREGON

Andrew Collins

February 21, 2017 (Updated May 30, 2017)



Example 4

PEDAL AND SIP IN THE APPLEGATE VALLEY

Kim Cooper Findling

May 23, 2017 (Updated May 31, 2017)



Example 5

A LOCAL'S GUIDE TO RAMADAN IN OREGON

Zahir Janmohamed

June 13, 2017 (Updated June 13, 2017)



7 tips for pitching

1. **Choose a target.** Read, ask travelers, Google, read more.
2. **Study the content:** Make sure your pitch is relevant to their work or publication.
3. **Check the rules.** Are there any PR/news tip instructions?
4. **Define your story:** Don't generically pitch your business, nonprofit, community, etc.
5. **Sleep on it.** Be intentional and strategic. Randomly sending poorly considered emails won't do the trick.
6. **Be concise:** People in travel media are not on one endless vacation. Help 'em out by getting to the point.
7. **Follow up.** It's possible a busy editor or writer missed your first email — remain friendly, professional and patient.

Most importantly, be nice.

One of the best ways to earn media coverage is by building relationships.

Thank you.

MEDIAmerica