



ExploreLouisiana.com

MEDIA ASSISTANCE REQUEST FORM

PRESS VISIT/TOUR SUMMARY

Date of Arrival	
Date of Departure	

JOURNALIST INFORMATION

Full Name Per Photo ID	
Preferred First Name	
Date of Birth	
Gender	
Title	
Home Address	
Phone	
Cell Phone	
Email	
Emergency Contact	
Special Food Requirements	
Health Concerns/Physical Limits <i>No/Yes</i>	
Travel Insurance <i>No/Yes</i>	
Visa Secured (<i>ESTA/I VISA/ Other</i>)	

MEDIA INFORMATION

Media Outlet	
Website/URL	
Category (<i>travel, lifestyle, culinary, etc.</i>)	
Format (<i>online, broadcast, print, etc.</i>)	
Frequency	
Outlet Profile	
Circulation/Viewership	
Anticipated Publication Date	
Anticipated Coverage	
Length of Coverage	
Sample Coverage <i>Links to recent coverage</i>	
Assigning Editor (<i>Name, position, email, phone</i>)	

SOCIAL MEDIA AND ONLINE

Platform	Reach	Anticipated Coverage (Y or N)	Expected Number/Frequency of Posts
Facebook	Username – # followers		
Twitter	@handle – # followers		
TikTok	Username - # followers		
Instagram	@handle - # followers		
YouTube	Username - # views		

JOURNALIST STORY GOALS

Story Angles	
Interview Requests	
Interview Angle/Sample Questions	
Taking photographs for publication?	Yes/No
Need high-res photos for publication?	Yes/No

JOURNALIST ARRANGEMENTS

Any independent arrangements?	
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TRIP DETAILS

Air Transportation:	
Ground Transportation Requested?	Yes/No
Willing/Legally Able to Drive Rental Car? (The car provided will be economy class due to government restrictions, unless otherwise stated. Upgrades are guest responsibility.)	Yes/No
Accommodation	
Assistance Type	Complimentary/Press Rate (delete which does not apply)
Anticipated Coverage of Lodging (i.e. hotel will receive coverage in feature article, hotel will be included in sidebar, hotel will not receive any coverage)	
Meals	Please list any special requests; we will do our best to accommodate
Anticipated Coverage of Restaurants (i.e. restaurants will receive coverage in feature article, restaurants will be included in sidebar, restaurants will not receive any coverage)	
Attractions	Please list any special requests; we will do our best to accommodate
Anticipated Coverage of Attractions (i.e. attractions will receive coverage in feature article, attractions will be included in sidebar, attractions will not receive any coverage)	
Fam participants (Are you traveling with a plus-one? Please note plus-one's meals and activities cannot be guaranteed to be complimentary.)	
Tolls/fuel	Tolls as well as fuel for the vehicle are the guest's responsibility