



# Salem, Massachusetts Media Visit Request Guidelines

Thank you for your interest in Salem, Massachusetts. Destination Salem assists journalists on assignment for travel-related stories about Salem and/or Salem Haunted Happenings throughout the year. Visiting journalists must be a credentialed member of the media. A letter of assignment and/or direct links to previous work samples may be required.

Media visit requests that we receive through the Massachusetts Office of Travel & Tourism (MOTT), Discover New England, or one of the Regional Tourism Councils, may not need to submit an additional media request form.

- All media visit requests are reviewed by Destination Salem and every effort will be made to accommodate qualified requests.
- Destination Salem's primary goal is assisting working press. Accommodating spouses, children, and visitors accompanying working press is at the discretion of the host businesses.
- When space permits, travel writers may bring a guest on a media visit. However, that guest may be responsible for his or her own meals and attraction tickets.
- Due to high visitation numbers in October, July, and August, Destination Salem cannot guarantee hosted media visits during the final two weeks of October and on weekends during July and August.
- Please submit your media visit request at least two weeks in advance of your anticipated media visit. This allows us time to make arrangements on your behalf. If your media request is urgent, we will do our best to accommodate your schedule.
- Complimentary arrangements are provided at the discretion of the host businesses and are subject to availability. Peak season travel may necessitate a press rate at hotels, inns, or B&Bs.
- Meals accompanied by a Destination Salem staff member will be covered, but visiting press should plan to pay for some portion of their meals during their visit.
- Journalists are responsible for their own transportation to and from Salem.

**Broadcast Journalists (TV and Radio)** must be affiliated with a travel-focused program and have a written letter or email of assignment for the travel segment in Salem.

**Freelance Travel Writers** should submit a written letter or email of assignment from the assigning editor or 3-4 travel articles published within the past 12 months that carry the journalist's byline.

**Independent Travel Bloggers** should have well-established travel blogs that are regularly updated and have a broad subscriber base. Destination Salem will determine approval based on the blog's focus, reach, content, and style. Independent travel bloggers should submit a link to the blog and the number of subscribers, unique visitors per month, and followers on social media channels.

Please return your Media Visit Request Form to Kate Fox, Executive Director, at [kfox@salem.org](mailto:kfox@salem.org) or fax to (978)741-7539.

Thank you for your interest in Salem, Massachusetts. We look forward to working with you!

## Destination Salem Media Visit Request

JOURNALIST FIRST AND LAST NAME: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

ARRIVAL DATE: \_\_\_\_\_ ARRIVAL TIME: \_\_\_\_\_

DEPARTURE DATE: \_\_\_\_\_ DEPARTURE TIME: \_\_\_\_\_

MEDIA OUTLET: \_\_\_\_\_

CIRCULATION/REACH: \_\_\_\_\_

WEBSITE URL: \_\_\_\_\_

FACEBOOK: \_\_\_\_\_ TWITTER: \_\_\_\_\_

INSTAGRAM: \_\_\_\_\_ OTHER: \_\_\_\_\_

DO YOU PLAN TO POST TO SOCIAL MEDIA DURING YOUR VISIT? ☐ YES ☐ NO  
(Please tag #SalemMA @DestSalem and/or @hauntedhappnngs if you do!)

EXPECTED PUBLICATION DATE: \_\_\_\_\_

STORY COVERAGE DETAILS:

ANY SPECIAL REQUIREMENTS/COMMENTS:

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