



## Shreveport-Bossier Convention and Tourist Bureau

# Media Tour Guidelines

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Dear Journalist:

Thank you for your interest in our area. You are now just a thrill away from awesome adventures in Shreveport-Bossier, Louisiana! While here you'll learn this is the place where everything is reason to celebrate from the madness over mudbugs to the revelry on the Red River. We're here to help you transform your exciting travels in Shreveport-Bossier into written adventures for the future.

The following policies will help us better serve you and ensure your stay is a success. Should you have any questions or concerns I would be more than happy to discuss them further with you.

Please contact me at [cjay@sbctb.org](mailto:cjay@sbctb.org), 318-429-0658 or 800- 551-8682, ext. 140, to learn more. For story ideas and other information visit our website at [www.shreveport-bossier.org/media](http://www.shreveport-bossier.org/media).

Thank you,  
Chris Jay, Public Relations and Social Media Manager

### **Media Tour Guidelines**

The Shreveport-Bossier Convention & Tourist Bureau develops media tours to assist qualified travel writers with their stories, blogs, and broadcasts about our area. Our professional staff can help develop itineraries, facilitate visits to attractions, restaurants, accommodations and events, and provide media kits and a qualified escort. As a courtesy we provide assistance with transportation, lodging and food to journalists who write about and promote our area as a tourism destination. The bureau is not liable for any injury occurred in the course of a media tour. Travel writers should provide their own insurance to cover their scope of work and travel.

Journalists who seek to plan an individual tour must make their request a minimum of 14 days prior to their initial travel date. If you are unable to meet the two-week requirement, we will do our best to accommodate you.

All journalists who participate in a media tour organized by the Shreveport-Bossier Convention & Tourist Bureau or who request assistance with complimentary attraction admission, accommodations or meals must complete a request form prior to the tour and provide media credentials. You must submit at least three different work samples from the previous six months and a letter of assignment from your editor.

By signing the form, you acknowledge that you have read and understand all of the media guidelines set forth by the Shreveport-Bossier Convention and Tourist Bureau. You are required to adhere to these guidelines while a participant on all tours organized by the bureau.

We receive a considerable number of requests from journalists seeking media privileges. To most effectively accomplish our objectives and yours, we ask your cooperation in the following guidelines:

### **Qualifying journalists**

Media tours are offered to qualified travel writers with confirmed assignments. Credentials are always required. To be considered for a media tour, please provide a letter of assignment on letterhead from the media outlet you are representing and at least three samples of your travel-related work published in the last six months. The letter of assignment should include

what you intend to cover, story length and the estimated date the story will run. Only one journalist will be accepted from a single media outlet.

Participants in media tours are expected to be on time for all scheduled departures and must conduct themselves in a professional manner at all times.

**Discounted or complimentary media tours**

If your request meets our criteria the bureau will work to provide discounted or complimentary admission, meals and accommodations. Complimentary arrangements are provided at the discretion of the host businesses and are subject to availability.

**Transportation**

For group media tours, transportation will be provided for journalists when they arrive in Shreveport-Bossier. For some tours, but not all, we may include ground or air transportation from your city to Shreveport-Bossier, or reimbursement for gas expense if you drive in. We do not provide transportation or reimburse transportation expense from your home to the airport in your town.

Should a journalist qualify and commit to a tour, but cancel for any reason or otherwise not show up for any reason after his transportation has been booked, the journalist will be held financially responsible for the reimbursement of any cost the bureau incurred for that booking, including any cancellation fees. The reimbursement must be made within 90 days of the scheduled arrival in Shreveport. In addition, once transportation reservations have been made, the journalist is financially responsible for any and all changes and other applicable fees made to the reservation thereafter.

**Family and friends**

The SBCTB is not obligated to pick up expenses of spouses, friends, or other family. If a freelance writer brings his/her family, the SBCTB will not pick up expenses related to the trip. If a spouse, friend, or family attends a media trip, that person is responsible for food, transportation, attractions admissions and other costs associated with the media trip. Since most hotel rooms accommodate more than one person, lodging is not usually an issue. Host locations are not always able to accommodate journalists' guests.

**Incidentals**

Journalists are responsible for all incidentals including but not limited to room service, in-room movies, phone calls or other hotel charges, meals charged to the room, rental cars, medical-related expenses, and alcohol, unless included with a group meal. Journalists will be responsible for using their personal credit cards to secure hotel rooms, even if the room is provided complimentary by the SBCTB.

**Media Kits**

The Shreveport-Bossier Convention and Tourist Bureau will provide media kits and photos to journalists. Please credit all images provided by the bureau to the "Shreveport-Bossier Convention & Tourist Bureau." An itinerary will be supplied prior to the start of the trip.

By signing this form, you acknowledge that you have read and understand all of the media guidelines set forth by the Shreveport-Bossier Convention & Tourist Bureau. You are required to adhere to these guidelines while a participant on all tours organized by the bureau. Fax the signed form to Chris Jay, 318-222-0056, or scan the signed form and email to [cjay@sbctb.org](mailto:cjay@sbctb.org).

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Signature of Journalist

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Date