

# Tourism News

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**For Immediate Release, May 2017**

## **Media Relations Protocol**

All requests for public information, media interviews, and commercial photography should be directed to the Director of Communications at Dutchess Tourism, Inc. If breaking news were to occur, our Facebook page would be updated with the latest news and information as available. Request for filming projects go to the Vice-President, Melaine Rottkamp at [MRottkamp@DutchessTourism.com](mailto:MRottkamp@DutchessTourism.com)

## **Contact Information**

Contact the director at [Nancy@DutchessTourism.com](mailto:Nancy@DutchessTourism.com) for all news items, as she is the primary contact person for inquiries and FAM tour requests. We make every effort to work within media deadlines. Some requests require detailed information and make take additional time to conduct the necessary research. Make sure to give us your complete contact information, including email address and the media outlet's deadline information.

## **Interviews**

The official spokesperson for Dutchess Tourism is the President and CEO Mary Kay Vrba. Interviews with her can be arranged through the Director of Communications in advance.

## **News Releases**

News releases are issued several times a month regarding new staff, programs and tourism businesses. The releases are generally sent by email. A media list of local, regional and national newspaper, television and radio outlets used for distribution and are available on request. Please advise if you would like to be placed on the contact list, or if your contact information changes.

As you plan your visit to Dutchess County we can assist you with the following services:

- arranging interviews with President & CEO of Dutchess Tourism
- establishing media credentials;
- planning and arranging itineraries;
- providing introductions and coordinating arrangements with local attractions
- assisting in story development and research
- providing photography;
- fact-checking pieces prior to publication or broadcast; and

- providing assistance at sites for groups or individuals with special needs or circumstances.

The primary contact is Nancy Lutz, 845-463-5446. The Communications Specialist who assists her is Kacie Ging, at [Kacie@DutchessOTurism.com](mailto:Kacie@DutchessOTurism.com) and at 845-204-9514

If you are planning to visit on an independent press research trip, you should provide the following items:

information about yourself and the publication/broadcast outlet you represent to establish your credentials and help coordinate your needs with convention and visitor bureaus, attractions, hotels and restaurants;

- at least three weeks between the time of inquiry and your planned arrival for a FAM tour or field research;
- information about the purpose of your visit, your publication or broadcast outlet's demographics, circulation/audience and tentative date of publication/broadcast;
- a letter of assignment from your publication or broadcasting company (useful to make arrangements on your behalf with hotels, restaurants and attractions);
- recent copies of published articles or tapes (required in the case of freelance work);
- a copy of any articles or programs generated as a result of your visit hosted by Dutchess Tourism and its partners.

**Credentials:** We will review all domestic and international media inquiries to establish credentials and determine credibility, potential publicity value and the appropriate course of action.

**Letters of Introduction (upon request):** We can provide credentialed media with a formal letter of introduction when traveling within Dutchess County.

**Air and Ground Transportation Assistance:** Dutchess Tourism does not cover plane tickets for individual journalists or outlets. It's the responsibility of the individual/publication to make arrangements for transportation to and from the greater New York metro area. We do not provide rental cars for transportation.

**Itinerary Preparation:** We are happy to draft and implement your itinerary. If you are traveling within multiple counties of the Hudson Valley or regions of New York states, we can assist with a draft itinerary and connect you with our counterparts at the applicable DMOs and CVBs. Any changes to the initial draft itinerary are at the discretion of those counties.

Our itinerary services can include setting up assistance from overnight lodging, restaurants and attractions that are open to tourists. Dutchess Tourism and its partners do not provide assistance for field research involving establishments that are not readily accessible to travelers.

**Ground Assistance:** It is at our discretion to provide any complimentary or discounted overnights, meals, rental vehicles, train or bus travel tickets, escorts and/or admission to attractions.

**Field Escorts:** It is at our discretion to provide this assistance.

**Traveling Companions:** It is customary that journalists and broadcast crews may assume any costs for parties who are traveling in a capacity not directly tied to a press research project.