

Success with Travel Writers & Bloggers:

Panel of leading travel journalists and a lifestyle blogger discuss their approach, and how you can maximize successful content placement via their channels.

Moderator:



Lauren Michôd

Vice President, Communications
TravMedia

[@TravMediaUSA](https://twitter.com/TravMediaUSA)

Panelists:



Kit Bernardi

Travel Journalist & Photographer

[@kitbernardi](#)



Jill K. Robinson

Freelance Journalist

[@dangerjr](#)



Meghan Karaan

Travel and Lifestyle Blogger

[@meghankaraan](#)

Kit Bernardi

Kit Bernardi is an award-winning travel journalist, photographer and marketer. During her 25-year freelance career, Kit has explored more than 55 countries on six continents and 46 states in the U.S. Her articles and photography have been published in ***USA TODAY, USA TODAY GoEscape Magazine, U.S. News & World Report, AAA Publications, South China Morning Post, SmarterTravel.com, FamilyTravelForum.com, HX: The Hotel Experience*** and many other media outlets worldwide.

*Kit received the prestigious **2018 IPW Travel Writer Award** from the U.S. Travel Association & Brand USA and was named the **2017 TravMedia Journalist of the Year.***

Website KitTravels.com

Follow Kit on Instagram and Twitter at [@KitBernardi](https://www.instagram.com/KitBernardi) and on Facebook [@KitBernardiTravels](https://www.facebook.com/KitBernardiTravels)

Jill K. Robinson

Jill K. Robinson writes about travel and adventure for ***AFAR, National Geographic Traveler, Travel + Leisure, Outside, Robb Report, Private Clubs, Virtuoso Life, Saturday Evening Post, Sierra, AARP, Delta Sky, American Way, Mic***, and more. Her essays have appeared in Travelers' Tales *The Best Travel Writing* and *The Best Women's Travel Writing*. Her book, ***100 Things to Do in San Francisco Before You Die, 2nd Edition***, will be available in September 2018.

Jill has won **Lowell Thomas, Society of American Travel Writers, and American Society of Journalists and Authors** awards.

Website dangerjillrobinson.com/writing

Follow Jill on Instagram and Twitter at [@dangerj](https://www.instagram.com/dangerj) and on Facebook [@facebook.com/dangerjillrobinson](https://www.facebook.com/dangerjillrobinson)

Meghan Karaan

Beyond Basic is a source of inspiration that covers fashion, lifestyle, beauty, home and travel. Based out of the San Francisco Bay Area and Napa, the blog also highlights locations from all around the world. Beyond Basic aims to be a source for ideas that women and young girls can bring to their everyday lives.

About Meghan: I started Beyond Basic in 2015 to document my outfits while traveling or just out and about living day to day. People would often approach me and ask me about my outfit details. I would often help family and friends when they needed help deciding on what to wear for special occasions. Since I always had a knack at web and graphic design, I figured it would be a great outlet to share my personal style online.

Website beyondbasicblog.com

Follow Meghan on Instagram and Twitter [@meghankaraan](https://twitter.com/meghankaraan) and on Facebook <http://facebook.com/beyondbasicblog>

Panel Overview:

❑ **Content Strategies:**

- *Owned (Direct Control)*
- *Earned (PR Coverage etc.)*
- *Shared (Community Driven)*
- *Paid (Paid Content)*

How to maximize successful content placement.

❑ **5 Tips for Working with our Panelists**

- ### ❑ **Journalist:** Realities of Letter of Assignment prior to hosting a freelance journalist

Influencer: Agreements & Contracts

❑ **Q&A**

Content Strategies:



TOPIC: Owned, Earned, Shared, Paid. Discuss how to maximize successful content placement via your channels.

'Earned' Content:

Experience old school Americana at Michigan's Grand Hotel, an iconic lake escape on Mackinac Island

Boasting traditional American hospitality, horse-drawn carriage rides around immaculate gardens and the world's longest porch, the Grand Hotel certainly lives up to its name.

BY KIT BERNARDI
26 MAY 2018 | [updated on 30 MAY 2018](#)

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7 Truly Epic Trips for Deeply Adventurous Travelers

By Jill K. Robinson 5.29.2018 From the July/August 2018 issue

[f](#) [t](#) [p](#) [c](#) [s](#)

Photo by Michael George
A view like this is in store for adventurers willing to make the trek to Torres del Paine National Park in Chile.

'Paid' Content:





Working with Influencers and How to Pitch Travel Journalists

TOPIC: Discuss your approach and Top 5 Tips for working with you.

Kit Bernardi - Top 5 Tips

1. Start dialogue early. Keep communications coming. Ensure your website content is current. Be patient. I prefer initial contact via email; phone chats most productive after story angle established.
2. Strong pitches incorporate seasonality, interview subjects, expenses, sidebar ideas, back stories, research links and visuals.
3. Generally speaking, I take independent research trips as opposed to group media trips (but there are exceptions).
4. When helping me plan an itinerary, allow for free time and the freedom to conduct insightful interviews with sources you provide and those I choose.
5. For large trips (5 to 10 days), I plan my travel two months to a year in advance. Smaller trips (up to 3 days) are booked two weeks to a month out.

Jill Robinson - Top 5 Tips

1. Scan my clips (on my website) and become familiar with the topics I write about and the outlets I write for. You can always ask me, too. It's far better than pitching me things that don't fit my portfolio.
2. Most of my outlets are print (and even my digital outlets aren't into last-minute pitches), so pitching holiday roundups 1-2 weeks before the holiday won't really work for me.
3. Similarly, my assignment travel books out fairly far in advance, so it's rare that I can travel with only a month's notice.
4. I love "side-door stories" as opposed to "front-door stories" that are the obvious takes on a destination.
5. I rarely join group press trips, preferring to do individual trips focused on my assignments.

Meghan Karaan- Top 5 Tips

1. Two or more month's notice for collaborations
2. Be specific in what you want in terms of the collaboration (i.e. 10 high-resolution images, x amount of social posts on Instagram, Instagram Stories, Twitter or Facebook)
3. Set aside budget for photography/videography
4. Share in advance the aspirational aspects of your destination, hotel or service in order to pre plan content for the blog and set a social media schedule
5. Establish terms of service and contracts in advance

Publishing Contract

publishers exclusive world-wide elec
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_____ Agreement

1 Content Creation

- 1.1 In exchange for receiving _____, each Influencer will upload **two Instagram posts** with the tag @_____ and must clearly state that they are _____.
- 1.2 One post out of the two required must be taken _____.
- 1.3 Upon arriving to _____, the influencer will do a take over of the _____ Instagram story and do a live shoutout video (30 seconds long).

2 Medium

- 2.1 Influencer will upload the two required posts to their Instagram account and tag the appropriate handles: _____

3 Payment Terms

- 3.1 Influencer will adhere to guidelines and payment in exchange for posting is in the form of _____

4 Copyright

- 4.1 _____ will retain copyright of the image uploaded by Influencer and has authority to upload across their own marketing and social channels as well as share with media outlets

 Name of Influencer

|

 Date

TOPIC: Journalist: Realities of Letter of Assignment prior to hosting a freelance journalist | Influencer: Agreements and Contracts

Q&A