Sri Lanka

SELECTION CRITERIA FOR JOURNALISTS/TV CREWS FOR FAM TOURS

When nominating journalists, answering the following questions would help the nomination and selection process :

1. Journalist(s)/TV Crew/Company : …….....

Name(s)	Passport No(s)
……..	……..
……..	……..
……..	……..
……	……..
……..	……..
……..	……..

2. Credentials of Journalist/TV Crew : ……..
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……
……

3. Address : ……..
Telephone : ……
Fax : ……
E-mail : ……..

4. a) Names of all the media (print and or TV) in which the proposed journalist's work is usually published/broadcast.
……
……
……
……

b) Its circulation : .....
c) Readership : .....
d) Viewership : .....

5. The degree of importance of each of the above media for reaching our two main target groups in your country or region.
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.....
.....

- the travel trade : .....
.....
- the general public : .....
.....

a) If the relevant journalist is working with print media how the distribution of the margazine/news paper/brochure is done?.....
.....
.....

b) Is it saleable or given free of charge : .....
.....

c) How often is it published (once a week/once a month, etc.)
.....

6. How often is the proposed journalist's work published or broadcast in each of the above media ? .....
.....
.....

7. What are the chances of us building an ongoing relationship with the journalist for follow up events/campaigns?
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.....

8. Has the journalist done any previous coverage of Sri Lanka ? .....
If so please furnish details of previous coverage : .....
.....
.....
.....
.....

9. Tentative flight arrangements :

	Time	Flight No.
Arrival in Sri Lanka	…….	……..
Departure from Sri Lanka	…….	……..

10. Suggested itinerary :

Day 1 : ……..
Day 2 : ……..
Day 3 : ……..
Day 4 : ……..
Day 5 : ……..
Day 6 : ……..
Day 7 : ……..
Day 8 : ……..
Day 9 : ……..
Day 10 : ……..
Day 11 : ……..

11. Special services requested :

a) ……..
b) ……..
c) ……..
d) ……..
e) ……..
f) ……..

12. Expected date of publication/broadcasting/TV coverage of Sri Lanka :
……..
……..
……..

13. Any other relevant information : ……
……..
……..
……..
……..
……..
……..