



Sri Lanka
A land like no other

SELECTION CRITERIA FOR JOURNALISTS / TV CREWS FOR FAM TOURS

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

01. Journalist(s) / TV Crew / Company:.....

Name(s)

Passport Nos.

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02. Credentials of Journalist / TV crew:.....

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03. Address :.....

Telephone :.....

Fax :.....

E-mail :.....

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

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b) It's circulation:.....

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.....

Has the journalist done any previous coverage of Sri Lanka ?.....

If so please furnish details of previous coverage

.....
.....

Tentative flight arrangements:

	Time	Flight No.
Arrival to Sri Lanka
Departure from Sri Lanka

Suggested Itinerary

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

Special Services Requested:

- a)
- b)
- c)
- d)

c) Readership:.....

d) Viewer ship:.....

05. 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:.....

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The general public:

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

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

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

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

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

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e)

f)

2. **Expected date of publication / Broadcasting / TV Coverage of Sri Lanka:**

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3. **Any other relevant information:**

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