

Please join our team

Hundreds of properties, restaurants, attractions and tours have already joined the Maine PR Partners program and we are grateful for their support. If you have not already joined, please fill out the attached membership application and send it to:

Charlene Williams
Nancy Marshall Communications
151 Capitol Street, Suite 1
Augusta, ME 04330

Tel: 207-623-4177
Fax: 207-623-4178

cwilliams@marshallpr.com

All journalists will be pre-qualified to ensure that they are either on assignment or have a strong track record of editorial placement. These leads come from established relationships in the travel and tourism industry. All itineraries will be planned by the PR Agency.



VisitMaine.com

Maine

VisitMaine.com



Carolann Ouellette, Director

Maine Office of Tourism
Department of Economic and
Community Development

59 State House Station
Augusta, ME 04333-0059
207-624-7483

www.visitmaine.com

MAINE OFFICE OF TOURISM

PR PARTNERS PROGRAM

Succeeding Together

Dear Public Relations Partner,

For the past several years, the Maine Office of Tourism's PR Partners program has been successfully bringing together Maine's hospitality industry and its wealth of travel experiences with media and tourism decision makers who have influence on the traveling public.

Initiated by the Office of Tourism, the PR Partners program helps bring interested print and broadcast travel and lifestyle journalists, photographers, bloggers and international tour operators to our state to experience, firsthand, the best of Maine.

Your participation matters. The state of Maine and the businesses and organizations involved in the program have benefited from millions of media impressions generated in print, broadcast and online media. We have also seen an increase in international visitors fueled by editorial coverage and tour operator recommendations.

Public Relations is a powerful tool for growth. Editorial coverage and the credibility of a third-party endorsement is a compelling way to keep Maine "top of mind" with our potential visitors.

We are pleased to bring you this program as a service and welcome your involvement. There is no membership cost to become a PR Partner. We look forward to working with you.

Cordially,
The Maine Office of Tourism PR Team

VisitMaine.com

Here is how you can become a PR Partner

To be a PR Partner means that you need to

- Agree to help provide accommodations, meals, admission passes, tours and other relevant amenities that help us tell the authentic Maine story to visiting journalists. These can be provided at a discounted cost or free of charge, depending on the time of year, availability and your ability to participate. We do not set the rates or the terms, you do. We only ask that you give us the best deal you can.

Your discounted or complimentary room/meal/admission/tour offering to legitimate media is an investment in marketing your property. By contributing your resources, you are helping to generate visibility and valuable first-hand experience for your property.



The New York Times

bon appétit

BRIDES

SKI
MAGAZINE

The Boston
Globe

smarter TRAVEL



We take it from there

Once you agree to help host the journalists, your property is entered into our database for consideration based on the individual story line and region or town a qualified journalist is covering.

We will pre-screen the journalists and help guide their coverage by supplying them with as much information as possible. Once we determine that the journalist and the storyline are credible and a good match for you, the public relations team will contact you.

We will track coverage and send you feedback as often as possible, including copies of resulting articles that you can display.

- *One caveat: When hosting travel writers, one detail to remember is the importance of putting our best foot forward and providing an authentic Maine experience. We can help shape the message, but cannot control the outcome, as editorial coverage is always subject to the journalists' interpretation and cannot be guaranteed.*