



Fun Work Assignment #3

This week we're exploring travel outlets—who + where to pitch your articles.

Where do you want to publish your story?
In what magazines, newspapers or web sites do you envision your articles?

This is the time to DREAM BIG, to think of every publication you'd like to pitch, whether it's a well-known publication or a small publication. We'll narrow it down as we go along, but it's great to have a running list.

Once you have your first pitch, you are ready, my dear travel writer, to start pitching editors.

So, take your pitch from Module 2...

- What kind of story is this?
- Where would you like to publish it?

This is the time to do some research: go to the nearest bookstore, one that carries an abundance of magazines. In the travel section you'll find all sorts of magazines, from adventure to luxury. Pore over these and find a home for your story. Other magazines that aren't necessarily focused on travel also publish stories about travel, so spend a few hours doing your research. Editors like to see you've done your home work, so write down any sections of the magazine that would be suitable for your story.

On the pitching worksheet, list about 5 magazines that are a great fit for your idea.

Now look at the masthead of each magazine. Choose an editor to pitch. I would avoid pitching the editor-in-chief as well as the executive editor, as they're often busy with a thousand projects besides articles. Aim for the features editor, the travel editor (if it's not solely a travel magazine) and/or the associate editor.

Now list the editors next to each publication.

You will do this for every story idea you have.

You may want to use this worksheet or keep a notebook (old-fashioned, I know!), where you can record all of this information. This will be your go-to guide every time you have a story idea.

To find email addresses, refer to the **Hot List of Travel Editors** or you can google around to find the correct address— as a last resort you could even call. In general, you can usually find the email, but make sure to write it down or keep in your mail program so you don't have to hunt around each time. Also, if you haven't pitched an idea in a while, it's a good idea to check the masthead again; editors often move around to other publications.

Now for newspapers, you can certainly go to the bookstore and do your research, but it's easier to do so online. Plus, most papers don't publish the masthead in the paper, but they often have the person to pitch somewhere on their web site, either on a main page of contacts or in the travel section.

If you want to pitch a newspaper, do the same as you did above for magazines, writing out the name and the editor and the email address on the worksheet. I have found that newspapers are more apt to publish stories from new writers, so it's a great way to break in. Magazines often like to work with the same writers and they also plan out their issues many months in advance. But that's not to discourage you! There is always room for a new voice, especially if you have a great story.

For web sites, you can do the same as above. Find web sites that would make a great fit for your article and find out the editor's name and email—and pitch that person. When starting out, you may want to do this so you'll have some writing credits (if you don't already) and for some further exposure.

Or better yet, start your own web site! (If you need help with this do let me know; I have a ton of resources)

Now you're ready to start pitching—I wish you the best in landing your story!

See you on the next Module.