



Alpena Area CVB

Local Experience Writers

Program Outline

The Alpena CVB **Local Experience Writers Program** brings together local residents who love to write and love their community and gives them a platform to share their talents for one year. Opportunities to write like a travel writer about area information, experiences, and tips provides both local residents and potential visitors to the area a wealth of important and useful information. Local Experience Writers share their own experiences so that others may also grow to appreciate and adore the communities we call home.

Guidelines:

- Writers will select one category that fits them best (see below).
- Video and photography will also be accepted and encouraged.
- Writer's use a personal journalistic/travel style of writing to share their experiences, highlight interesting things to see, fun things to do and inspire all to experience the Sanctuary of the Great Lakes.
- Write from your heart and put your own personality into your writing. People want to get to know you as much as they want to get to know the local area.
- Make sure you check your facts. Inaccurate data or information can result in being asked to discontinue participation in the program.
- Make sure writing is appropriate for all audiences.
- While you are gathering information for your submissions, make sure you are behaving in a respectful manner that makes our community proud as you are a representative of the CVB.
- Think of the quirky, off the beaten path, or little known facts you can share.
- Share tips to help make experiences better and help our guests be prepared.
- Have fun!

Rules:

- Writing must be submitted in electronic format and be no more than 800 words in length unless otherwise pre-approved.
- Writing must be accurate, authentic, and written from a personal perspective. The CVB reserves the right to lightly edit and/or reject writing for any reason if information is deemed inappropriate, negative, inaccurate, or irrelevant.

- Writer's work will be featured on the Sanctuary of the Great Lakes blog and throughout the Convention & Visitor's Bureau website as appropriate and may be held for timed release to coordinate with other writing and/or events or circumstances. Writing may also be published in the Sanctuary of the Great Lakes e-newsletter.
- Writers must submit at least 6 articles periodically throughout the end of the calendar year, but not more than 3 per month unless otherwise pre-approved.
- Participation in this program will offer writers exposure from a national audience. It is a great way to showcase your talents. Provided all the rules are followed, writers will receive a gift at the end of the year as a thank you for participation.

Categories:

- Outdoor Adventure & Activity
- *Example topics – How-to tips to get started with different activities, trail reviews, best place to fly a kite or wind surf or jog etc., best places for open water swimming, insiders tips for a great local camping trip, etc.*
- Food & Beverage
- *Example topics – restaurants, new menu items, old favorites, best places for beer on tap, top 5 local desserts, best coffee experience, wine review, cold treats, etc.*
- Events
- *4th of July review, History of Posen Potato Fest, County Fairs, etc.*
- Arts & Culture
- *Unique art venues, spotlight on a local artist, upcoming classes, etc.*
- Hunting & Fishing
- *Local game reports, season updates, tips & tricks, location scouting, safety advice, etc.*
- Music
- *Local musicians, open mic nights, music events, unique sounds, lessons, etc.*
- History & Tradition
- *history about people, places, or things in the region, sharing local traditions, etc.*
- Family
- *Family vacation tips, rainy day adventures, family dining, family friendly activities, etc.*

For example - if you like to write and also like to try out new menu items or wine pairings at the region's great restaurants then becoming a Food & Beverage Experience Writer is for you! Another example - if you love to write and love to get outside and explore the regions trails, sinkholes, lakes, and try new outdoor activities then becoming an Outdoor Adventure & Activity Experience Writer is right up your alley! Last example (we promise), if you love to write and enjoy fishing but don't hunt then you can sign up to be a Fishing Experience Writer.

Does this sound like fun? If so, please complete and return the application below!



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Application

Please read through the preceding Guidelines, Rules and Categories and complete this form and return it for review and approval. Please note that only 2 writers per category will be accepted each year and spaces are on a first come first serve basis based on sample writing.

Name: _____ Date: _____

Address: _____ Phone: _____

Email: _____

Why do you want to be a Local Experience Writer? _____

Please select a preferred category below by placing an **X** in the corresponding box. Mark your second choice category by circling the corresponding box.

- Outdoor Adventure & Activity
- Food & Beverage
- Events
- Arts & Culture
- Hunting & Fishing
- Music
- History & Tradition
- Family

***Please submit a sample article with this application.**

Signature: _____

**By signing this form you are willfully agreeing to become a volunteer for the Alpena Area Convention & Visitor's Bureau and as such you release the Alpena Area Convention & Visitors Bureau from any liability related to or in conjunction with duties carried out on behalf of the Alpena Area Convention & Visitors Bureau as a volunteer. The Alpena Area Convention & Visitors Bureau reserves the right to terminate the volunteer relationship for reasons including but not limited to: inappropriate or illegal behavior, misrepresentation of the organization, and/or concerns related to the manner in which assigned duties are executed.*

Please return this form to:
Alpena Area Convention & Visitors Bureau
235 W. Chisholm St., Alpena, MI 49707

Contact us if you have any questions:
Email: mstutzman@alpenacvb.com Phone: 989-354-4181