



Alpena Area CVB

Local Experience Writers

Program Outline & Application

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. Opportunities to write like a travel writer about area information, experiences, and tips provide 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 community we call home. Participation in this program will offer writers exposure from a national audience. It is a great way to showcase your talents. Have fun!

Guidelines:

- Writer's use a personal journalistic/travel style of writing to share their experiences, highlight interesting things to see, fun things to do in and around the Alpena & Northeast Michigan area.
- Make sure information is authentic, and factual.
- Make sure writing is appropriate for all audiences.
- Think of the eccentric, off the beaten path, tips, or little known facts you can share.

Rules:

- Writing must be submitted in electronic format and be somewhere around 800 words in length unless otherwise content dictates longer or shorter lengths.
- 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 may be featured on the Alpena, Sanctuary of the Great Lakes blog on the VisitAlpena.com website and newsletter, and may be held for timed release to coordinate with other writing and/or events or circumstances.

Topic ideas (including but not limited to ... the possibilities are endless):

- *How-to tips to get started with different activities, trail reviews, best place to fly a kite or wind surf, insiders tips for a great local camping trip, best 3-hour outdoor adventures, etc.*
- *New menu items at your favorite restaurant, your top 5 local desserts, best coffee experience, wine review, cold treats, etc.*
- *Unique art venues, open mic night artists, local wild game reports, fishing tips & tricks, history about people, places, or things in the region, family vacation tips, rainy day adventures, family friendly activities, etc.*



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Application

Please read through the preceding Guidelines, Rules and Categories and complete this form and return it with your article submission.

Name: _____ Date: _____

Address: _____ Phone: _____

Email: _____

Brief topic summary of article: _____

Which category does your article fall into? Please select a category below by placing an **X** in the corresponding box.

- | | |
|---|--|
| <input type="checkbox"/> Outdoor Adventure & Activity | <input type="checkbox"/> Food & Beverage |
| <input type="checkbox"/> Events | <input type="checkbox"/> Arts & Culture |
| <input type="checkbox"/> Hunting & Fishing | <input type="checkbox"/> Music |
| <input type="checkbox"/> History & Tradition | <input type="checkbox"/> Family |
| <input type="checkbox"/> Other: _____ | |

***Please submit your article with this application. Writers can submit 1 article or multiple articles (limit of 6 per year).**

Signature: _____

*By signing this form you are willfully agreeing to become a content creation 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
420 N. Second Ave., Alpena, MI 49707

Contact us if you have any questions:
Nicole Carr, Marketing Assistant, Blog Manager
Email: nicole@visitalpena.com Phone: 989-340-2288