**MEDIA REQUEST FORM**

Thank you for completing this form to help us better understand your needs. This form is designed to gather the details of film, journalist and influencer requests. We look forward to working with you.

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| **ABOUT YOU** |  |
| Name |  |
| Address (including country) |  |
| Email |  |
| Phone |  |
| Media Type (Blogger, broadcast, documentary, freelance, magazine, newspaper, other print media, social influencer, vlogger, youtube, etc.) |  |
| Your personal website |  |
| Your social media handles and number of followers |  |
| Professional memberships |  |
| **COVID-19 VACCINATIONS** |  |
| Are you fully vaccinated against the novel coronavirus, COVID-19 and have gone a minimum of two weeks (14 days) since a full course of one of the four COVID-19 vaccines approved by Health Canada: Pfizer-BioNTech, Moderna, Oxford-Astrazeneca or Johnson & Johnson?  |  |
| **ABOUT YOUR ASSIGNMENT** |  |
| Media outlet(s) you are producing Niagara Falls content to |  |
| Web address of outlet(s) |  |
| Description of outlet(s) |  |
| Circulation / audience |  |
| Advertising value |  |
| Geographic distribution(local, regional, national, international) |  |
| Audience demographics |  |
| Feature title |  |
| Content details / story focus |  |
| Article / Content Length |  |
| List specific Niagara Falls experiences that will be mentioned |  |
| Assignment Deadline |  |
| Can any content created as a result of your trip be repurposed on niagarafallstourism.com?  |  |

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| **ANTICIPATED RESULTS** |  |
| Publication / Air Date: |  |
| Expected coverage results: (how will NF be included) |  |
| Assigning Editor |  |
| Letter of Assignment (yes/no)If no, please explain purposed of trip |  |

|  |  |  |
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| **SOCIAL MEDIA PLATFORM** | **REACH** | **ANTICIPATED COVERAGE** |
| Facebook | Personal page name, # friendsPublication page name - # likes |  |
| Instagram | @handle, # followers |  |
| YouTube | Username, # views |  |
| Tik Tok | Username, # views |  |
| Twitter | @personal handle, # followers@publication handle, # followers |  |
| Pinterest | User name, # followers |  |

\*Niagara Falls Tourism Media Assistance Guidelines will apply to all requests

Questions:

**Adam Stiles**

Public Relations Manager

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