

AP Travel – Seasonal Pitching “Cheat Sheet”

Here’s an idea of Beth’s interests at various times throughout the year:

- ✓ January: cruising topics and spring break travel
- ✓ March: spring, hints at summer, and a start to focus on outdoorsy stuff
- ✓ April: starting to think all about summer
- ✓ July/Aug: end of summer (Labor Day), and shift gears to focus on Fall
- ✓ Sept/Oct: fall round-up stories...for her the season “ends” Columbus Day
- ✓ Nov/Dec: starts holiday season and ski/winter activities coverage

Random Tidbits:

- ✓ She does a holiday travel gift guide...start pitching her in early November
- ✓ Fall is the only time of year when she really does annual “travel briefs” – little news snippets that stand on their own as a blurb, instead of like-themed items grouped together into a feature round-up story
- ✓ Anniversaries are often not newsworthy...there has to be a broader angle in play than just the celebration of your milestone. (Example: the 50th Anniversary of Pennekamp Coral Reef State Park in Florida was of interest because of the strides they’ve taken to protect declining coral reefs, AND because the attraction is a good day trip when visiting Miami, an international destination of interest.)

For more information about Beth Harpaz’ editorial interests, visit www.redpointspeaks.com.