



**Sri Lanka**  
A land like no other

**SELECTION CRITERIA FOR JOURNALISTS / TV CREWS FOR FAM TOURS**

When nominating journalists, answering the following questions would help the nomination and selection process:

01. Journalist(s) / TV Crew / Company:.....

Name(s)

Passport Nos.

.....	.....
.....	.....
.....	.....
.....	.....

02. Credentials of Journalist / TV crew:.....

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.....

03. Address :.....

Telephone :.....

Fax :.....

E-mail :.....

04. a) Names of all the media (print and or TV) in which the proposed journalist's  
Work is usually published / broadcast? .....

.....

.....

.....

b) It's circulation:.....

.....  
.....  
.....

Has the journalist done any previous coverage of Sri Lanka ?.....

If so please furnish details of previous coverage .....

.....  
.....

**Tentative flight arrangements:**

	<b>Time</b>	<b>Flight No.</b>
Arrival to Sri Lanka	.....	.....
Departure from Sri Lanka	.....	.....

**Suggested Itinerary**

- Day 1:- .....
- Day 2:- .....
- Day 3:- .....
- Day 4:- .....
- Day 5:- .....
- Day 6:- .....
- Day 7:- .....
- Day 8:- .....
- Day 9:- .....
- Day 10:- .....
- Day 11:- .....

**Special Services Requested:**

- a) .....
- b) .....
- c) .....
- d) .....

c) Readership:.....

d) Viewer ship:.....

05. The degree of importance of each of the above media for reaching our two main target groups in your country or region?.....

.....  
.....

The travel trade:.....

.....

The general public: .....

.....

a) If the relevant journalist is working with print media how the distribution of the magazine / news paper / brochure is done?.....

.....  
.....

.....

b) Is it salable or given free of charge :.....

.....

c) How often it is published (once a week/once a month etc) .....

.....

06. How often is the proposed journalist's work published or broadcast in each of the above media? .....

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07. What are the chances of us building an ongoing relationship with the journalist for follow up events / campaigns? .....

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e) .....

f) .....

2. **Expected date of publication / Broadcasting / TV Coverage of Sri Lanka:**

.....  
.....

3. **Any other relevant information:** .....

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