



## Media Guidelines

We are pleased to assist working media in the development of stories about **Original Wisconsin Ducks®**, **Dells Boat Tours™**, **Jet Boat Adventures**, **Ghost Boat** and the Wisconsin Dells area in general. We have set up the following guidelines for media requests.

### For Daily/General News Gathering:

- Property managers are available for interview requests on-site or via phone/email most days. We ask that reporters/editors/producers contact our media relations coordinator via phone/email ahead of time for either daily stories or feature interview set up.
- We will make efforts to have someone available for media requests on your selected day/time, or we will offer an alternative business contact in the Wisconsin Dells area that can answer your questions.

### For Longer Lead Travel & Feature Stories:

- For travel writers and media who are visiting the area and would like to experience our attractions for story development, please submit credential information and story plans by filling out our Media Request Form. This is an easy way to get the process started in setting up a visit for you.
- All media pass requests should be made at least 5 days in advance of your visit. Media visit requests made less than 5 days out will be considered on a case-by-case basis. Legitimate credentials and a specific story assignment required. Contact our media relations coordinator with your detailed request.
- We ask that all travel or feature media members who are planning a visit, to please avoid complimentary requests for holidays/holiday weekends.
- Ticket counter associates and office personnel will not be able to entertain onsite, day-of requests for complimentary or discounted media admission to our attractions. All requests for complimentary media passes must be made in advance through our media relations contact person.
- We kindly request all media who visit on a complimentary pass to provide us with the expected story run date as well as a copy of or link to the story when it is printed, posted or broadcast.
- Travel media that are looking for additional information about the area for story development are encouraged to contact the Public Relations Department at the Wisconsin Dells Visitor & Convention Bureau at (608) 254-8088 for assistance, or visit [www.wisdells.com](http://www.wisdells.com) for more information.

Thank you for considering our attractions for your editorial needs. We realize we cannot predict every media situation and request and would ask that you contact us directly if you need to discuss your plans in further detail.

### Media Contact:

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