



## **ACTIVE MEMBERSHIP REQUIREMENTS**

### **JOURNALISTIC INTEGRITY OF MTJA, INC.**

To preserve the journalistic integrity of MTJA Inc., the following do not meet Active Membership Requirements and are not eligible to submit as writing samples/clips:

Travel articles, photos or advertorial/promotional content that has been directly paid for by Convention & Visitor Bureaus (CVBs), State Tourism Offices, Destination Marketing Organizations (DMOs) or similar entities. Copy produced by brand ambassadors; paid influencers; or others who have been hired and paid directly to promote a particular destination, region, topic or carrier.

Clips and writing samples generated during press trips, hosted/sponsored events, FAM tours or MTJA conferences are eligible for submission, as long as the hosting organization or entity has not paid the writer directly to produce the copy.

### **ACTIVE TYPES**

- Editor
- Staff Writer/Freelance Journalist/Online Content Producer
- Book Author
- Broadcast Journalist
- Travel Photographer
- Digital Publisher

### **ACTIVE MEMBERSHIP REQUIREMENTS**

#### **Editors of publications with audited circulations of at least 10,000 must submit:**

1. A one-page letter detailing your work and experience in professional journalism, length of time in the travel-writing field, percentage of time devoted to travel journalism, and any other pertinent information about your education and/or work in the travel or journalism fields.
2. A copy of your publication's masthead with your name indicated as editor.
3. Three samples of your work submitted electronically as PDF files.
4. Two Sponsor Forms.

#### **Staff Writers, Freelance Journalists and Online Content Producers must submit:**

1. A one-page letter detailing your work and experience in professional journalism, length of time in the travel-writing field, percentage of time devoted to travel journalism, and any other pertinent information about your education and/or work in the travel or journalism fields.
2. Three travel articles, columns or features with minimum word counts of 250 published within the previous 12 months in publications with audited circulations of at least 10,000 or posted in online outlets with at least 10,000 sessions per month. Clips may be print, online or any combination of the two. Submissions must be sent electronically as PDFs and must show byline, publication name and date. Two co-bylined articles with two or more author names listed on the published article are acceptable for two of the three article submissions. Applicants must also submit proof of payment for their work (the amount of payment can be blacked out) and



documentation that confirms audited print circulation of at least 10,000 and/or 10,000 sessions per month for online outlets. ABC audited circulation info, Google Analytics reports or confirmation of reach on publication/outlet letterhead are all acceptable forms of verification.

3. Two Sponsor Forms.

**Book Authors must submit:**

1. A one-page letter detailing your work and experience in professional journalism, length of time in the travel-writing field, percentage of time devoted to travel journalism, and any other pertinent information about your education and/or work in the travel or journalism fields.
2. A copy of your most recent travel-related title with a minimum press run of 3,000 copies published within the previous 12 months.
3. Two Sponsor Forms.

**Broadcast journalists must submit:**

1. A one-page letter detailing your work and experience in professional journalism, length of time in the travel-writing field, percentage of time devoted to travel journalism, and any other pertinent information about your education and/or work in the travel or journalism fields.
2. A letter from station management carrying your programs that details program length; program frequency; station call letters or other identifying information; size of audience, how long the program has aired and confirms you are paid for your work.
3. Three episodes or segments via MP3, MP4, links to podcasts, cassette, DVD or CD air-check.
4. Two Sponsor Forms.

**Travel photographers must submit:**

1. A one-page letter detailing your work and experience in professional journalism, length of time in the travel-writing field, percentage of time devoted to travel journalism, and any other pertinent information about your education and/or work in the travel or journalism fields.
2. A minimum of three images published within the previous 12 months in outlet/s with print circulations of 10,000 or more, or a minimum of 10,000 sessions per month for online publications. For photography used in travel-related books, the initial print run must be at least 3,000. Applicants must submit proof of independent payment for their work (the amount of payment can be blacked out) and documentation that confirms audited print circulation of at least 10,000 and/or 10,000 sessions per month for online outlets. ABC audited circulation info, Google Analytics reports or confirmation of reach on publication/outlet letterhead are all acceptable forms of verification.

Travel photographer applicants must demonstrate a body of work beyond sole collaboration with one other MTJA Inc. member. Travel photographer applicants must note on their application if they work with a current MTJA Inc. member.

3. Two Sponsor Forms.



**Digital Publishers must submit:**

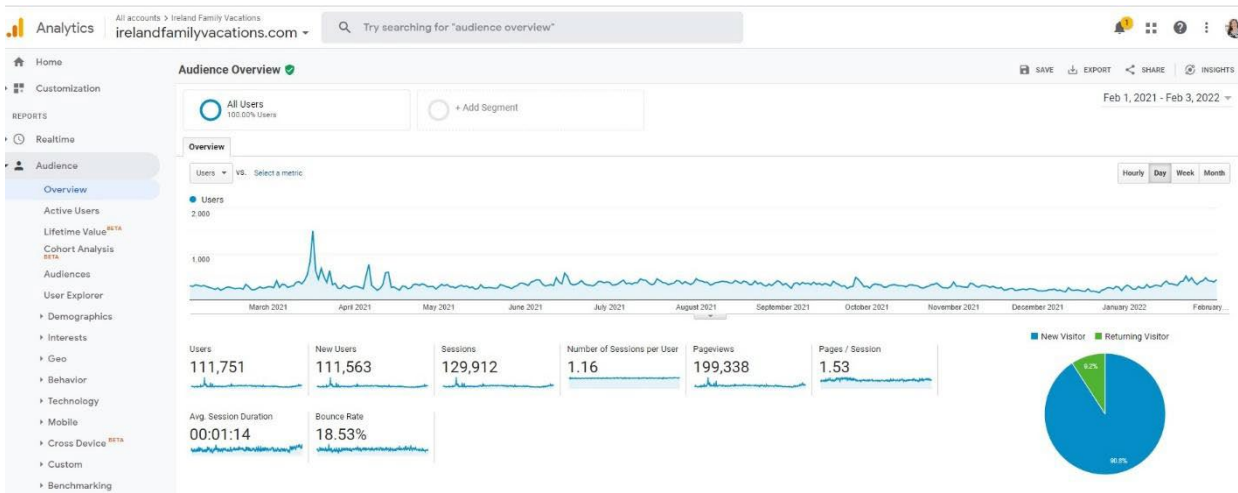
1. One-page letter detailing your work and experience in professional journalism, length of time in the travel-writing field, percentage of time devoted to travel journalism, and any other pertinent information about your education and/or work in the travel or journalism fields.
2. Links to three blog posts each with a 250-minimum word count that the applicant has written within the previous 12 months.

\* Any website that the applicant publishes must be active for at least two years prior to application.

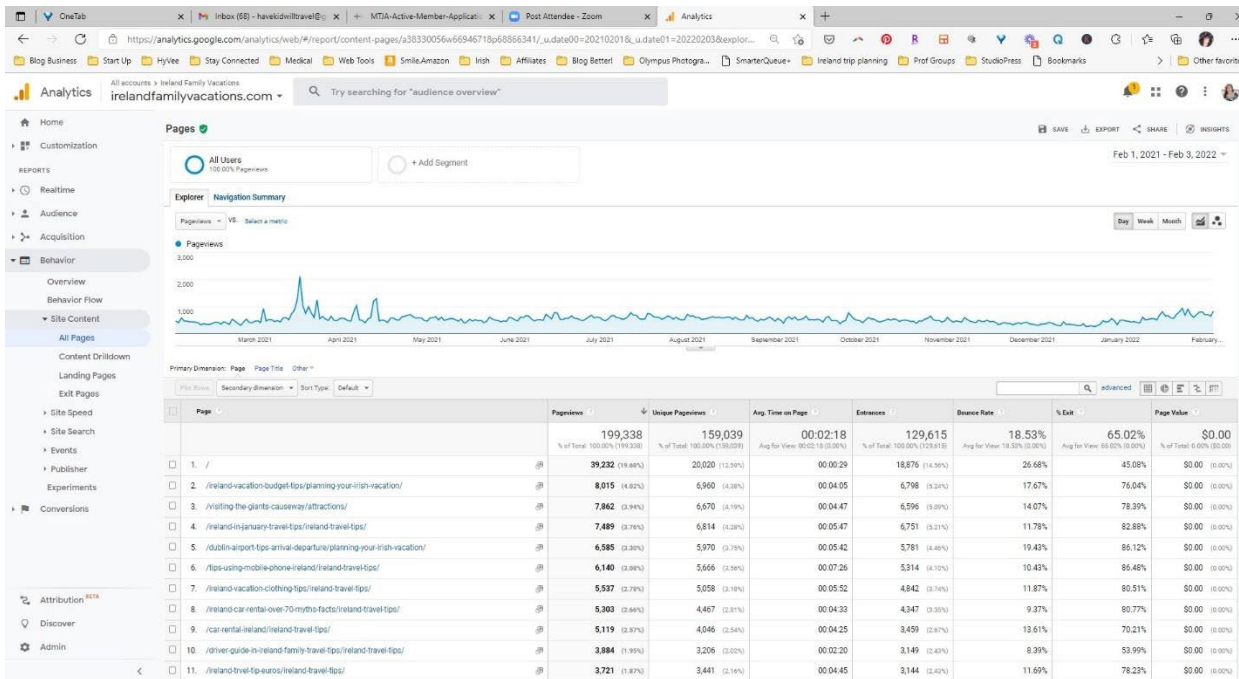
\*\* People who do not own a website but instead write for a travel site owned by someone else should be considered freelance or online content producers and not digital publishers.

3. Applicants must demonstrate at least 10,000 unique visitors per month on average over the previous 12 months through Google Analytics reports, top 10 articles must be travel related via Google Analytics, and submit documentation of website revenue sources (i.e. third-party ad revenue, affiliated links, etc.)

**Example GA visitors**



Example top 10 via GA – need to be sure we can see the date and the article links.



#### 4. Two sponsor forms.

### Questions about Active Membership Qualifications or Criteria:

Contact: Active Vice-President, Wendy Pramik 614-565-7678, wpramik@columbus.rr.com