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## BLOG PITCH FORM

The Regional Office of Sustainable Tourism (ROOST) requires all blogs to be pitched and approved prior to submission. Please complete this form for all story pitches. Unfortunately, we cannot approve every guest submission and blogs all need to go through an approval process. We have been blogging for a long time and the goal is always to publish fresh, new content. Have an original idea? Let's hear it!

### What you need to include in your pitch

**Main topic:** The main topic for the blog should state what you are writing about. Keep it simple and specific: Outdoor dining in Lake Placid, five great waterfall hikes near Lake Champlain, etc.

**Angle:** This is where you really sell us on your pitch. The angle digs deeper into the main topic. If you're doing the outdoor dining example, tell us where you're going. For the waterfall hikes, tell us which ones you're doing and note if they're family friendly, experts-only, or a range.

**Blog style:** Tell us what the story will look like. Styles could include, but are not limited to, a listicle (i.e. five great paddles in Saranac Lake), first person experience, Q&A, or human interest.

**\*\* Please fill out the form below and email it to [blogs@roostadk.com](mailto:blogs@roostadk.com) \*\***

Blogger name:

Email:

Phone:

Site for publication (please pick one):

\_\_\_\_ LP: LakePlacid.com

\_\_\_\_ SL: SaranacLake.com

\_\_\_\_ WFR: WhitefaceRegion.com (Wilmington, Jay, Upper Jay, Au Sable Forks)

\_\_\_\_ LCR: LakeChamplainRegion.com

\_\_\_\_ Hub: AdirondackHub.com (Schroon Lake, Minerva, North Hudson, Newcomb)

\_\_\_\_ HC: AdirondackExperience.com (Hamilton County)

\_\_\_\_ TL: TupperLake.com

**Main topic:**

**Angle:**

**Blog style:**

**Submission date:**