

ACTIVATION MEDIA BLITZ

COMMUNICATIONS PUSH

We are asking travel communicators to focus on local-market media for a push **THIS WEEK**, appealing to lawmakers to take action **NOW**—before the end of year—on desperately needed federal relief related to Covid-19. Here are tools for media use:

Broadcast News

Pitch a local TV news segment to a news director/assignment editor by tailoring the following message (talking points for interview use included below).

PITCH:

- The travel industry has been struggling for months to keep its head above water, but **we are close to drowning if Congress doesn't act immediately.**
- I'd like to offer you an interview with [**spokesperson**] to discuss the catastrophic impact of Covid-19 on [**destination**] and some measures that Congress should take now to help save our local travel industry.
- Locally, [**city/state**] area has seen a [**% decline**] in spending and/or visitation. Nationally, travel spending has plummeted by more than \$460 billion and **3.5 million direct travel jobs have been lost.**
- I'm not overstating things when I say **we cannot wait any longer** for Congress to act.

Talk Radio

Request that news directors at local news-talk radio stations feature the immediate need for Congressional action by tailoring this request (talking points for interview use included below).

PITCH:

- **The travel industry is currently at the brink of a cliff** and without another round of federal relief, we're going to see many more travel businesses and jobs go over the edge.
- [**Spokesperson**] is available to discuss the catastrophic impact of COVID on [**destination**] and some measures that Congress should take now to help save our local travel industry.
- Locally, [**city/state**] area has seen a [**% decline**] in spending and/or visitation. The decline in tourism and travel spending means local businesses are struggling and many local residents that had tourism-supported jobs are now out of work. Nationally, travel spending has plummeted by more than \$460 billion and **3.5 million direct travel jobs have been lost.**
- I'm not overstating things when I say **we cannot wait any longer** for Congress to act.

TALKING POINTS FOR INTERVIEW USE

- The U.S. travel industry has been more devastated by the pandemic than any other sector and getting it to recover will be tough. Spiking infection rates will not allow for a broad reopening of travel any time soon.
- Travel accounts for more than one-third of U.S. unemployment and is projected to lose 4.5 million jobs by the end of the year.
- Travel-supported small businesses won't survive without substantial federal assistance, and if they are allowed to die, those lost jobs will become permanent.
- There is great frustration that politics prevented Washington from acting before the election, because the urgent needs and the huge number of people affected are so clear.
- We are very hopeful for timely legislation now that the election is over.
- At a minimum a relief package should:
 - Enhance and extend the Paycheck Protection Program through the end of 2021, allow for a second draw on loans, and expand eligibility to include 501(c)(6) and quasi-governmental destination marketing organizations.
 - Enhance and extend the Coronavirus Relief Fund through at least the end of 2021.

Sample LTE

Tailor and submit this [SAMPLE LETTER TO THE EDITOR](#) to opinion editors at your local newspaper and/or business journal.

Sample Op-Ed

Tailor and submit this [SAMPLE OP-ED](#) column to opinion editors at your local newspaper and/or business journal.