



Onboard Media
TIPS FOR THE FREELANCE WRITER

SUBJECT MATTER

Keep in mind that the type of writing we seek is feature-oriented more than travel-oriented. Do not send first-person travel accounts, or anything that promotes specific retail/dining establishments or resorts. A piece on local/traditional cuisine or general information on shopping areas will work; a story about one local restaurant or store will not. Stories on shore excursions should focus on the history and flavor of the attraction, not on the experience provided by a specific tour operator. The attraction also should be available to all cruise guests reading our books; check cruise lines' Web sites before pitching.

Focus on unique aspects of regional culture, interesting local personalities and new twists on the themes of ecology/wildlife, food, folklore, history and the like.

BREAKING IN

Know the port destinations that we cover. Familiarize yourself with our onboard books. Demonstrate your style in your letter. Send a selection of published writing samples that reveal your range. Include a list of subjects and geographical regions of expertise.

The three essential things we look for are an authoritative voice, intimate knowledge of the subject matter, and original material.

Having a clear-cut article in mind is a must. Do not query with a mere idea ("I'm going to San Juan in June and would like to write an article about it" is not enough). Outline your proposal and indicate your angle.

SASE with \$3 postage for a sample magazine to:

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