

PCNY Luncheon  
Planes, Trains and Automobiles:  
Working with the Travel Media in Challenging Times

**Valarie D'Elia, Travel Reporter, "Travel with Val" NY1 News, WOR Radio:** I'll tell you, that was all written by Jayson Blair. Well, let me just go into a little, first thank you very much for having me here to speak with you. I'll tell you currently what I do so you'll know what I'm working on, I think that's most important.

New York 1 Travel with Val -- that's based upon destinations and trends and a little section called "D'Elia's Deals", which I'm always looking for deals that are crafted specifically for my audience. That's always nice, if you can give me a D'Elia's Deal that's only for New York 1 viewers. Also, WOR Radio Network is nationally syndicated, it's every Sunday, it's broadcast on WOR but it's on 80 stations across the country as well. It's 2 hours, it's live call-ins, that's a blessing and a curse, it's live, it's over fast but also what's said is said. And I do some interviews and mostly take calls, but the interviews have to be, maybe, some authors or an interesting character who personifies a particular area, that sort of thing. We also go on remote broadcasts around the world, we take the show on the road, but I'll say that that is an advertising promotion. I also, for the past year have been doing CNBC's Squawk Box once a month and that's showcasing deals as well.

So if you have any particular deals, I'm very big on deals. The D'Elia's Deal aspect of what I do I think gives you the most opportunity. I frankly would like to be getting more deals coming to me through my email, and I have a new website, TravelWithVal.com. You can get in touch with me that way. But I don't really get, someone just asked me, do I get more deals than other people, I must, than other writers. And I thought I don't really think so, I just think I'm on a list where you send deals to everyone. But, I have so many outlets that if you're thinking of, "What can I craft for Valarie," that would be terrific because chances are good that you would get something on with me. And I also have an upcoming appearance on June 20 on the Early Show doing Red, White and Blue Destinations for the summer -- Americana destinations -- and so if you have anything of that in mind, I would love to hear from you.

Of course, it'd be nice to get some B-roll from you if you have it, but a word on B-roll, we always used to say "Beta, Beta, it has to be Beta!" but everything I shoot on New York 1, it's no longer Beta. I travel the world with a digital video camera and it's basically a consumer model, so it really is in how you shoot and not so much the tape format itself. So if it's shot really well, this brings down your costs also if you ever thought of doing that B-roll. So if anyone ever tells you, "Oh, it has to be network quality," anything that I have shot for New York 1, much of what I've shot, is digital video and some of it has appeared on CNBC, which is a network, and on The Early Show, too, and nobody shakes their head and says, "This is awful." For news purposes you cannot tell the difference.

When it comes to deals, I would like to say that the availability of these deals has to be very, very good. It can't just be, "Well we have a good deal for a hotel for half off and

the fourth night free but there's only five rooms available." I'm going to put this on the air there's going to be a lot of people listening, so my credibility is at stake. I want to make sure that anyone who calls is going to get that deal. I know things are subject to availability but it can't be a bait-and-switch kind of thing and you just want to get the name of your client on the air. That's not how it works with me, and I won't want to work with you again, because that does happen sometimes.

Also, one small pet peeve is: people get very enthusiastic sometimes about my outlets and the enthusiasm for the placement sometimes can be greater than the accuracy of the press releases that come my way. They're so excited about, "Oh, when's it going to be on? When's it going to be on?" but let's talk about the facts first, let's get those straight first and then I'll tell you when it's going to be on the air or *if* it's going to be on the air. Also, when it comes to me telling you when it's on, I'm not really in control of that especially at New York 1. I have a producer, who you should all know, her name is Melissa Rabinovich, she's on maternity leave right now but she will return in September and she's the person who plans all my pieces and schedules them. So I don't now when I'm away and I'm not really sure when it's going to air, but the best way to find out if it's airing, even if you don't live in the New York City area, is to go on the NY1.com and click on the travel section and there's my page. About the last 10 pieces that I've done are posted there, so it's easy for you to see it and you can even play it if you're computer is rigged that way and then you can also order a tape. I'm not allowed to make tapes and make dubs myself to get those to you, but they have a way for you to order a dub. I'm so busy that if you ask, "When did it air? I heard it was on," I'd rather not be bothered with that and just for you to just do that work yourself. It's really not that difficult just to know that there are ways for you to do this. And certainly WOR, you go through my producer Noah Fleishman, for any kind of dubs that you would need. WOR is really my own show, I don't have a producer, I am the producer of that show, basically, so if you have anything you wanted to propose for that you come directly through me, through my website and I'll consider that. I do have an intern, but we have a real small staff on WOR. And then at CNBC, pretty much they call me once a month and it's all based on deals, and then The Early Show is really based mostly on trends, that's what they like.

And I'd like to have more trends, actually for my work on New York 1 as well, so if you can think of trends, for instance teen travel, something like that. I was just told that that's an area that's really developing and growing and that there might be some interest on one particular show, and when I was able to search around I did find that there are a lot of deals. There's a lot of hotels that are packaging trips for teens and I really hadn't thought of it before somebody mentioned it to me, and I thought OK, well, it's out there. So I'd like to get that kind of information, but it's nice if you bring something to me that's a new trend because you're out there working with the different packagers and the hotels and the destinations.

Thanks!