



*Dream of  
Travel Writing*

# Securing Interview Sources to Make Your Stories Sing

by Gabi Logan, founder of Dream of Travel Writing

A blurred background image of a coffee shop table. In the foreground, there is a white cup of coffee on a saucer. To the left, a smartphone is visible. In the background, there is a vase of purple flowers and a laptop. The text "Today, we're going to talk about..." is overlaid in the center.

Today, we're going to  
talk about...

1. Does your story need sources?

2. Who exactly do you need to talk to for this particular story?

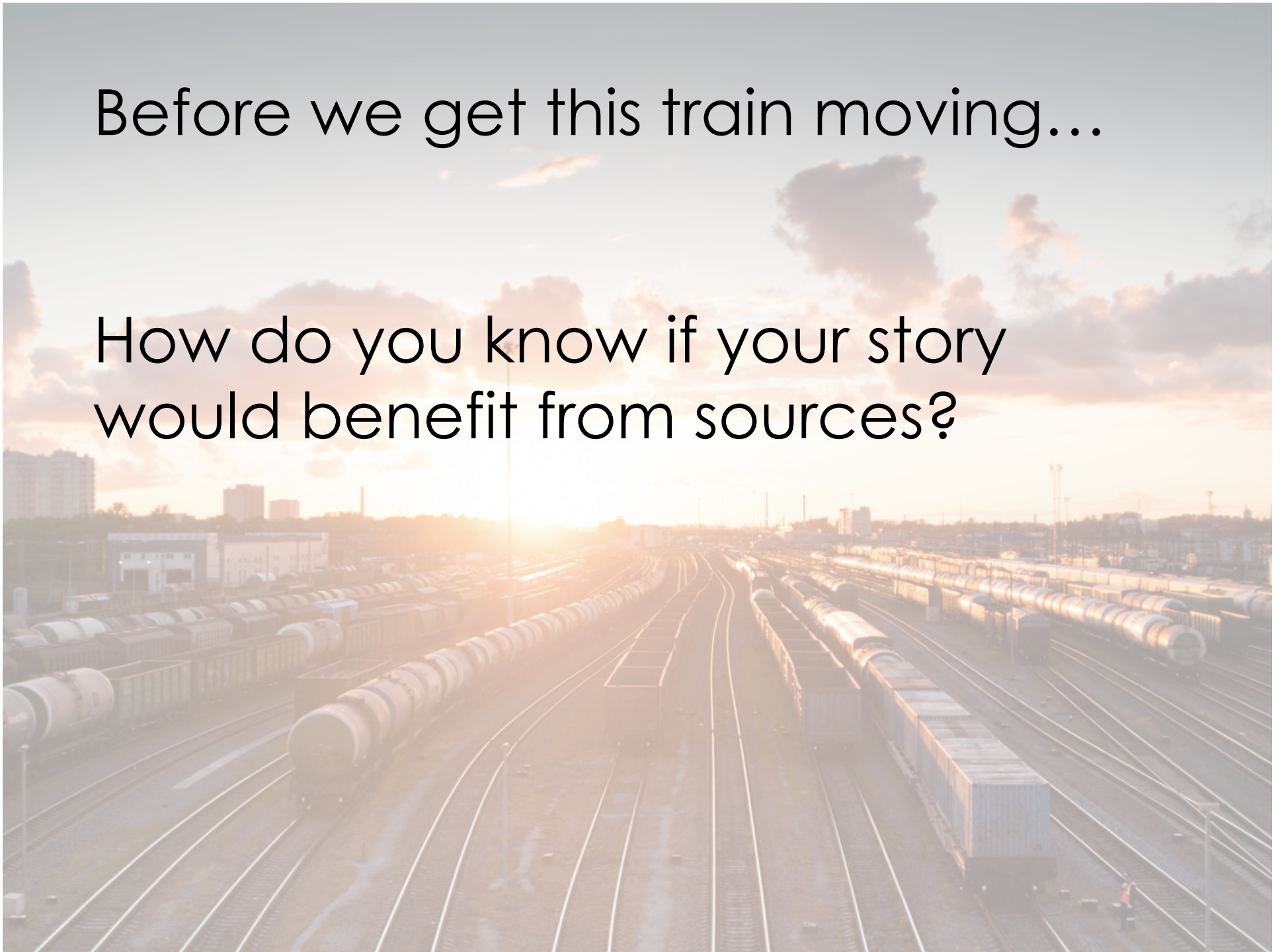
3. Where can you find these people?

4. How do you reach out to these people once you've found them?



Before we get this train moving...

How do you know if your story  
would benefit from sources?



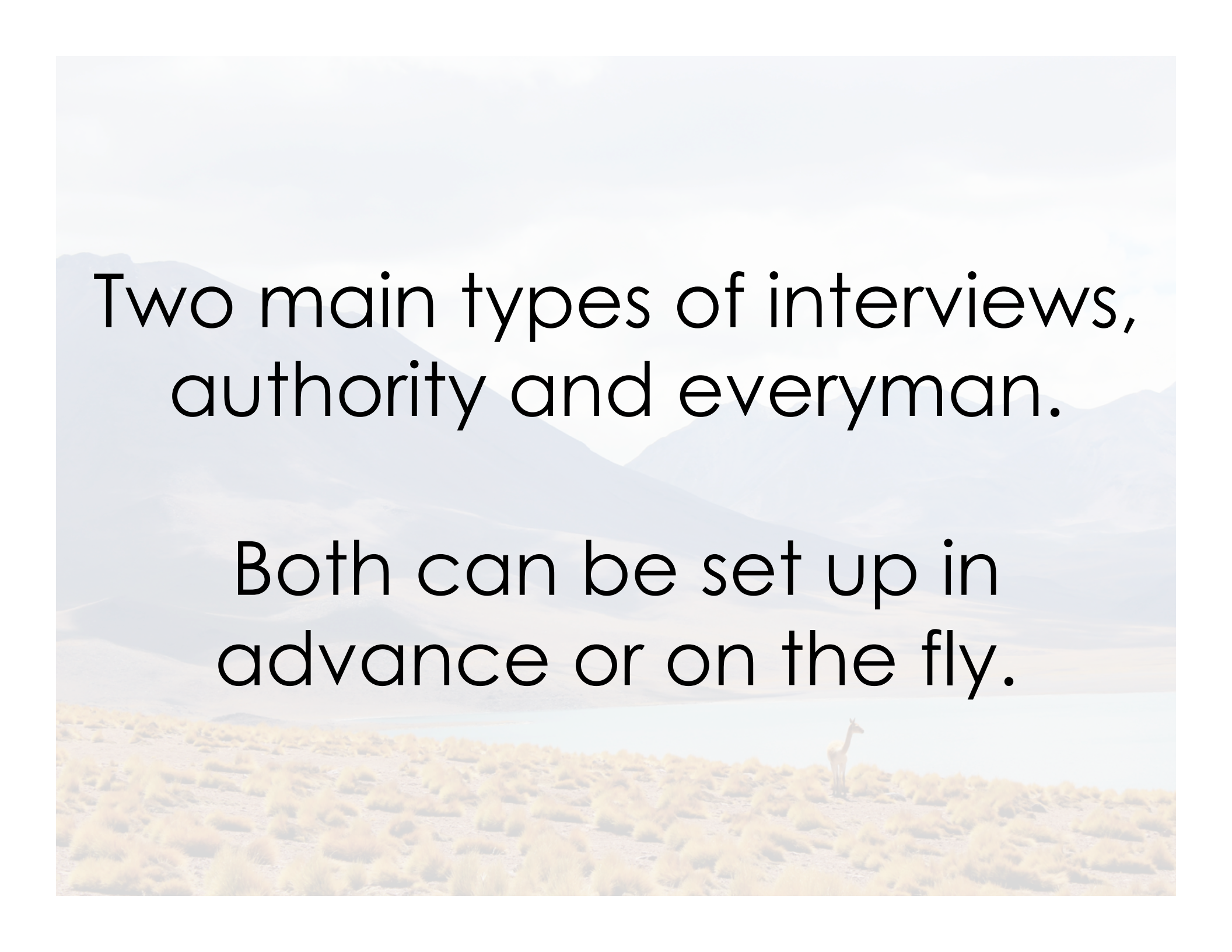
A person is shown from the chest up, holding a globe of the Earth. The person is wearing a light-colored, long-sleeved shirt. The background is a large, light-colored world map. The text "Is your expertise enough?" is overlaid in the center of the image.

Is your expertise  
enough?

A top-down view of a dining table. On the left, a blue and white striped napkin is folded. Next to it is a white plate with a glass. In the center, a hand is pointing at a tablet displaying a nature scene with a tree and a red fruit. To the right, a bowl of cereal is visible. The background is a wooden table surface.

Let's take some examples

Anyone have a story idea  
we can workshop?

The background of the slide is a soft-focus photograph of a desert landscape. In the foreground, there are numerous small, yellowish-brown shrubs. In the middle ground, a single giraffe stands on a slight rise. The background features rolling hills and mountains under a pale, overcast sky. The overall tone is muted and naturalistic.

Two main types of interviews,  
authority and everyman.

Both can be set up in  
advance or on the fly.

A misty forest path with autumn foliage. The path is covered in fallen leaves, and the trees are bare, suggesting a late autumn or early winter setting. The overall atmosphere is serene and quiet.

# The Incredible Power of the Starter CVB Interview




# Authority Interviews:

- Talking head types
- Hospitality and tourism professors (a great, untapped resource)
- CVBs
- Regional or topical tourism association
- Mayors or other city officials
- Business owners
- Third-party DMO/DMCs

# Everyman Interviews:

- Couchsurfing/Airbnb host (Airbnb experiences also great connections here)
- Other social networks like A Small World
- Twitter
- Local bloggers
- Referrals from your social network
- Good 'ole chatting people up
- HARO
- Referrals from authority interview sources

A person with long, wavy brown hair and glasses is shown in profile, looking out over a body of water. They are wearing a dark jacket and a brown, textured scarf. The background is a bright, hazy sky over the water.

Where do you find  
these people??

# Sources for sources:

- LinkedIn searches by title, year, and more
- LinkedIn and Facebook groups (great for beats)
- HARO, ProfNet
- Specialized forums
- Award lists
- Association membership lists



When contacting sources, you must include these info points:

- The name of the magazine
- The publication date
- The deadline if pressing (but you typically shouldn't)
- What you want to talk about
- Why *\*this\** source

Hi Sarah and Tiffany,

Thank you so much for your help with my previous piece on sustainable meetings in which I featured Virginia Beach!

Right now, I'm working on a column on meeting destinations with a strong sense of Americana, patriotism or American history, and I'll be featuring Virginia Beach.


Can you help me with two things:

- a brief (10-15 minute interview) with an appropriate rep from the CVB
- 4-5 high-res images of your destination in line with this topic

Thank you so much for your help!

Gabi

Gabi Logan  
Contributor

A person wearing a hat and a plaid shirt is walking through a field of tall, dry corn stalks. The scene is captured in a soft, slightly blurred style, suggesting a sense of movement and immersion in the environment. The text "When you need to be pushy..." is overlaid on the image in a clean, black, sans-serif font.

When you need to be  
pushy...

Thanks so much  
for joining us today!

It was a pleasure chatting  
travel writing with you 😊

Whenever you need to double check an idea fit, your assumptions about editors, or your self doubt on whether your idea is good, email [questions@dreamoftravelwriting.com](mailto:questions@dreamoftravelwriting.com).

