



California Association of Boutique and Breakfast Inns

PRESS POLICY

PHOTOGRAPHY

The California Association of Boutique and Breakfast Inns (CABBI) can provide photos from CABBI's photography library to assist in promoting and publicizing CABBI and/or its member inns. Photography may be used for one-time editorial, non-commercial use only, to promote travel to CABBI member inns. Images may not be sold, copied or distributed.

All photography rights remain at all times the exclusive property of its owner. Credits line must read "Photo courtesy of the California Association of Boutique and Breakfast Inns, name of the inn, and/or the name photographer, as applicable."

PRESS VISITS

The California Association of Boutique and Breakfast Inns (CABBI) is happy to assist qualified members of the press who are working on assignment. For journalists requesting press visits, CABBI may assist with lodging arrangements, but is unable to guarantee complimentary rooms or media rates. Comps and media rates are provided at the discretion of its member inns and are subject to availability.

The majority of CABBI's members are small properties with limited room inventory which is often reserved well in advance for weekend nights and peak season. With this in mind, CABBI recommends journalists plan their visits over midweek dates, avoiding holidays and peak seasons. (Peak seasons vary by region within the state; please contact CABBI for clarification.)

CABBI asks journalists to please provide a written request to CABBI at least three weeks before their planned arrival date. (If less than three weeks' notice is given, CABBI will still attempt to help, but may be more limited in the assistance it can provide.) The request must include the following:

- The assignment details and the name, phone number, and email address of the editor, publisher, or news director who can confirm the journalist's assignment.
- If writing for print, include the name of the publication and the expected publication date of the article.
- If working for broadcast, include the name of the program and expected time and date of the broadcast.
- At least three examples of the journalist's most recently published articles, photographs or produced tapes.
- The proposed dates for the visit, the number of people traveling in the group, the number of rooms requested, and the proposed itinerary.
- The journalist's contact information.



In addition, please note the following:

- Accommodations for spouse or partners who are not officially assigned to the same story are only permitted at the discretion of the member inn.
- Children cannot be accommodated on press visits.
- Accommodations cannot always be secured for complimentary or discounted media rates during peak season, holidays, and/or weekends. In such cases, the journalist may be responsible for applicable lodging costs.
- Stays at a single CABBI-member inn may not exceed two nights.

Media Contact: Ranee Ruble-Dotts, ranee@papermooncreative.net or 503-788-3938