

EDITOR'S GUIDELIES
FOR SUBMISSION —
NOVEMBER 2010,
ADOBE ACROBAT
PDF FORMAT

OregonTravelMagazine.com

OREGONTRAVELMAGAZINE.COM is looking for multimedia plug-in-to-publish content in a look and feel style that meets the requirements of the roll-over map as presented on the cover of our www.USATravelMagazines.com.



As our developing Internet publishing empire is usually at page one position for “USA Travel Magazines” on the dominant search engine, out of 40-50 million hits for what actually is a generic query, obviously this experience is not meant to show a Portlander how to find Lost Lake. We have had enough CaliforniaTravelMagazine.com readers comment on the convenience of planning a Pacific Coast trip without being stopped by artificial borders along the Information Highway. Readers like the easy to remember concept of all fifty states being “branded” by a “*TheirState*”TravelMagazine.com!”

That is if I can find the talent to make it happen before mega-magazine publishers realize that magic happens on the creative side by encouraging young travel writers who think; still and video photographers re-inventing their art; respective typographers and programming designers, to ignore the caution sign\$ of overpaid Wall Street bean counting accountants and no-nothing MBA magazine advisors.

We learned through our AlaskaTravelMagazine.com experience that half of our travel magazine web readership log comes from overseas. Our uniform linked online SEO power is such that people in Dusseldorf, who cannot find a printed copy of *Alaska Travel Magazine* on their supermarket newsstand can type a generic “Alaska Travel,” into their favorite search engine and we will can answer their request for information, in an Information Age style. Today “Alaska Travel” was at Page One, Position Two, out of 37 million hits, on the most used service.

Unfortunately my pioneering online magazine video piece, circa 2000, as seen today at



www.OregonTravelMagazine.com/winddancers.html, due to inattention only comes up on page 2, out of 48,100 results, for “windsurfing + Columbia River Gorge.” This means I need to pay some more attention to the Oregon I remember from my early years. Just because the only diploma I walked across a stage to receive was from Portland’s Ainsworth Elementary doesn’t mean I wasn’t smart enough to put the Pacific Crest Trail — of Oregon Skyline Trail fame—on the map through my *LIFE Magazine* seven page photo and text article. And again in *Holiday Magazine* at a time it was considered to be the ultimate in travel publications. This too is a multimedia project that also needs my personal attention.

Unfortunately, when it come to translating print giants into an online venue there is a battle royal going on right now, by some supposedly “good web techie citizens” over online magazine publishing format, proprietary software, and even circulation. At 71-years of age, and owning a whole nation full of URLs that I need to get online before I retire — I need help to finish my dream. I don’t have seconds left to play childish games of rewinding my typewriter ribbon.

I know that if, “Content is still King,” so is the ability to read. And that even if words are printed on a HD screen, and if ADD attention spans are so short that an OMG precedes every frantic attempt to turn the page 99 different ways, that is not a way to respect the thinking of an author. Printed words used as a thinking device also deserve the respect of 500 years of typographical communication, and the vertical format of traditional magazines. I had been flirting with a horizontal 16:9 HD TV format delivered to living-rooms, but with the release of the Apple I-Pad, and the PC Slate vertical screen (soon to be followed by a vertical “Kolar Kindle,” displaying everything in a magazine web print standard of 8 x 10.75 inches) I am switching everything over to Adobe InDesign Pages, printed to Acrobat plug-n-play files — that could perhaps require a small payment from the reader for downloading.

Another axiom from the days of news stands was that it is the reader who “owns” a magazine— not the advertisers. I know this to be true from the days when I was editor and publisher of a high gloss *Economic Currents Magazine*, that just happened to run 4-color full page advertising produced by my own ad agency. In other words, not taking advantage, of my advantage, was paramount. This is why technically savvy marketing managers have failed so miserably with their DIY corporate penny-shoppers.

This also is why I have decided, from the publishers standpoint, to break all our “State”TravelMagazine.com presentations into two, self supporting “plug and play” formats.

A) Where To Go

Itinerary travel tours. These should be similar to the very successful Alaskan Milepost formula that allows visitors from Germany to rent a car at the Anchorage International Airport, and feel they can safely drive down the road to sights, lodging, experiences, local restaurants, even if some of the editorial material is “sponsored” by local, small town, businesses.

An example of how this might happen is the www.Washington-TravelMagazine.com/tyeetrail.html we have online. This project was stopped, cold at Vancouver, in 1999 by the czar of the State of Washington Hotel and Motel room tax who believed the Internet would never replace “dead tree” travel brochures. I would love to see a small business operator like the “huckleberry pie” B&B in Trout Lake get a shot at attracting a visitor from Dusseldorf without paying the cost of overseas express mail. For a giggle see my answer to government trying to steal business away from private competition by typing into your “free” browser, “WashingtonState-Tourism.com.”

I don't have the model online as yet of marrying the Washington Tye Trail with a with an up-to-date base, that easily could print out an on demand itinerary crossing the Columbia at Hood River to do the Mt. Hood Loop. Or, even linking WA/OR via the Outback loop to CA, and other www.USATravelmagazines, but it's time has come.

Is the magazine “tour” format —perhaps leading to a e-book also for sale through Powell's Books— the way to compete for eyeballs with very aggressive local chamber of commences? Absolutely.

Example: search for “New Port,” or “Sea Side,” or a “Long Beach,” and you might end up in Australia, or England. But adding the needed “Oregon Travel + Coast” brings them all up, including Longbeach, WA, somewhere inside 8 million hits. This morning OregonTravel-Magazine.com only follows the official State of Oregon site, thanks to online linking with our www.RVTravelMagazine.com/Oregon-Tidepools.html.

B) And more importantly, Why?

I know I may never reach the travel writing status of Stienbeck, Twain, Hemmingway, Mitchner, but at least I am trying in my efforts working on the “book” of the Mojave —a swansong work in progress— on my www.CaliforniaTravelMagazine.com.

My “readership” question really is why would someone in Dusseldorf spend his month long vacation by climbing into a silver tube, to land at yet-another International Airport, and rent that yet-



another car to explore our crowded, pot holed Interstate Freeway system? The Mojave Dessert, except for lodging and restaurants of Death Valley National Park, is not the place to find chain hotels, and big name fast foods, so consequently there are few commercial attractions to things as Mojave Desert Beetles, unless the visitor is so intelligent as to see the desert beyond the sand dunes.

So, when it comes to “selling” Oregon tourism let it be known that:

1) I wouldn't have to pay for chamber of commerce puff pieces—especially the ones that mention “quaint little souvenir shoppes!”—to fill up the “book.” Ditto PR from chain restaurants and hotels, as the Timberline Lodge want-to-be, built on a Stevenson, WA garbage dump, owned by an Australian real estate consortium.

2) As I turned professional magazine photographer as a freshman at Lincoln High, and went on to raising a family as a freelance writer/photographer by selling articles, worldwide, on spec, I am less than impressed by e-mails that suggest, since their community college teacher felt they had promise, that I should think up an assignment, and send a up-front check, so they can meet the mortgage payment. I don't owe any “entitled” child a free ride to fame and fortune. Do it the old fashioned freelance way. Query first.

3) I am a descendant of the family known for having a uncle who was the first wagon master of the Oregon, and Applegate Trails. As an old Portlander—PDX is located on the Swiss side of my family homestead—I remember the Yamhill market as an ever changing smorgasbord of varieties of pickled herring, cheeses, and where I once discussed cabbages with Oregon gourmet cookbook author James Beard, as used in Huber's famous coleslaw. My point is, I have all sorts of ideas for articles on my “home,” but would rather hear them from, or work with a gifted multimedia communicator—perhaps the future state editor of OregonTravelMagazine.com—as I myself only have so many seconds left to live the dream.

If you have done your homework by at least clicking through to take a look at www.USATravelMagazines.com, and then www.OregonTravelMagazine.com, you will have the e-mail address.

Barry Murray