



MENDOCINO COUNTY TOURISM COMMISSION

July/August 2018 Report



Outlined below is an
for public relations

activity recap
efforts on

behalf of Visit Mendocino County during the above-mentioned period.

EARNED MEDIA

COVERAGE	DIRECT	TOTAL
Placements	349	369
Circulation	360 Million	409 Million
Advertising Equiv.	\$17.3 Million	\$20.8 Million

MEDIA CONTENT/DEVELOPMENT

ISSUED: 3

Media materials drafted/distributed:

- a) Step Into Liquid
- b) Coast is Clear/Mendocino Complex Fire
- c) Fall in Love with Mendocino/Seasonal Events

MEDIA MATERIALS/DISTRIBUTION

RELEASE	OUTLET	DISTRIBUTION
Step into Liquid	Top Newspaper	333
	Calif. Regional	468
	Inflight	77
	Local	64
	Southern Cal	590
	UK	73
	Canada	395
	Travel	542
	Top Freelance	860
	Coast is Clear	Business Wire
Key A Media		25
Top Freelance		860
Top TV		175
Top News		836
W. Canada		395

	Travel	542
	Calif. Regional	468
	National News	131
	Visit Cal/PR	10
Fall in Love with Mendocino	Top Newspaper	333
	Calif. Regional	468
	Inflight	77
	Local	64
	Southern Cal	590
	UK	73
	Canada	395
	Travel	542
	Top Freelance	860

FAMILIARIZATION PROGRAM

SECURED: 4

DATE	NAME	OUTLET	FOCUS
7/10-7/12	Betsy Andrews	Eating Well	County
7/24-7/26	Sharon Boorstin	Los Angeles Times	Inland
7/26-7/28	Xavier Petit	Pays du Monde TV/FR	Inland
8/2	Jean Chen	USA Today	Coast

KEY HIGHLIGHTS

Forbes: <https://www.forbes.com/sites/kimwesterman/2018/08/17/mendocino-is-calling-skies-are-clear-despite-california-wildfires/#36ad82f346cd>

San Francisco Chronicle: <https://www.sfchronicle.com/travel/article/Mendocino-s-best-lodging-option-Water-towers-13126982.php>

Trivago: <http://magazine.trivago.com/things-to-do-in-mendocino/>

Gentry Magazine: http://images.burrellesluce.com/image/25148/25148_1041

Sunset: <https://www.sunset.com/travel/california/fort-bragg-california>

Food & Wine: <https://www.foodandwine.com/travel/united-states/anderson-valley-travel-tips>

Smithsonian: <https://www.smithsonianmag.com/travel/secret-corner-california-paradise-lovers-great-food-and-top-notch-wines-180969269/>

Travel & Leisure: http://images.burrellesluce.com/image/25148/25148_935

RESEARCH

Database Development

- Calif. Regional Magazines
 - Visit California/International PR Offices
 - Travel Magazines
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MEDIA MISSIONS/TRADE SHOWS/MISC. INITIATIVES

Media Missions

- N/A

Trade Shows

- Visit California/San Francisco - (October 9/2018); confirmed K. Hamblin/KOLI to attend, draft/submit media angles; draft Visit Cal Hot Sheet/2018; secure travel.

Misc. Initiatives/Mendocino Complex Fire Crisis Communications

- Provide counsel/strategy, draft stakeholder/web/media materials for distribution, monitor/liaise with key industry partners and VMC communications department, ongoing conferencing, execute action plan, pitch/secure proactive media placements; 7/28 – 9/1/2018.
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MEDIA OUTREACH

Media Relations/Domestic Solicitation

General: 132
Complex Fire: 68

Media Relations/International Solicitation

Sub-total: 5

Feature Research

Sub-Total: 7

Total Assisted

Outreach: 212

SOCIAL MEDIA

- Social media campaign handled in-house.
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PROGRAMMING/ADMINISTRATION

- Draft Bi-Monthly Activity Report
- Track/Draft Media Impact Report
- Finalize 2018/2019 Communication Pillars

- Conduct VMC/Agency Conference Calls (July/August)
- VMC Meetings/Site Checks (July 22-23, 2018)

RESULTS

- Please refer to Media Impact Report 2018-2019