



# VISIT MENDOCINO COUNTY

**ACTIVITY REPORT – JULY/AUGUST 2016**

Outlined below is an activity recap for public relations efforts on behalf of Visit Mendocino County during the above-mentioned period.

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## EARNED MEDIA

COVERAGE	DIRECT	TOTAL
Placements	40	94
Circulation	36,057,141	96,319,397
Advertising Equiv.	\$393,587.97	\$3,432,982.04

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## MEDIA CONTENT/DEVELOPMENT

### ISSUED: 2

Media materials drafted/distributed

- a) Brent Haugen Announcement
- b) Unplug & Reconnect/Summer Value

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## MEDIA MATERIALS/DISTRIBUTION

RELEASE	OUTLET	DISTRIBUTION
Haugen Announcement	Local	26
	Trades	376
Unplug & Reconnect/Summer	Online	333
	Regional	205
	Inflight	77
	Freelance	349
	News Dailies	118
<b>Total:</b>		<b>1082</b>

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## FAMILIARIZATION PROGRAM

### SECURED: 3

DATE	NAME	OUTLET	FOCUS
7/17-7/18	Cheryl Crabtree	Calif. Directory of Fine Wines	Inland
7/21-7/21	Laurie Werner	Forbes	Coast
8/3-8/6	Andrew McCreddie	Vancouver Sun/Province, CN	County

## **September/October**

9/7-9/9	Michael McCarthy	The Province/CN	Coast
9/17-9/19	Jennifer Boden	KRON	Coast
10/9-10/10	Jackie Burrell	Bay Area News Group	Inland

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## **KEY HIGHLIGHTS**

VIA Magazine: [http://images.burrellesluce.com/image/25148/25148\\_312](http://images.burrellesluce.com/image/25148/25148_312)

NBCbayarea: <http://www.nbcbayarea.com/blogs/worth-the-drive/>

Vancouver Sun/The Province: <http://driving.ca/tesla/model-x/reviews/road-test/first-drive-tesla-model-x>

NUVO Magazine: <http://nuvomagazine.com/magazine/autumn-2016/the-secret-life-of-mendocino>

National Geographic: <http://www.nationalgeographic.com/travel/destinations/united-states/california/city-escapes-california-northern-coast>

National Geographic: <http://www.nationalgeographic.com/travel/destinations/united-states/california/top-10-family-activities-in-california/>

Vogue: <http://www.vogue.com/13441554/new-beach-hotels-hawaii-nantucket/>

BucketList: [http://www.bucketlistpublications.com/2016/07/21/weekend-mendocino-county-road-trip/?utm\\_campaign=shareaholic&utm\\_medium=twitter&utm\\_source=socialnetwork](http://www.bucketlistpublications.com/2016/07/21/weekend-mendocino-county-road-trip/?utm_campaign=shareaholic&utm_medium=twitter&utm_source=socialnetwork)

San Francisco Chronicle: [http://images.burrellesluce.com/image/25148/25148\\_NA53910](http://images.burrellesluce.com/image/25148/25148_NA53910)

Day Spa Magazine: [http://images.burrellesluce.com/image/25148/25148\\_NA53910](http://images.burrellesluce.com/image/25148/25148_NA53910)

Sacramento Bee: [http://images.burrellesluce.com/image/25148/25148\\_270](http://images.burrellesluce.com/image/25148/25148_270)

Meetings Today: [http://images.burrellesluce.com/image/25148/25148\\_290](http://images.burrellesluce.com/image/25148/25148_290)

Coastal Living: [http://images.burrellesluce.com/image/25148/25148\\_259](http://images.burrellesluce.com/image/25148/25148_259)

Sacramento Magazine: [http://images.burrellesluce.com/image/26349AB/26349AB\\_39](http://images.burrellesluce.com/image/26349AB/26349AB_39)

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## **RESEARCH**

### **Database Development**

- Top Newspaper National/16
- Family/Parenting Magazines/16

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## **MEDIA MISSIONS/TRADE SHOWS/MARKET SUPPORT**

### **Media Missions**

- New York Editorial/Broadcast Mission: Set for November/2016
- Los Angeles or San Francisco Media Mission: Markets tbd/Spring/2017

### **Trade Shows**

- Visit California/Chicago: Request to attend declined.
- Visit California/Los Angeles: Unable to secure participation due to new submission process/deadline.

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## **MEDIA RELATIONS/SOLICITATION**

### **Media Relations/Domestic Solicitation**

General: 54

### **Media Relations/International Solicitation**

Sub-total: 3

### **Feature Research**

Sub-Total: 6

### **Total Assisted**

Outreach: 63

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## **SOCIAL MEDIA**

- Social media campaign currently handled in-house.

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## **PROGRAMMING/ADMINISTRATION**

- Conduct VMC/Agency Conference Call (8/2/2016)
- Attend VMC Immersion and client meeting (8/8 – 8/10/2016)
- Update PR Program/Projections 2016/2017
- Draft PR Workplan
- Draft Bi-Monthly Activity Report
- Track/Draft Media Impact Report

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## **RESULTS**

- Please refer to Media Impact Report 2016-2017