



# MENDOCINO COUNTY TOURISM COMMISSION

July/August 2020



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	TOTAL
Placements	87
Circulation	646 Million
Advertising Equiv.	\$ 180.9 Million

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## MEDIA CONTENT/DEVELOPMENT

### ISSUED: 2

Media materials drafted/distributed:

- a) Room to Roam
- b) Camps & Cabins 2.0

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## MEDIA MATERIALS/DISTRIBUTION

RELEASE	OUTLET	DISTRIBUTION
Room to Roam	Calif. Regional	475
	Top News	333
	Top Freelance	768
	Inflight	77
	Southern Cal	590
	W. Canada	394
	Travel	542
	MC Local	73
	Vancouver	60
Camps & Cabins 2.0	Calif. Regional	475
	Top News	333
	Top Freelance	768
	Inflight	77
	Southern Cal	590
	Travel	542

Vancouver

60

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## FAMILIARIZATION PROGRAM

### SECURED: 2

DATE	NAME	OUTLET	FOCUS
7/7-7/9	Joe Rosendo	TravelScope	Coast
8/13-8/16	Kim Westerman	Forbes	County
<u>Pending</u>			
9/2-9/3	Fran Miller	JustLuxe	Coast
9/19-9/21	Therese Iknonian	HiTimesTravel	County
10/23-10/26	Avital Andrews	Freelance/VIA	Coast
11/5-11/7	Luke Eisner	Social Media Infl.	Coast

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### KEY HIGHLIGHTS

**CentsationalStyle:** <https://centsationalstyle.com/2020/07/36-hours-in-mendocino/>

**Red Tricycle:** <https://redtri.com/summer-family-travel/>

**Red Tricycle:** <https://redtri.com/the-countrys-best-family-glamming-experiences/>

**KFBK AM TheTravelGuys/Radio/Sacramento:** July 12, 2020 interview with T. Scott; link on file

**Michelin Man:** <https://www.michelinman.com/mendocino-healdsburg-driving-tour.html>

**Reader's Digest:** <https://www.rd.com/list/best-beach-camping-spots/>

**Granite & Light/Social Media Campaign:** <http://guides.thejournaloflosttime.com/find-your-happy-together-visit-mendocino-county/>

**KTVU TV/San Francisco:** <https://www.youtube.com/watch?reload=9&v=P-NkZjEYG9o>

**Walnut Creek Magazine:** <http://www.walnutcreekmagazine.com/2020/07/31/294990/escape-to-californias-secret-corner>

**Thrillist:** <https://www.thrillist.com/entertainment/san-francisco/best-weekend-getaways-road-trips-san-francisco-->

**7x7:** <http://www.7x7.com/mendocino-travel-guide-covid-19-2646359447.html>

**PopSugar:** [http://www.popsugar.com/smart-living/cute-remote-cabin-rentals-in-the-us-47638160?stream\\_view=1](http://www.popsugar.com/smart-living/cute-remote-cabin-rentals-in-the-us-47638160?stream_view=1)

**Forbes:** <http://www.forbes.com/sites/lavanyasunkara/2020/07/29/7-countries-in-one-state-quench-your-wanderlust-with-these-california-destinations/>

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## RESEARCH

### Database Development

- California Regional
- National TV

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## **MEDIA MISSIONS/TRADE SHOWS/MISC. INITIATIVES**

### **Media Missions**

- N/A

### **Trade Shows**

- Visit California/Los Angeles – to be rescheduled
- Visit California/Media Boot Camp – tbd
- Society of American Travel Writers/October – cancelled

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## **MEDIA OUTREACH**

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

General: 72

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

Sub-total: 2

### **Feature Research**

Sub-Total: 9

### **Total Assisted**

Outreach: 83

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## **CRISIS PROGRAMMING**

- Ongoing client counsel/conferencing re Covid-19
- Ongoing client counsel/conferencing re California wild fires

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## **SOCIAL MEDIA**

- Social media campaign handled in-house

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## **PROGRAMMING/ADMINISTRATION**

- Draft Bi-Monthly Activity Report
- Track/Draft Media Impact Report
- Draft VMC PR stakeholder Outreach
- Conduct monthly VMC/Agency Conference Calls
- Draft VMC 2020-20201 PR Communication Pillars & Timeline

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## **RESULTS**

- Please refer to Media Impact Report 2020/2021