



PUBLIC RELATIONS

2020/2021 CAMPAIGN

Key Performance Indicators

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MEDIA PLACEMENTS

Goal: 500

Achieved: 690

ADVERTISING EQUIVALENCY

Goal: \$10 Mil.

Achieved: \$617.5 Mil.

IMPRESSIONS/CIRCULATION

Goal: 250 Mil.

Achieved: \$1.73 Bil.

MEDIA FAM VISITS/ON-SITE

Goal: 20

Achieved: 23

VMC TRADE SHOWS

Goal: 2

Achieved: 1

***COVID-19 Cancellation**



VISIT MENDOCINO COUNTY

Media Visits

<u>Date</u>	<u>Media</u>	<u>Outlet</u>	<u>Date</u>	<u>Media</u>	<u>Outlet</u>
• 7/7-7/9	Joe Rosendo	TravelScope	• 1/28-1/31	Roberta Gonzales	KCBS Radio
• 8/13-8/16	Kim Westerman	Forbes	• 2/25-2/28	Aislyn Greene	Afar Magazine
• 9/2-9/3	Fran Miller	Just Luxe	• 2/26-2/28	Jess Lander	TripAdvisor
• 9/19-9/21	Therese Ikonian	Hi Tales Travel	• 2/21-2/23	Molly Blaisdell	NPR Radio
• 10/6-10/8	Kristin Braswell	CNN/USA Today	• 3 /4-3/6	Nick Czap	Hemispheres
• 10/23-10/26	Avital Andrews	VIA Magazine	• 3/11-3/13	Kate Loweth	RedTricycle
• 10/24-10/26	Ron James	Wine & Dine	• 4/8-4/11 V	Valerie Wilson	Social Media
• 10/26-10/28	Colette Stohler	Roamaroo.com	• 4/12-4/15	Linda Hubbard	Punch Magazine
• 10/31-11/2	Dana Rebbman	Diablo Magazine	• 4/16-4/19	Kristin Braswell	Covateur
• 11/5-11/7	Luke Eisner	Social Media	• 6/3-6/5 R	Roberta Gonzales	Freelance
• 12/3-12/8	Marisa Meltzer	Conde Nast Traveler	• 6/20-6/22	Elizabeth Hansen	Ranch & Coast

