



# MENDOCINO COUNTY TOURISM COMMISSION

FISCAL REPORT 2018-2019



Outlined below is a fiscal recap of the 2018-2019 public relations campaign undertaken on behalf of Visit Mendocino County.

Fiscal period: July 1, 2018 – June, 30, 2019.

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## EARNED MEDIA

| COVERAGE           | GOAL          | TOTAL             |
|--------------------|---------------|-------------------|
| Placements         | 300           | 902               |
| Circulation        | 150 Million   | 1.686 Billion     |
| Advertising Equiv. | \$6.6 Million | \$ 86.633 Million |

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## MEDIA CONTENT/DEVELOPMENT

| ISSUED: | GOAL | TOTAL |
|---------|------|-------|
|         | 11   | 14    |

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## MEDIA MATERIALS/DISTRIBUTION

### RELEASE TITLE

Visit Mendocino County Nabs Gold  
 The Coast is Clear  
 Step into Liquid  
 Fall in Love with Mendocino  
 Hot Sheet/Visit California  
 Feast Mendocino/Fall  
 Right Brain Retreats  
 Feast Mendocino/Alert  
 Feast Mendocino/Winter  
 Wilderness Weddings  
 Taste of Mendocino  
 Elevated Escapes/Tower Lodgings  
 Hot Sheet/2019  
 Art of the Escape

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**FAMILIARIZATION PROGRAM**

| <b>SECURED:</b> | <b>GOAL</b> | <b>TOTAL</b> |
|-----------------|-------------|--------------|
|                 | 18          | 54           |
| Domestic:       |             | 29           |
| International:  |             | 25           |

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| <b>DATE</b> | <b>NAME</b>             | <b>OUTLET</b>            |
|-------------|-------------------------|--------------------------|
| 7/10-12     | Betsy Andrews           | Eating Well              |
| 7/24-26     | Sharon Boorstin         | Los Angeles Times        |
| 7/26-28     | Xavier Petit            | Pays du Monde TV         |
| 8/2         | Jean Chen               | USA Today                |
| 9/8-10      | Ameena Rojee            | British Photojournalist  |
| 9/8-10      | Anya Lawrence           | British Photojournalist  |
| 9/8-10      | Richard Luxton          | British Filmmaker        |
| 9/8-10      | Ricardo Nagaoka         | Japanese Photojournalist |
| 9/8-10      | Francesca Allen         | British Photojournalist  |
| 9/8-10      | Clement Chapillion      | French Photojournalist   |
| 9/8-10      | Kristen Dobbin          | Canadian Photojournalist |
| 9/14-16     | Ryan Haase              | Wall Street Journal      |
| 9/29-10/1   | Jeff Farrell            | inewspaper               |
| 10/3        | Henrik Lnage            | Highways USA             |
| 11/5-7      | Shadia Asencio          | Food & Wine              |
| 11/9-12     | Terry Strickland        | VIE Magazine             |
| 11/10-12    | Megan McCrea            | VIA                      |
| 12/15-18    | Spencer Spellman        | whiskeytangoglobetrot    |
| 1/26-28     | John Hamilton           | KGO AM                   |
| 1/26-28     | Roberta Gonzales        | KCBS AM                  |
| 1/26-28     | Ziggy Eschilman         | Ziggythewinegirl         |
| 1/24-26     | Jenna Scatena           | Freelance                |
| 2/2-5       | The Outbound Collective |                          |
| 2/15-17     | Brooke Vaughn           | Afar Magazine            |
| 2/26-28     | Krista Minard           | Sacramento Magazine      |

|          |                    |                                |
|----------|--------------------|--------------------------------|
| 2/27-29  | Danny Mangin       | Fodors                         |
| 3/4-3/8  | Chelsea Davis      | Forbes                         |
| 4/17-18  | Tom Kerridger      | American Adventures            |
| 4/16-19  | Jill Robinson      | San Francisco Magazine         |
| 4/19-20  | Patti Burness      | Marina Times                   |
| 4/23-26  | Sharon Boorstin    | Los Angeles Times              |
| 4/23-25  | Christina Valhouli | Shermans Travel                |
| 4/24-26  | Rich Rubin         | Passport Magazine              |
| 4/25-28  | Courtney Elko      | Family Vacation Critic         |
| 5/5-8    | Ceil Bouchet       | National Geographic Magazine   |
| 5/15-18  | Amanda McCracken   | Freelance                      |
| 6/30-7/2 | Emanuela Escoli    | National Geographic Magazine   |
| 6/30-7/2 | Connie Souley      | National Geographic Magazine   |
| 6/9-10   | Bo Sjosten         | Golf Media AB                  |
| 6/9-10   | Luc Decouldin      | Freelance                      |
| 6/9-10   | Chris Dwyer        | Freelance                      |
| 6/9-10   | Pat Johnen         | Freelance                      |
| 6/9-10   | Sara Ko            | Naver Travel Plus              |
| 6/9-10   | Marna Gudzaveda    | International Tourism Magazine |
| 6/9-10   | Marianna Mijaras   | Esquire                        |
| 6/9-10   | Luciano Garcia     | Go Where                       |
| 6/9-10   | Natalia Manzczyk   | Puerta de Embarque             |
| 6/9-10   | Marck Guttman      | Freelance                      |
| 6/9-10   | Maritza Mantilla   | Caracol International Radio    |
| 6/9-10   | Juan Solarte       | Caracol International Radio    |
| 6/13-15  | Kyle Mulonder      | Freelance                      |
| 6/15-18  | Shane Boocock      | Let's Travel Magazine          |
| 6/23-26  | Sara Schneider     | Robb Report                    |
| 6/30-7/2 | Corine Soulay      | National Geographic Magazine   |

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## RESEARCH

### Database Development

- Travel/National
- Inflight/National

- Western Canada
- California Regional
- Top National Freelance
- Southern California
- Top Influencers/Bloggers

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

### **Trade Shows**

- Visit California/San Francisco (October/2018)
- Society of American Travel Writers (April/2019)

### **Media Missions**

- N/A

### **Misc. Initiatives**

- Crisis Programming/Mendocino Complex Fire – Tourism/Stakeholder Programs

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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 Monthly Media Impact Report
- Draft Fiscal Impact Report
- Draft 2018/2019 PR Workplan & Communication Pillars
- Conduct VMC/Agency Conference Calls (Monthly)
- Attend VMC Meetings/Site Checks (as needed)
- Attend/Present at VMC Marketing Meeting

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## **RESULTS**

- Please refer to Media Impact Report 2018-2019