

Koleen

VISIT MENDOCINO COUNTY

**activity report – September/October 2016**

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

## earned media

## Coverage Direct total

Placements 68 104

Circulation 60,930,307 82,822,234

Advertising Equiv. $1,438,734.94 $2,945,793.57

## media content/development

## Issued: 2

Media materials drafted/distributed

1. Power to the Porcini/Mushroom Season
2. New York Hot Sheet/2017

## media materials/distribution

## Release Outlet Distribution

Power to the Porcini Online 333

Regional 205

Inflight 77

Freelance 349

News Dailies 118

W. Canada 60

Southern Calif. 590

New York Hot Sheet New York Media 12

**Total: 1744**

## familiarization program

## secured: 4

## Date name outlet Focus

9/2 – 9/9 Michael McCarthy The Province/Canada Inland/Coast

9/17 – 9/19 Jennifer Boden KRON 4 Coast

10/9 – 10/10 Jackie Burrell Bay Area News Group Inland

10/13 – 10/16 Alex Pulaski Freelance/Alaska Airlines Inland/Coast

## key highlights

**Bay Area News Group**: <http://www.mercurynews.com/2016/10/17/mendocinos-fungi-fest/>

**NBC Bay Area**: <http://www.nbcbayarea.com/blogs/worth-the-trip/Mendo-Mushrooms-Join-a-Foraging-Trek-396689981.html>

**KGO AM/On the Go with John Hamilton**: Oct 30, 2016 live interview with Brent Haugen

**Sactown Magazine**: http://images.burrellesluce.com/image/25148/25148\_348

**Ralph Lauren**: <http://www.ralphlauren.com/us/en/magazine/three-days-in-mendocino>

**Forbes**: <http://www.forbes.com/sites/lauriewerner/2016/09/28/where-to-go-this-weekend-northern-californias-inn-at-newport-ranch/#6bdb62b05cde>

**KRON 4**: <http://kron4.com/2016/10/05/relax-at-mendocinos-brewery-gulch-inn/>

**About.com**: <http://gaytravel.about.com/od/gaycaliforniadestinations/ss/Mendocino-Gay-Guide-Spending-the-Weekend-in-Mendocino-County.htm#showall>

**East Bay Times**: <http://www.eastbaytimes.com/2006/09/05/mendocino-whats-not-to-like/>

**San Jose Mercury News**: <http://www.mercurynews.com/2016/09/15/a-perfect-mendocino-weekend-getaway/>

**New York Magazine**: <http://nymag.com/travel/weekend-escapes/mendocino/>

**NBC Bay Area**: [http://www.nbcbayarea.com/blogs/worth-the-drive/http://www.nbcbayarea.com/blogs/worth-the-drive/](http://www.nbcbayarea.com/blogs/worth-the-drive/)

**KGO AM/Ryan Scott Show**: Live interview with xxx on 10/22/2016.

## research

**Database Development**

* Travel Magazines/2016
* Top Freelance/2016

## media missions/trade shows/market support

**Media Missions**

* New York Media Mission: Draft New York/2017 Hot Sheet; package media amenities, conduct editorial meetings on-site on 10/25 – 10/26.

**Trade Shows**

* N/A

## media relations/solicitation

**Media Relations/Domestic Solicitation**

General: 61

New York: 12

**Media Relations/International Solicitation**

Sub-total: 2

**Feature Research**

Sub-Total: 6

**Total Assisted**

Outreach: 81

## social media

* Social media campaign currently handled in-house.

## programming/administration

* Conduct VMC/Agency Conference Call (9/6/2016; 10/11/2016)
* Update PR Program/Projections 2016/2017
* Draft Bi-Monthly Activity Report
* Track/Draft Media Impact Report

## results

* Please refer to Media Impact Report 2016-2017