

DEVELOPMENT COUNSELLORS INTERNATIONAL

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September 2016 Activity Report

PREPARED FOR:



Earned Media Campaign Results

(July 1, 2016 to June 30, 2017)

	2016-17 To Date
Return on Investment** To Date Ad Equiv/(\$6,098x2)	To Come
Circulation/Impressions	21,690
Advertising Equivalency*	\$201

* Advertising equivalency refers to the cost of an ad of the same size within the given publication or of the same length as a news segment within a TV or radio program – no multipliers are applied to these calculations.

** Total advertising equivalency divided by dollar investment in DCI's agency representation fee to date.

US Media Insights

- **TRUST IN MEDIA/GALLUP POLL:** Americans' trust in the mass media "to report the news fully, accurately and fairly" has dropped to the lowest level in [Gallup Poll](#) history. Only 32 percent of respondents shared they have a "great deal or fair amount" of trust in the media, down eight percent from 2015. Older Americans are more likely than younger Americans to say they trust the media, but trust has declined among both age groups. DMOs will need to augment earned media campaigns by working with digital influencers to generate social earned media to buck this trend.
- **RESOURCE SHARING AT FASHION MAGAZINES:** Given declining ad revenues and circulation, magazine publishers are sharing staff among titles to cut costs. Condé Nast's Glamour magazine has undergone a restructure, resulting in editorial staff cuts and staff sharing with Self. Time's InStyle and Hearst's Harper's Bazaar are following suit. This trends further limits the amount of time writers have available to respond to pitches from DMOs.
- **LUXURY MAGAZINE SUPPLEMENTS THRIVE:** During the last decade, supplements such as T: The New York Times Style Magazine, WSJ at The Wall Street Journal and How To Spend It at The Financial Times have bucked the downward trend in print media, consistently growing their advertisers, upping their page-counts, rolling-out more editions and turning a profit. This titles offer DMOs more editorial opportunities to promote their luxury tourism experiences.

Canada Media Insights

- **HUFFINGTON POST CANADA:** The website is launching a new parenting video series "Apparently," an eight-episode, unscripted series that follows the lives of sisters, bloggers and mothers Leigh Combrink and Meg Wismer. This development will offer DMOs additional opportunities to place on-location content.

News Bureau

Proposed: Develop Most Wanted Media List

Progress: Complete

- Developed Most Wanted Media list aligning with proposed key messages, targeting outdoor/wellness, arts/culture, culinary and wine publications, along with general travel and luxury. Pending client feedback and approval.

Proposed: Develop Key Messages

Progress: Complete

- Developed key messages for client review with a focus on Mendocino County's location and accessibility, outdoor/wellness, mavericks and makers (culture and events), family travel, and culinary/wine experiences. Pending client feedback and approval.

Proposed: Monthly Reactive Lead Pitching

Progress: 7 Inquiries in September; 21 Inquiries to Date

- **CALIFORNIA THROUGH MY LENS:** Josh McNair, Outdoor Experiences, Interested in press trip
- **NATIONAL GEOGRAPHIC TRAVELER:** Steve Larese, Unique Places to Stay
- **SMARTER TRAVEL:** Ashley Rossi, Popular Holiday Travel Destinations and Where to Go Instead
- **SPLASH MAGAZINES:** Steve Martin, Mendocino County Story Ideas
- **JULIANA SHALLCROSS:** Freelance Journalist, Mendocino County Tourism Updates
- **NIKKI VARGAS:** The Culture Trip, Pin the Map
- **STAN WU:** Dallas Morning News, Boston Globe, Hotel Updates in Mendocino County

Ongoing Reactive Leads

- **BEAUTYNEWSNYC.COM:** Candice Sabatini, Press Trip Opportunities
- **CONDE NAST TRAVELER:** Chaney Kwak, Mendocino County Boutique Properties
- **EPOCH TIMES:** Channaly Phillip, Fall Foodie Festivals (Mushroom, Wine and Beer Festival)
- **FAMILY FUN:** Judy Koutsky, Freelance Journalist, Christmas Travel Story
- **HEMISPHERES:** Nicholas Derenzo, Destination Updates, Interested in Press Trips
- **NANCY BROWN:** AFAR, Diablo, 7x7, Alaska Airlines Magazine, Press Trip Opportunities
- **WAHEEDA HARRIS:** Travelweek, Paste Magazine, Canadian Traveller, Delta Sky, Mendocino County Tourism Updates
- **NORMA MEYER:** Southern California Newspaper Group, Creators News Service, Marin Magazine, Mendocino County Tourism Updates
- **AJ WILLIAMS:** Forever Young, QuickTripTo.com, Mendocino County Tourism Updates

Research

Proposed: 1 Media Perception Study

Progress: Complete

- Presented media perception study findings to Visit Mendocino County in coordination with DCI's research division and delivered presentation, open-ended survey responses and a list of respondents who expressed an interest in Mendocino press visits.

Proposed: 1 Website Audit Analysis
Progress: Complete

Development

Proposed: 2-3 DCI All-Client Publicity Initiatives
Progress: 1 Complete (DCI All-Client Fall/Winter Story Ideas), 2 To Come

- Distributed DCI All-Client story ideas incorporating fall/winter experiences in Mendocino County, generating editorial leads including –
 - **K. PEARSON BROWN:** Huffington Post, LA Parent, Ventura Blvd. Magazine, Fall/Winter Story Ideas
 - **MARIA LENHART:** Meetings Focus, One+, Travel Market Report, Via, Fall/Winter Story Ideas

Proposed: Distribute 3 Proactive Pitches
Progress: To Come

Proposed: Distribute 4 Quarterly Newsletters/Hot Sheets
Progress: 1 In Progress, 3 To Come

- Developed hot sheet showcasing Mendocino County news and story ideas; liaising with destination partners to finalize content for distribution in early October.

Individual Visits

Proposed: 8 Individual Media/Digital Influencer Visits
Progress: In Progress

- **CALIFORNIA THROUGH MY LENS:** Josh McNair, photographer and digital influencer – Interested in outdoor focused visit to Mendocino County for late 2016/early 2017; DCI finalizing dates and plans for coverage to share with client for feedback.
- **WINE ENTHUSIAST:** Charlene Peters – Secured interest for press visit to Mendocino County in November 2016 to explore wine offerings, the renovated property at Point Arena Lighthouse and Glass Beach; following up to confirm editorial plans and preferred travel dates.
- **KAREN ASP:** Delta Sky, Family Circle, SELF, Shape – Secured interest for press trip to Mendocino County in late 2016; pending journalist feedback regarding availability for October/November and expected editorial coverage to result.
- **JANET FORMAN:** National Geographic Traveler, Premier Traveler, Wine Enthusiast, Globe and Mail – Secured interest for press trip to Mendocino County in April 2017.
- **WAHEEDA HARRIS:** National Post, Best Health, The Globe and Mail, VIA Rail Destinations, Elle Canada – Secured interest for press trip to Mendocino County; following up to confirm availability.
- **JENN SMITH NELSON:** Toronto Star, Westworld, Chatelaine, Parents Canada, National Post – Secured interest for press visit to Mendocino County focused on outdoors/wellness; as journalist isn't available in late 2016, following up to confirm alternate timing in early 2017.

Media Missions

Proposed: 1 Media Missions (6-8 Appointments)

Progress: In Progress

- Developing target list for New York City media appointments week of October 24, to conduct outreach in early October on confirmation of Koleen Hamblin availability.

October Work Plan

- Conduct outreach and finalize schedule of New York City media appointments for week of October 24; deliver briefing book outlining outlet/journalist and meeting details.
- Conduct reactive lead pitching of Mendocino County to media with relevant inquiries.
- Secure, present and action individual media visits for key media/digital influencers; conduct follow-up and secure resulting coverage.
- Provide advice & counsel to Visit Mendocino communications team on ongoing tasks and requests.

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