

DEVELOPMENT COUNSELLORS INTERNATIONAL

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October 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/(\$6,098x4)	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

- **AMERICAN WAY:** Adam Pitluk has stepped down as editor-in-chief of American Way, the in-flight magazine for American Airlines. The publication has relocated from its longtime home in Dallas, TX to Miami, FL.
- **CRAFT BEER BOOM:** For DMOs with a beer story, in honor of fall craft beer season, Cision has ranked the biggest beer magazines, by circulation, with ties broken using Facebook 'likes.' The results are as follows: Draft Magazine (167,571); Drink me (90,000); Ale street news (80,000); Beer advocate (65,000); Cheers (65,000); Brew Your Own (60,000); The Beer Connoisseur (55,000); Modern Drunkard Magazine (55,000); The Celebrator Beer News (55,000); Great Lakes Brewing News (55,000).
- **THE DAILY MEAL:** Chelsea Davis, Restaurant Editor/ City Guide Manager at The Daily Meal, has left the publication to start a career as a freelance writer focusing on food, drink and travel. She will be freelancing for various publications, including Thrillist.com and Travel Weekly.

Canada Media Insights

- **MEDIA TECHNOLOGY MONITOR (MTM):** A new study by the Media Technology Monitor (MTM) revealed that Canadians are still watching plenty of TV. In fact, 96% of respondents to its survey report watching television on a regular basis, albeit on different platforms. Despite the growing ubiquity of such apps and services for watching television, the majority of Canadians still discover new content through more "traditional" means — 59% report getting their new content through recommendations from friends, while 20% say they get recommendations from "smart" features on apps and sites.
- **POSTMEDIA NETWORK:** Owing to a \$99.4 million Q4 loss, Postmedia Network is reducing staff again and closing the 24 Hours Vancouver.

News Bureau

Proposed: Develop Most Wanted Media List
Progress: Complete

Proposed: Develop Key Messages
Progress: Complete

Proposed: Monthly Reactive Lead Pitching
Progress: 5 Inquiries in October; 26 Inquiries to Date

- **FAMILY VACATION CRITIC:** Judy Koutsky, Ten Best Family Travel Bets for 2017
- **GQ AUSTRALIA:** Chaney Kwak, Where to Eat, Play and Stay in Mendocino County
- **TASTEMADE:** Katy Chen, Potential On-Location Opportunity
- **TODAY SHOW:** Sarah Spagnolo, Holiday Travel Deals
- **TORONTO STAR:** Alex Wooley, Mendocino Tourism Offerings for Canadian Travelers

Ongoing Reactive Leads

- **BEAUTYNEWSNYC.COM:** Candice Sabatini, Press Trip Opportunities
- **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
- **MARIA LENHART:** Meetings Focus, One+, Travel Market Report, Via, Fall/Winter Story Ideas
- **NORMA MEYER:** Southern California Newspaper Group, Creators News Service, Marin Magazine, Mendocino County Tourism Updates
- **K. PEARSON BROWN:** Huffington Post, LA Parent, Ventura Blvd. Magazine, Fall/Winter Story Ideas
- **JULIANA SHALLCROSS:** Conde Nast Traveler, National Geographic Traveler, Mendocino County Tourism Updates
- **NIKKI VARGAS:** The Culture Trip, Pin the Map, Mendocino County Travel Offerings
- **AJ WILLIAMS:** Forever Young, QuickTripTo.com, Mendocino County Tourism Updates

Research

Proposed: 1 Media Perception Study
Progress: Complete

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), 1 In Progress (SATW Annual Convention), 1 To Come

- Pitched Mendocino County story ideas to members of the Society of American Travel Writers during SATW Annual Convention in Wenzhou, China, in late October; conducting targeted follow-up in early November.

Proposed: Distribute 3 Proactive Pitches

Progress: To Come

Proposed: Distribute 4 Quarterly Newsletters/Hot Sheets

Progress: 1 In Progress, 3 To Come

- Distributed hot sheet showcasing Mendocino County news and story ideas; following up to secure coverage and/or media visits.

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; pending client feedback for visit in November/December in collaboration with Visit Oakland.
- **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; journalist was unable to secure interest from her editors.
- **KAREN ASP:** Delta Sky, Family Circle, SELF, Shape – Secured interest for press trip to Mendocino County; pending journalist feedback regarding availability for early 2017 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, to discuss logistics in late January.
- **WAHEEDA HARRIS:** National Post, Best Health, The Globe and Mail, VIA Rail Destinations, Elle Canada – The journalist is unable to secure an assignment for travel in late 2016 but interested in opportunities for early 2017.
- **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.
- **AJ WILLIAMS:** Forever Young, QuickTripTo.com, Interested in visit to Point Arena Lighthouse, following up to confirm coverage and dates.
- **STAN WU:** Dallas Morning News, Boston Globe, Provided background on hotel updates in Mendocino County and confirming availability for press visit to the region during December/January.

Media Missions

Proposed: 1 Media Mission (6-8 Appointments)

Progress: Complete (New York City – October 25-26, 2016)

- Pitched and secured 8 media appointments for New York City media mission, Tuesday, October 25 to Wednesday, October 26, escorted by Koleen Hamlin –
 - **AM NEW YORK:** Jennifer Cunningham
 - **HEMISPHERES:** Nicholas Derenzo
 - **MARTHA STEWART WEDDINGS:** Leigh Crandall
 - **ORGANIC LIFE MAGAZINE:** Betsy Andrews
 - **RHAPSODY MAGAZINE:** Alex Hoyt
 - **SHERMAN'S TRAVEL:** Laura Motta
 - **TRAVEL + LEISURE:** Adeline Duff
 - **CHELSEA DAVIS:** Freelance Journalist (Daily Meal, Thrillist, Travel Weekly)
- Due to scheduling limitations, we were unable to coordinate meetings with the following journalists during the New York City media tour, but are continuing follow-up around editorial opportunities –
 - **EPOCH TIMES:** Isabelle Kellogg
 - **PARENTS:** Karen Cicero
- DCI following up with journalists to secure coverage and/or media visits; to provide summary report outlining opportunities in November.

November Work Plan

- Following up with NYC media from media tour to secure coverage and/or media visits; to provide summary report.
- 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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