



VISIT MENDOCINO COUNTY/PR UPDATE

Tuesday, December 8, 2020; 10 AM

Dial-in number: +1 707.479.2400

Familiarization Program

Date	Name	Outlet	Status
12/3-12/8	Maria Meltzer	Conde Nast Traveler	
12/4-12/6	Aislyn Greene	Afar	Reschedule February
1/8-1/11	Linda Hubbard	Punch Magazine	Reschedule March
2/4-2/7	Jaslin Yu	Singtao USA	Reschedule February
1/8-1/10	Jess Lander	Freelance	Request in
1/29-2/1	Roberta Gonzales	Crab Judge/TBD	Completed

Key Placements

Outlet

Hot Book/Mexico – Anderson Valley

Forbes – Anderson Valley

Covateur – Coast

VIA magazine – Point Arena/Elk

Conde Nast Traveler – Brewery Gulch

Pasadena Magazine – Glamping

Roamaroo – Coast

Media Relations/Materials

Date	Name	Status
November	Micro Trips/Business	Distributed
December	Micro Trips	Completed
January	Hot Sheet/2021	Pending
January	Hot Sheet/IMM	

Trade Shows/Media Missions

- Visit California/IMM Trade Show (January 27-29, 2020)
- Denver Media Mission/3Q - Push

Internal Relations/Stakeholders

- PR Highlights to Stakeholders/December - due

See additional attachments for PR numbers.