

# Domestic Media Relations Outreach

May through August 2009

## Program Description

The Communications Department practices both proactive and reactive media relations and serves as a resource to travel and tourism, trade and business media. In addition to specified outreach, CTTC also hosts domestic media familiarization tours on an ongoing basis. The media ROI grid tracks results based on these efforts. This results compilation is created based on the work of our public relations agency and various media tracking methods. During this time period, we worked with Edelman as well as our new PR agency Development Counsellors International (DCI), which came on board July 1.

## Target Audience

Domestic consumer, lifestyle and trade media (print, broadcast and Internet).

## Objectives & Reach

CTTC puts out approximately 22 themed news releases each year, publishes quarterly editions of *What's New in California*, updates the Web site Press Room on a regular basis, sends a monthly media e-newsletter (*Media News*) and responds to media requests on an as-needed basis.

## Results & Accomplishments


The domestic earned media ROI for the 2008-2009 fiscal year was **\$26,128,376.56** with 35,067,977 impressions. Placements included *Bon Appétit*, *The Sacramento Bee*, *USA Today*, *San Francisco Chronicle*, *Los Angeles Times*, *Washington Post*, *New York Times*, *About.com*, *Family Circle*, and *Travel + Leisure*.

With the increase in social media and online coverage, moving forward, DCI will be putting more of an emphasis on impressions and reach, and less on the actual monetary evaluator. Since DCI started their contract, working in July and August, CTTC media efforts have resulted in 541,105,571 impressions and \$5,027,269 in media ROI. CTTC and the DCI team has been working on a

promotion for September for California Wine Month, which has contributed to the high number of impressions thus far.

## Program Contact(s)

Amanda Moreland  
Media Relations Manager  
The Americas, Australia & New Zealand  
916.319.5424  
amoreland@visitcalifornia.com



The screenshot shows the California Tourism Industry Website. The header includes the California logo and the tagline "FIND YOURSELF HERE". The main navigation bar contains links for "Browse Programs", "Submit Content", "Find Research", "Calculate Assessment", "Travel Industry", "Press Room", "About CTTC", and "Publications". The "Press Room" link is active, and a sidebar menu on the left lists various press room categories. The main content area displays a press release titled "CALIFORNIA TRAVEL & TOURISM COMMISSION ANNOUNCES SPECIAL OFFERS FOR CALIFORNIA WINE MONTH IN SEPTEMBER". The release text describes special offers for California Wine Month in September, including hotel packages, tastings, and winemaker dinners. A quote from Caroline Beteta, president & CEO of the California Travel & Tourism Commission, is included. The release concludes with a link to [www.visitcalifornia.com/winemonth](http://www.visitcalifornia.com/winemonth).

**california**  
FIND YOURSELF HERE

Welcome to the California Tourism Industry Website  
The marketing resource for industry professionals and press.

Go

Browse Programs | Submit Content | Find Research | Calculate Assessment | Travel Industry | Press Room | About CTTC | Publications

Press Room

- What's New
- Press Releases**
- 20 California Story Ideas
- California Facts
- California Stats
- Contact Us
- International Press
- Press Trip Request
- Culinary Itineraries
- The Land of Wine and Food

### Press Releases

---

## CALIFORNIA TRAVEL & TOURISM COMMISSION ANNOUNCES SPECIAL OFFERS FOR CALIFORNIA WINE MONTH IN SEPTEMBER

(SACRAMENTO, Calif.) –Summer vacation may be over for the kids, but adults can still play this September with special offers for California Wine Month.

For wine lovers, there's no better time to indulge their passion than harvest time, when vintners from all over the state are lovingly guiding the process in hopes of creating the next great vintage. To help oenophiles in their quest, hotels, restaurants, events, wineries and tour companies from Temecula and Paso Robles to Napa and Sonoma are offering more than 75 great deals this month on hotel packages, tastings, winemaker dinners and tours.

"California is the leading destination for wine and food travel in the U.S.," said Caroline Beteta, president & CEO of the California Travel & Tourism Commission and chair of the U.S. Travel Association. "We produce 90 percent of American wine and 350 different crops, making us a playground for the culinary arts, which translates to a gourmet paradise for foodies yearning for a deeper connection with California's great wine and fresh produce. California Wine Month is the ultimate time wine connoisseurs can enjoy the Golden State, and these special offers make it even more appealing."

For information on deals for California Wine Month, check out [www.visitcalifornia.com/winemonth](http://www.visitcalifornia.com/winemonth).