

Domestic Media Relations Outreach

October through December 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.

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 09/10 fiscal year (through December 31, 2009) is **\$109,863,490** with 297,861,645 impressions. Placements included *The Washington Post*, Fox Business News, *Barron's*, *Budget Travel*, CNN.com, MSNBC.com and Yahoo.com.

With the increase in social media and online coverage, moving forward, DCI (CTTC's public relations agency) will be putting more of an emphasis on impressions and reach, and less on the actual monetary evaluator.

Through interaction with Meltwater Group, DCI and CTTC have access to a new industry-standard formula for calculating the advertising value of an online media placement. The formula uses a Web site's viewers per month and the Nielsen standard rate for online advertisements to produce an accurate advertising equivalency figure. To ensure that DCI/CTTC is reporting the most

accurate value for placements and therefore, an accurate return on investment, CTTC will now be using this formula. This change in reporting is effective July 1, 2009, and thus makes comparing year over year ROI with past PR agencies difficult.

Program Contact(s)

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CEO Beteta was featured in a KCRA 3 new story about the opening of the new Ritz Carlton Highlands in Tahoe.



This *Budget Travel* issue featured a California hotel on the cover, as well as three pages of coverage - worth nearly \$89,000 in media value, with nearly 700,000 impressions. The article can be directly traced to CTTC's relationship with the editor built from media calls in New York.