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# February 2015 Monthly Report

**PREPARED FOR:**

**WILLIAMSBURG**  
VIRGINIA

# Media Relations Campaign Results

(January 1, 2014 to present)

## Return on Investment

	2015 YTD	2015 GOALS	2014 YTD
<b>Return on Investment**</b> YTD Ad Equiv/(\$11,665 x 2)	<b>6 to 1</b>	<b>15 to 1</b>	<b>10 to 1</b>
<b>Circulation</b>	<b>8,918,520</b>	<b>175,000,000</b>	<b>11,085,574</b>
<b>Advertising Equivalency*</b>	<b>\$139,406</b>	<b>\$2,025,000</b>	<b>\$230,740</b>
<b>Call To Action:</b> <b>www.visitwilliamsburg.com</b>	<b>803,665</b>	<b>100,000,000</b>	<b>N/A</b>

## Month over Month:

	FEBRUARY 2015	FEBRUARY 2014
<b>Circulation</b>	<b>4,495,259</b>	<b>7,972,574</b>
<b>Advertising Equivalency*</b>	<b>\$97,010</b>	<b>\$198,365</b>
<b>Call To Action:</b> <b>www.visitwilliamsburg.com</b>	<b>803,665</b>	<b>N/A</b>

\*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.

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

## YTD Key Message Impressions:

Williamsburg is a family travel destination offering fun, meaningful and relaxing vacation experiences for families and travelers of all ages	<b>3,174,996</b>
Greater Williamsburg is a perfect weekend getaway offering something for everyone.	<b>803,665</b>
History comes vividly to life in Greater Williamsburg through hands-on fun and interactive experiences	<b>1,284,265</b>
Greater Williamsburg offers sophisticated travelers contemporary experiences, including arts and culture, dining, fine inns and hotels, spa, shopping and golf	<b>3,655,594</b>

## Results

- 9 results published this month.
- See **pages 8-10** for a complete listing of results.

## Results Pending

- **AAA MIDWEST TRAVELER:** Deborah Reinhardt, Williamsburg Holidays, Image Request, Date Pending 2015
- **BUFFALO MAGAZINE:** Jim Brennan, Holidays Press Trip December 2014, November 2015
- **COAST MAGAZINE:** Shawn Price, American sites of national and historic value, Reactive Pitching, Publication Date Pending
- **ENDLESS VACATION MAGAZINE:** Jenna Kaplan, Colonial Williamsburg Images, Social Media
- **MCCLATCHY-TRIBUNE NEWS SERVICE:** Andrea Kitay, Holidays Press Trip December 2014, Publication Date Pending
- **MEETINGS FOCUS SOUTH:** Carolyn Blackburn, A Day in Williamsburg, March 2015
- **PHILADELPHIA TRIBUNE:** Bobbi Booker, General experiences in Greater Williamsburg, Individual Press Visit July 2013, Publication Date Pending 2015
- **SLICE.CA:** Joanna Gryfe, April 2014 Canadian Group Press Trip, Publication Date Pending
- **SPORTSEVENTS MAGAZINE:** Paige Townley, sporting event venues, Reactive Pitching, March 2015
- **WASHINGTON TIMES:** Adrienne Jordan, Partially-Assisted October 2014 Press Trip, Fall in Greater Williamsburg, March/April 2015

## Media Trends & Developments

- **APTN:** The Aboriginal Peoples Television Network (APTN) is planning a brand and content refresh during fall 2015 to better connect with a younger audience.
- **BON APPETIT:** Julia Kramer has been promoted to senior editor. She joined the outlet as associate editor in June 2013 after her role as a restaurant critic for Time Out Chicago.
- **EPICURIUS.COM:** Paula Forbes has joined the online culinary site. She previously served as reports editor of Eater National.
- **ESQUIRE:** Josh Ozersky is now the lead contact for culinary travel, taking over from long-time contributor John Mariani
- **NEW YORK DAILY NEWS:** Raakhee Mirchandani has been named head of content, features and lifestyle. She remains managing editor of NYDailyNews.com, as well as the editor of the Friday Go! special section.
- **SUN NEWS NETWORK:** A shutdown has been announced with 100 jobs eliminated after the network failed to secure the CRTC mandatory carriage license.

## News Bureau

**Proposed:** Update "Most Wanted" Media List

**Status:** Complete

**Proposed:** Tailor Key Messages and Story Angles

**Status:** Complete

**Proposed:** Participate in Destination Strategy Meetings

**Progress:** Throughout 2015

**Proposed:** Manage Reactive Media Opportunities from PR Hotline

**Progress:** Throughout 2015

- Distributed "Good News" newsletter on Wednesday, February 11, 2015

**Proposed:** Maintain Media Distribution List

**Progress:** Throughout 2015

**Proposed:** DCI All Client Media Activities

**Progress:** Throughout 2015

**Proposed:** Represent Greater Williamsburg at Top Media Marketplaces

**Progress:** Throughout 2015

## In-Market Activation Support

**Proposed:** To coincide with in-market activation

**Timeline:** To Be Determined

## Online Press Room

**Proposed:** Monitor and Maintain VisitWilliamsburg.com News Room

**Timeline:** Throughout 2015

**Proposed:** Manage Reactive Inquiries from VisitWilliamsburg.com

**Timeline:** Throughout 2015

# Top-Tier Media Placement

**Proposed: Proactive Media Outreach & Reactive Media Assistance**

**Progress: Throughout 2014**

- **AARP/TIMES UNION:** Kim Swidler, Press trip opportunities
- **BARCLAYCARDTRAVEL.COM:** Paul Eisenberg, Romantic getaway with kids
- **BUFFALO MAGAZINE:** Jim Brennan, Holiday images
- **DAILY MEAL:** Meryl Pearlstein, Valentine's Day Meals and Getaways
- **ENDLESS VACATION MAGAZINE:** Jenna Kaplan, Colonial Williamsburg Images
- **GRANDPARENTS.COM:** Jackie Dishnr, Historic walking tours
- **HOME & AWAY:** Ann Hattes, What's new in Williamsburg
- **MEETINGS FOCUS SOUTH:** Carolyn Blackburn, A Day in Williamsburg
- **METRO NEWS CANADA:** Mike Dojc, April press trip opportunities
- **P&G EVERYDAY:** Roberta Cruger, Family-friendly travel
- **PHILADELPHIA SUN:** Renee Gordon, Yorktown visitor center
- **SPORTSEVENTS MAGAZINE:** Paige Townley, sporting event venues
- **USA TODAY:** Veronica Stoddart, press trip itineraries
- **USA TODAY:** Susan Barnes, U-pick farms
- **ANONYMOUS (HARO):** Family-friendly spring break in Mid-Atlantic
- **ANONYMOUS (HARO):** Steamy Valentine's Day hotel packages
- **ANONYMOUS (HARO):** Unusual must-try spa treatments

## Press Trips

**Proposed: SATW Eastern Chapter Conference; Logistics and media outreach**

**Progress: In Development**

- Received journalist gifts
- Brainstormed cocktail reception ideas

**Proposed: 1 Group Press Trip (4-6 media)**

**Progress: 2015 to be Determined**

- Brainstormed potential dates and press trip themes

**Proposed: 15-20 Individual Press Visits Resulting in Feature Placements**

**Progress: 1 Confirmed**

### CONFIRMED

- **TREKAROO:** Melissa Moore, Top 10 Family-Friendly Experiences, May 8-10, 2015

## Media Missions

**Proposed:** New York Media Tour (7-9 media)

**Timeline:** Complete (10 Media; February 2015)

- Pitched and secured 10 media appointments in New York City
  - **AFAR:** Kirsten Alana
  - **BUDGET TRAVEL:** Kaeli Conforti
  - **CONDÉ NAST TRAVELER:** Maeve Nicholson
  - **FAMILY CIRCLE:** Darcy Jacobs
  - **GOLF MAGAZINE:** Alan Bastable
  - **HUFFINGTON POST:** Laura Manske
  - **PARENTS:** Karen Cicero
  - **REDBOOK:** Sarah Smith
  - **SHERMAN'S TRAVEL:** Christine Wei
  - **TRAVEL + LEISURE:** Jeryl Brunner
- Compiled briefing book and escorted appointments

**Proposed:** Washington DC Media Tour (5-7 media)

**Progress:** March 30-31, 2015

- Developed media list of targeted outlets
- Created pitch

**Proposed:** Destination TBD (4-6 media)

**Progress:** 2015 to Be Determined

## Pitches

**Proposed:** 6 Multi-Media Enhanced Pitches

**Progress:** 1 Complete

### COMPLETE

- **WHAT'S NEW IN WILLIAMSBURG:** February 2015

### IN DEVELOPMENT

- **NEW AND NOTABLE OUTDOOR ACTIVITIES:** March 2015

## Broadcast

**Proposed:** 2-4 Broadcast Television Segments

**Progress:** 1 Complete

### COMPLETED

- **WBAL-TV:** Cooking segment with Chef Nelson Miller, February 22, 2015

## Promotional Broadcast

**Proposed: 1-2 Promotional Broadcast Television Segments**

**Progress: In Development**

## March Work Plan

- Washington DC media mission: continue outreach, briefing book, conduct meetings
- New and Notable Outdoor Activities pitch: approvals and issue to media
- Continue finalizing plans for SATW Press Trips
- Proactively pitch targeted media visits for 2015
- Research, evaluate and pitch print, online and broadcast media opportunities
- Provide Greater Williamsburg with reactive media inquiries
- Finalize press kit materials
- Provide monthly report and conduct monthly conference call

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## Results Listing

PUBLICATION	DATE	AUTHOR NAME	CIRC/ REACH	AD EQUIV	RESULT OF	CALL TO ACTION	TITLE	KEY MESSAGE
Leisure Group Travel Online (online and print)	February 2015	David Bodle	36,000	\$5,586	Image Request	N/A	Virginia Shines Bright with Holiday Cheer	Williamsburg is a family travel destination offering fun, meaningful and relaxing vacation experiences for families and travelers of all ages
TravelChannel.com	February 2015	Kristen Kochanski	1,127,652	\$10,341	Image Request	Multiple	Charming Inns and Hotels in Williamsburg, VA	Greater Williamsburg offers sophisticated travelers contemporary experiences, including arts and culture, dining, fine inns and hotels, spa, shopping and golf
TravelChannel.com	February 2015	Kristen Kochanski	1,127,652	\$10,341	Image Request	Multiple	Shopping in Williamsburg	Greater Williamsburg offers sophisticated travelers contemporary experiences, including arts and culture, dining, fine inns and hotels, spa, shopping and golf
TBO.com	February 8, 2015	Sally Moe	583,665	\$5,399	October 2014 Press Visit	Multiple	History-loving travelers should say 'Yes, Virginia!'	Greater Williamsburg is a perfect weekend getaway offering something for everyone.



PUBLICATION	DATE	AUTHOR NAME	CIRC/ REACH	AD EQUIV	RESULT OF	CALL TO ACTION	TITLE	KEY MESSAGE
Tampa Tribune	February 8, 2015	Sally Moe	220,000	\$37,180	October 2014 Press Visit	Multiple	Yes, Virginia!: Virginia's Historic Triangle is full of surprises	Greater Williamsburg is a perfect weekend getaway offering something for everyone.
WBAL-TV	February 22, 2015	Eliza Bulley	116,815	\$16,292	February 2015 Broadcast	N/A	Sunday Brunch: Silt Chef Nelson Miller	Greater Williamsburg offers sophisticated travelers contemporary experiences, including arts and culture, dining, fine inns and hotels, spa, shopping and golf
WBALTV.com	February 22, 2015	Eliza Bulley	427,825	\$3,957	February 2015 Broadcast	N/A	Sunday Brunch: Silt Chef Nelson Miller	Greater Williamsburg offers sophisticated travelers contemporary experiences, including arts and culture, dining, fine inns and hotels, spa, shopping and golf
WBALTV.com	February 23, 2015	Eliza Bulley	427,825	\$3,957	February 2015 Broadcast	N/A	Tasso Ham and Parmesan Atlantic Shrimp over Creamy Grits	Greater Williamsburg offers sophisticated travelers contemporary experiences, including arts and culture, dining, fine inns and hotels, spa, shopping and golf

PUBLICATION	DATE	AUTHOR NAME	CIRC/ REACH	AD EQUIV	RESULT OF	CALL TO ACTION	TITLE	KEY MESSAGE
WBALTV.com	February 23, 2015	Eliza Bulley	427,825	\$3,957	February 2015 Broadcast	N/A	Braised Pork Belly over Pimento Cheese Mac 'n Cheese	Greater Williamsburg offers sophisticated travelers contemporary experiences, including arts and culture, dining, fine inns and hotels, spa, shopping and golf