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# **December 2014 Monthly Report**

**PREPARED FOR:**

**WILLIAMSBURG**  
VIRGINIA

# Media Relations Campaign Results

(January 1, 2014 to present)

## Return on Investment

	2014 YTD	2014 GOALS	2013 YTD
<b>Return on Investment** YTD Ad Equiv/(\$11,250 x 12)</b>	<b>23 to 1</b>	<b>15 to 1</b>	<b>19 to 1</b>
<b>Circulation</b>	<b>526,684,984</b>	<b>175,000,000</b>	<b>174,531,863</b>
<b>Advertising Equivalency*</b>	<b>\$3,106,726</b>	<b>\$2,025,000</b>	<b>\$2,398,701</b>
<b>Call To Action: www.visitwilliamsburg.com</b>	<b>333,660,728</b>	<b>100,000,000</b>	<b>122,808,759</b>

## Month over Month:

	DECEMBER 2014	DECEMBER 2013
<b>Circulation</b>	<b>24,955,453</b>	<b>1,177,790</b>
<b>Advertising Equivalency*</b>	<b>\$270,124</b>	<b>\$69,939</b>
<b>Call To Action: www.visitwilliamsburg.com</b>	<b>24,890,507</b>	<b>162,203</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>135,563,378</b>
Greater Williamsburg is a perfect weekend getaway offering something for everyone.	<b>293,325,707</b>
History comes vividly to life in Greater Williamsburg through hands-on fun and interactive experiences	<b>89,576,306</b>
Greater Williamsburg offers sophisticated travelers contemporary experiences, including arts and culture, dining, fine inns and hotels, spa, shopping and golf	<b>8,219,593</b>

## Results

- 9 results published this month.
- See **page 7-9** 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
- **PHILADELPHIA TRIBUNE:** Bobbi Booker, General experiences in Greater Williamsburg, Individual Press Visit July 2013, Publication Date Pending 2015
- **MCCLATCHY-TRIBUNE NEWS SERVICE:** Andrea Kitay, Holidays Press Trip December 2014, January 2015
- **SLICE.CA:** Joanna Gryfe, April 2014 Canadian Group Press Trip, Publication Date Pending
- **TAMPA TRIBUNE:** Sally Moe, October 2014 Joint VA Beach Press Trip, Luxury, January 2015
- **TRAVELCHANNEL.COM:** Kristen Kochanski, Image Request, Shopping/Outdoors, Date Pending
- **WASHINGTON TIMES:** Adrienne Jordan, Partially-Assisted October 2014 Press Trip, Fall in Greater Williamsburg, Date Pending

## Media Trends & Developments

- **CNN:** Food content creator Kat Kinsman has moved to TastingTable.com.
- **METRO:** This commuter newspaper continues to downscale, closing its digital-only publications in second tier markets. The print edition will continue to operate in major markets will still operate, relying on content produced in Toronto.
- **NEW YORK TIMES:** Advertising and marketing beat editor Stuart Elliott has taken a redundancy package, departing his long-held post. Josh Robinson also departs his role as Digital Editor, Travel for a new position as manager, sponsored editorial packages with Forbes.
- **O:** Deputy Managing Editor Amy Grippo has announced her departure. Tara Lustberg will take her place after being an Assistant Managing Editor for Woman's Day.
- **SHAPE:** Ashley Mateo will serve as the new deputy editor for Shape.com. Most recently she was a staff writer at Refinery29, and worked as a freelancer for Glamour, SELF, Teen VOGUE and The Huffington Post.
- **TRAVEL + LEISURE:** Marguerite Suozzi has left her role as Associate Research Editor at Travel + Leisure.
- **USA TODAY:** The weekend magazine "USA Weekend" will be shut down after its final December 28, 2014 issue. The closure will reportedly result in 30 staff layoffs.
- **WALL STREET JOURNAL:** James Gaddy is the new deputy editor of the newspaper's Off Duty Section. He was previously at Details Magazine.

- **VITA MAGAZINE:** This new Vancouver lifestyle print publication is a spin-off of VitaminDaily.com. It will cover lifestyle topics like travel, beauty, fashion, culture and food, distributed inside Burnaby News, Richmond News, North Shore News and Vancouver Courier.

## News Bureau

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

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

**Proposed:** Launch PR Hotline & Manage Reactive Media Opportunities  
**Progress:** Complete

**Proposed:** Maintain Media Distribution List  
**Progress:** Complete

**Proposed:** DCI All Client Media Activities  
**Progress:** Complete

- Distributed DCI all-client winter newsletter, including Williamsburg winter/holiday

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

## Online Press Room

**Proposed:** Monitor and Maintain VisitWilliamsburg.com News Room  
**Timeline:** Throughout 2014

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

- **CRUSA France:** Olivier Barthez, Image Request

## Top-Tier Media Placement

**Proposed:** New York Media Tour with 4-6 Desk-side Appointments  
**Timeline:** Complete (9 Media; April 2014)

**Proposed:** Washington DC Media Tour  
**Progress:** Complete (7 Media; March 2014)

**Proposed: Insider's Access Promotion**

**Progress: Complete (March 2014)**

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

**Progress: Throughout 2014**

- **CHICAGO TV:** Donna Bozzo, Holiday fun for families
- **GREAT HOTEL RESTAURANTS:** Lynn Armitage, Hotel restaurants
- **TREKAROO:** Melissa Moore, Family-Friendly Williamsburg
- **XTREME WATERPARKS:** Eleanor Crews, B-roll

**Proposed: 5-7 Individual Press Visits Resulting in Feature Placements**

**Progress: 32 Complete; 2 In Development**

#### **COMPLETE**

- **BUFFALO MAGAZINE:** Jim Brennan, Holidays, December 7-10, 2014
- **MCCLATCHY-TRIBUNE NEWS SERVICE:** Andrea Kitay, Holidays, December 5-10, 2014
- **SAY HELLO TO AMERICA:** Christian Carollo, December 7-10, 2014

#### **IN DEVELOPMENT**

- **DISCOVERY HOLLYWOOD:** Oscar, Individual press trip, entertainment, May 2015

## **Broadcast**

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

**Progress: 3 Complete**

## **Promotional Broadcast**

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

**Progress: 3 Complete**

# January Work Plan

- Start new contract year
- Develop new most wanted media list
- Create new key messaging
- New York Media Mission: Develop media list, write pitch, begin outreach
- Press Room: Finalize 2015 story ideas to be posted on website
- What's New in Williamsburg: Write, distribute
- SATW Press Trips: Order journalist gifts, brainstorm for meet and greet and breakfast
- Proactively pitch targeted media visits for 2015
- Research, evaluate and pitch print, online and broadcast media opportunities
- Provide Greater Williamsburg with reactive media inquiries
- Update 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
Smart Meetings	March 2014	Kristina Reinholds	44,000	\$11,760	Reactive Pitching	VisitWilliamsburg.com	Revolutionary Meetings	History comes vividly to life in Greater Williamsburg through hands-on fun and interactive experiences
008 Magazine	November 2014	Suzanne Ferrara	N/A	\$1,645	June 2014 Press Visit	ColonialWilliamsburg.com	<a href="#">The Getaway: National</a>	History comes vividly to life in Greater Williamsburg through hands-on fun and interactive experiences
Arlington Today Magazine	November 2014	Yale Youngblood	65,000	\$2,560	Reactive Pitching	VisitWilliamsburg.com	Winter Wonderlands	Williamsburg is a family travel destination offering fun, meaningful and relaxing vacation experiences for families and travelers of all ages
USA Today: Where to Retire	November 19, 2014	Rodney Brooks, Tim Loehrke	24,671,507	\$228,211	Reactive Image Request	VisitWilliamsburg.com	<a href="#">Williamsburg, Va.: A retirement spot rich in history</a>	History comes vividly to life in Greater Williamsburg through hands-on fun and interactive experiences

PUBLICATION	DATE	AUTHOR NAME	CIRC/ REACH	AD EQUIV	RESULT OF	CALL TO ACTION	TITLE	KEY MESSAGE
Dreamscapes	Winter 2014/15	Diane Slawych	110,000	\$25,070	April Group Press Trip	Visitwilliamsburg.com	<a href="#">Virginia: Where history and luxury meet</a>	Greater Williamsburg offers sophisticated travelers contemporary experiences, including arts and culture, dining, fine inns and hotels, spa, shopping and golf
Say Hello To America	December 19, 2014	Christian Carollo	10,100	\$370	December Press Trip	N/A	<a href="#">A Colonial Christmas Decorations Walking Tour</a>	History comes vividly to life in Greater Williamsburg through hands-on fun and interactive experiences
Say Hello To America Facebook	December 2014	Christian Carollo	5,512	\$51	December Press Trip	N/A	Holidays in Greater Williamsburg – 8 posts	History comes vividly to life in Greater Williamsburg through hands-on fun and interactive experiences
Say Hello To America Instagram	December 2014	Christian Carollo	34,000	\$315	December Press Trip	N/A	Holidays in Greater Williamsburg – 34 posts	History comes vividly to life in Greater Williamsburg through hands-on fun and interactive experiences



PUBLICATION	DATE	AUTHOR NAME	CIRC/ REACH	AD EQUIV	RESULT OF	CALL TO ACTION	TITLE	KEY MESSAGE
Say Hello To America Twitter	December 2014	Christian Carollo	15,334	\$142	December Press Trip	N/A	Holidays in Greater Williamsburg – 17 tweets	History comes vividly to life in Greater Williamsburg through hands-on fun and interactive experiences