



GREATER WILLIAMSBURG
CHAMBER & TOURISM ALLIANCE
DESTINATION CAMPAIGN MARKETING
Public Relations Advisory Group

MEETING NOTES: Tuesday, January 14, 2014 ● 10:00-11:30 am ● College of William & Mary, Williamsburg, VA

Group Members Attending:

Public Relations Co-Chairs: Debby Padgett, Jody Puckett

Director, Destination Marketing: Corrina Ferguson

Group Members: Barbara Brown, Denise Creasman, Kevin Crossett, Kate Hoving,
Suzanne Seurattan

WADMC Staff: Dave Potter

Via tele-conference, Development Counselors International: Maureen Haley, Megan McHale

1. Debby Padgett & Jody Puckett called the meeting to order.

2. DCI Reviewed the December Activity Report and Results:

	2013 YTD	2012 YTD
Return on Investment**	19 to 1	27.7 to 1
Circulation	174,531,863	320,161,582
Impressions	523,595,589	960,484,746
Advertising Equivalency*	\$2,398,701	\$3,594,089
Call To Action: www.visitwilliamsburg.com	122,808,759	155,496,790

	DECEMBER 2013	DECEMBER 2012
Circulation	1,177,790	1,812,961
Impressions	3,533,370	5,438,883
Advertising Equivalency*	\$69,939	\$16,770
Call To Action: www.visitwilliamsburg.com	162,203	N/A

DCI will do outreach this month for pending results.

DCI developed a new section "Media Trends & Developments.

- **BUDGET TRAVEL** is looking to generate more revenue through digital subscriptions.
- **NEW YORK MAGAZINE:** As of March 2014, the print edition of New York will be published biweekly with 20 percent more content per issue. Nymag.com will have more photography; and expanded culture and fashion coverage.
- **TRAVEL + LEISURE:** Sarah Spagnolo has rejoined Travel + Leisure as Special Correspondent & New Media Editor. She will be working on their video content, sponsored editorial and other special projects.

During 2014, DCI will follow-up on the seven press trips from 2013. The Sweet Retreats episode on Live Well Network is confirmed for this spring.

3. Web updates – The new image library went live 4 weeks ago. During the holiday period, 3 requests for images were received. DCI will track inquiries. Everyone was asked to continue updating the library to keep fresh and current.

4. DCI/PR Advisory Committee 2014 processes - In December, Debbie, Jody & Corrina discussed with DCI process improvement for creating or editing copy. Future copy that needs creating or editing will first come to Debby, Jody & Corrina. The following is the recommended process the group agreed to follow:

- a) DCI will not be part of this phase. As appropriate, copy will be updated and sent back to DCI for final revisions.
- b) DCI will provide advice, direction and explanation on best practices, media needs, and audience to help us keep the PR group focused on their feedback and edits.
- c) Media inquiries: DCI will continue to query the entire PR group to respond to media leads until the 2014 PR plan is approved as part of the 2014 WADMC Destination campaign. At that time DCI will begin putting together a PR hotline for the entire destination to use.

Based on today's discussion DCI is taking a stab at rewriting the "At a Glance" document. Once completed, they'll send it to the 3 of us for final review and approval. We will send to the PR group for their final review to correct any inaccurate information. DCI will provide a deadline.

5. Insider's Access, March 2014 promotion update

- a. Current list of participants
Aberdeen Barn
Busch Gardens Williamsburg
Fife & Drum Inn
Helen's Place Photography
Jamestown Yorktown Foundation
Kingsmill Resort
King's Creek Plantation
- b. Need more participants - PR Group was asked to solicit. Restaurants in particular are the biggest challenge as is a comprehensive tourism professional list. Friday January 17 is the due date for participants.
- c. Next steps – Joanna will develop a web page, route to participants. Once the page is launched, participants will be asked to promote the event. DCI will develop and send out an announcement of this new initiative advising suggested content needed.

6. Review 2014 PR Budget and annual plan

Corrina advised the group the 2014 PR Budget was increased \$5,000 to cover expenses related to media outreach and her travel as area spokes person.

Objectives:

- Build a superior sales environment by positioning Greater Williamsburg as a premier travel destination with a wide range of available activities for families and couples.
- Extend the reach of paid advertising opportunities while using a unified brand voice in all messaging.
- Attract interest from new and repeat visitors by highlighting the wide variety activities and offerings within Greater Williamsburg.
- Boost both consumer inquiries and visitation.

Target Audiences:

- History and Shoppers: Visitors seeking ways to learn new things who are motivated by culture, history and technology. History and Shoppers are looking for meaningful experiences and ways to spend more time with family. Entertainment Vacationers: Visitors seeking adventure and active vacations. Entertainment Vacations are also interested in creating memorable experiences with family including culinary and other activities.

- Among both groups, target visitors for Greater Williamsburg include families, including multigenerational, as well as couples.
- News media who serve as reliable information sources for the above groups.

7. Planning ahead for the 2014 – Create timeline.

- a. Awards / Accolades – Corrina compiled a list of awards & accolades bestowed on the Williamsburg area (please see attachment). The group was asked to review this list providing updates. DCI will assist in prioritizing and compiling the list of awards to be placed on the website.
- b. Itineraries by theme, Trip Ideas – The existing itineraries are titled 3-Day and 4-Day Itineraries. A better approach discussed was to theme these itineraries. The group agreed to have DCI research and recommend the top five themes that could be used.
- c. Story Ideas for 2014 – DCI will review and recommend content refresh for the story ideas. Insider’s access will be added as a new idea to promote.
- d. Other – William & Mary has good experience with Jeopardy in having 4 or 5 questions used each year. The group asked if the “Clue Crew” could be a potential opportunity. DCI provided some background explaining Martin Agency have negotiated questions as part of the media buy. Corrina will follow-up with Martin to see if this and other shows are still viable options.

8. Other Business – The question was asked if there were other story angles that could be used other than history. Even though history is a major component of the area’s brand DNA there could be other relevant ideas that could be used such as today’s technology researched and used by William & Mary with the Jefferson lab or Colonial Williamsburg researched how beer was brewed during the 17th century and now the Ale Works has a brew guests can try from that era. Other topics also included the need for developing a weddings venue section possibly on the Chamber’s website.

Ideas were discussed as to whom to replace David Niebuhr. The desire would be to have someone with a PR background that could represent the Yorktown area. Kristi Olsen with York County will be approached for potential ideas.

9. Next Meeting

February 11, 2014, Location TBD Group members were asked to look at their calendars for future meeting locations.

There being no further business the meeting was adjourned.