

SONOMA COUNTY
• CALIFORNIA •
LIFE OPENS UP®

GETTING NOTICED BY MEDIA

HOW COLLABORATION,
EXPERIENCES, AND SUSTAINABILITY
ARE DRIVING EARNED MEDIA
SUCCESS



IN THIS SESSION

WE WILL EXPLORE EXAMPLES OF EARNED MEDIA AND DISCUSS HOW THE CONFLUENCE OF BUSINESS COLLABORATION, UNIQUE SONOMA COUNTY EXPERIENCES, AND SUSTAINABILITY CAN DRIVE EARNED MEDIA SUCCESS FOR YOUR BRAND.



OUR PANELISTS

SONOMA COUNTY
• CALIFORNIA •
LIFE OPENS UP®



AMBER GIBSON

FREELANCE JOURNALIST

TRAVEL+
LEISURE

departures

Condé Nast
Traveler

UNITED 
Hemispheres

SAVEUR

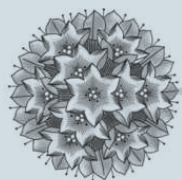
n p r





KRISTINE KEEFER

SUITED HOSPITALITY



SINGLETHREAD
FARM - RESTAURANT - INN

Molti Amici

P R E S S



S T . H E L E N A

T H E U M S T E A D
H O T E L A N D S P A

HARBOR  HOUSE.

SOMNI





LISA MATTSON

BRANDING, HOSPITALITY STRATEGY
AND MARKETING CONSULTANT

Jordan

WINE COUNTRY TABLE
a taste of sonoma  *food, wine & travel*
FROM THE STAFF AT *Jordan* VINEYARD + WINERY



E&J Gallo Winery

WILSON
DANIELS 
SINCE 1978





THE POWER OF COLLABORATION

COLLABORATION IN THE CONTEXT OF MEDIA SUCCESS REFERS TO THE COOPERATIVE EFFORTS AND PARTNERSHIPS BETWEEN ORGANIZATIONS, BRANDS, OR ENTITIES TO ACHIEVE COMMON GOALS AND ENHANCE THEIR OVERALL IMPACT AND REACH.



THE POWER OF COLLABORATION

DAWN RANCH

EST. 1905

Fender[®]





THE POWER OF COLLABORATION

COVERAGE INCLUDED

**TRAVEL+
LEISURE**

16 MILLION UVPM

thrillist

25 MILLION UVPM

 **msn**

298 MILLION UVPM

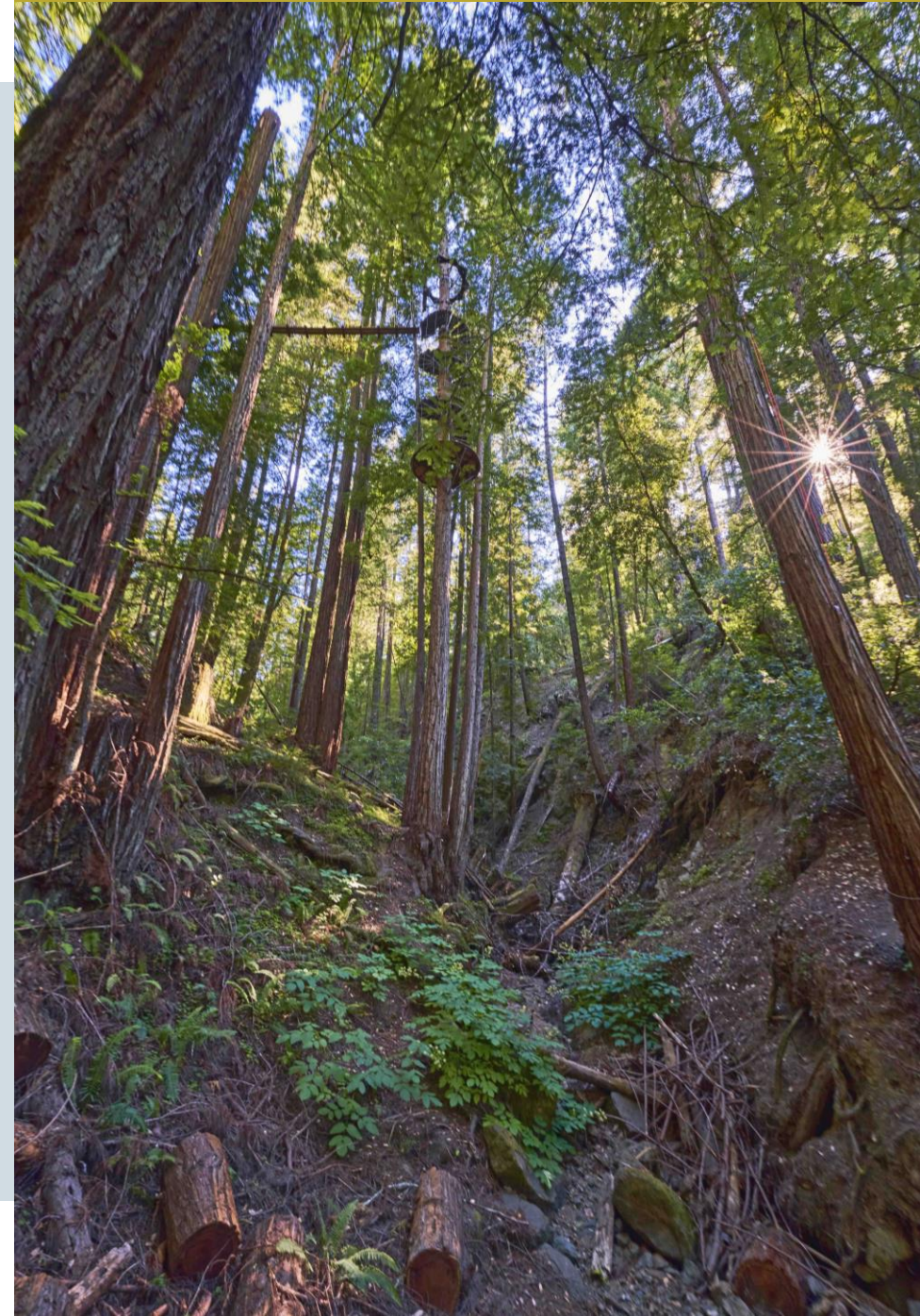
 **FLIPBOARD**

145 MILLION UVPM



THE POWER OF COLLABORATION

COLLABORATION IN MEDIA SUCCESS IS DRIVEN BY THE RECOGNITION THAT POOLING RESOURCES, EXPERTISE, AND AUDIENCES CAN LEAD TO GREATER EXPOSURE, REVENUE, AND IMPACT.





PANELIST INSIGHTS

STRATEGIES FOR EARNED MEDIA SUCCESS



THE POWER OF COLLABORATION



SONOMA COUNTY
• CALIFORNIA •

LIFE OPENS UP





TODAY SHOW COVERAGE

BROADCAST (2 MILLION+ VIEWERS PER SEGMENT)

[3RD HOUR TODAY OPENING SEGMENT](#)

[3RD HOUR TODAY BUDDY UP SEGMENT](#)

[3RD HOUR JILL MARTIN SEGMENT](#)

[3RD HOUR SONOMA COUNTY CHEF'S SEGMENT](#)

[3RD HOUR END THANK YOU'S](#)

[3RD HOUR POST TRIP OPENING](#)

ASSOCIATED BROADCASTS

[ENTERTAINMENT TONIGHT SEGMENT](#)

(3.1 MILLION VIEWERS)

[KRCA SACRAMENTO](#) (43K VIEWERS)

[KNBC \(TODAY IN LA\)](#) (27K VIEWERS)

[KNTV BAY AREA](#) (10K VIEWERS)

DIGITAL

[SHOP SONOMA COUNTY WITH JILL MARTIN: FINDS FROM LOCAL BUSINESSES AND FAMILIAR FAVES](#) (5.85M UVPM)

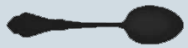
[SHOP THESE LOCAL FOOD AND FASHION FINDS IN SONOMA COUNTY](#) (21.5M UVPM)

[A TASTE OF SONOMA COUNTY](#) (21.5M UVPM)

[AL ROKER SHARE HIS ADJUSTED WELLNESS ROUTINE](#) (177.9M UVPM)



THE POWER OF COLLABORATION



FARMHOUSE

A U T O C A M P

DAWN RANCH

EST. 1905

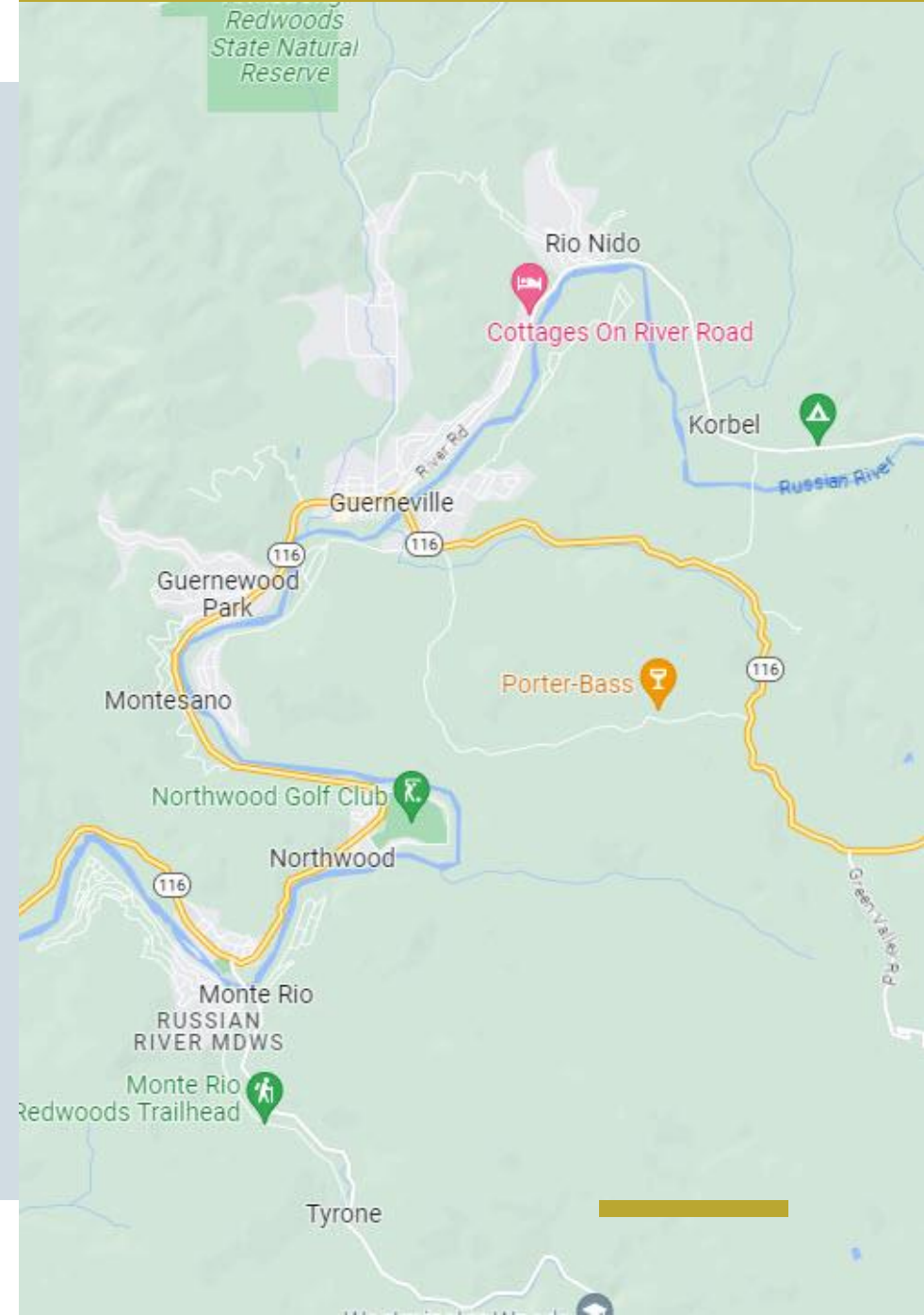
The

STAVRAND

RUSSIAN RIVER VALLEY



MINE + FARM
THE INN AT GUERNEVILLE, CA





THE POWER OF COLLABORATION

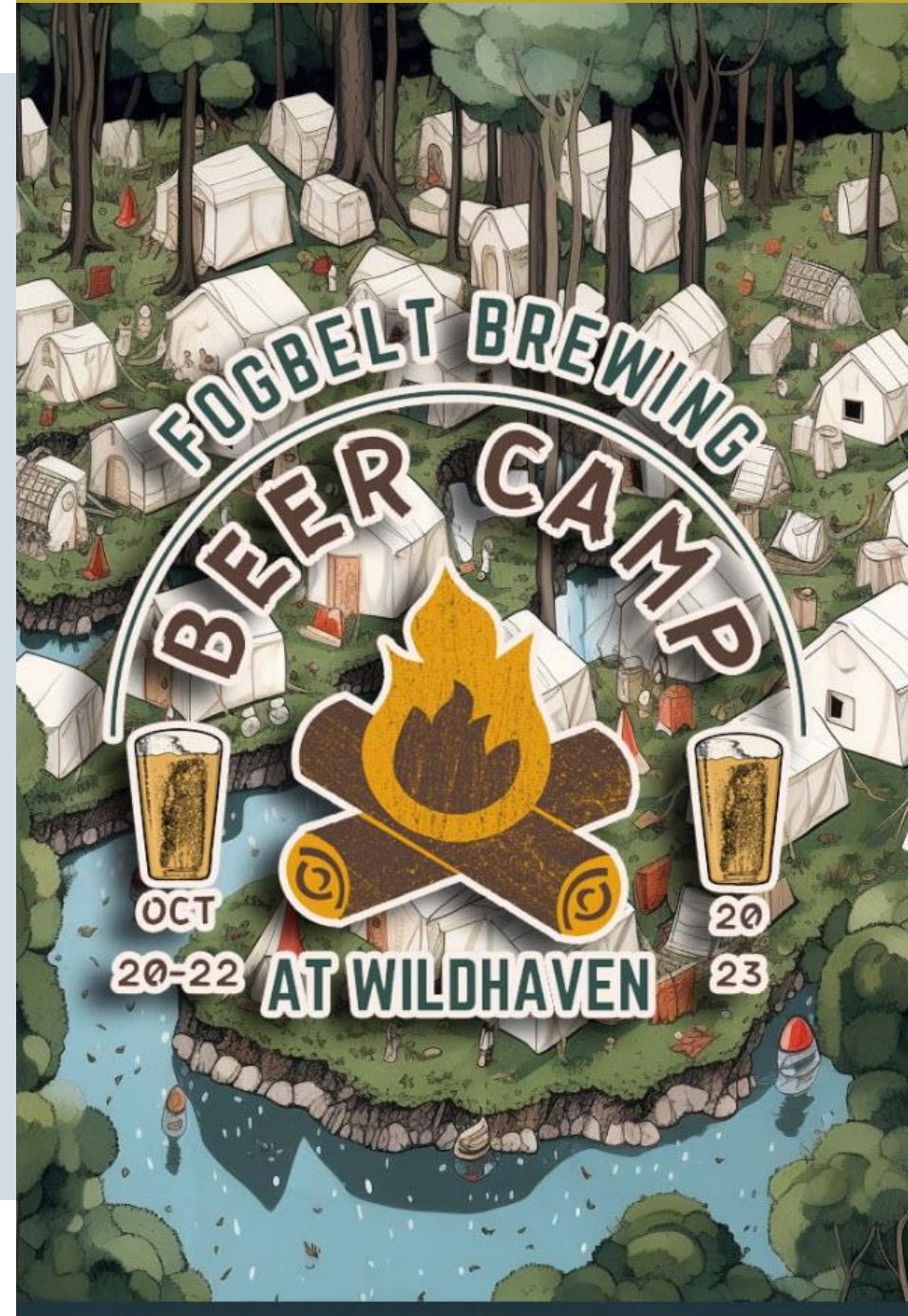


wildhaven

sonoma county, ca

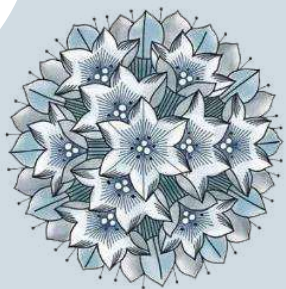
[BEER CAMP 2023](#)

FOGBELT
BREWING COMPANY





CREATING MEMORABLE EXPERIENCES



SINGLETHREAD
FARM - RESTAURANT - INN

[LINK](#)



[LINK](#)



MINE + FARM
THE INN AT GUERNEVILLE, CA

[LINK](#)



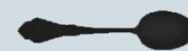
BRICOLEUR
VINEYARDS™

Sur la table

[LINK](#)



[LINK](#)



FARMHOUSE

SMALL WINES
WINES

[LINK](#)



PANELIST INSIGHTS

BUILDING RELATIONSHIPS WITH MEDIA



SUSTAINABILITY AS A MEDIA MAGNET

- 57% OF TRAVELERS WOULD FEEL BETTER STAYING IN A PARTICULAR ACCOMMODATION IF THEY KNEW IT HAD A SUSTAINABLE CERTIFICATION (SOURCE: GLOBAL SUSTAINABLE TOURISM COUNCIL)
- DESTINATION STEWARDSHIP AND SUSTAINABILITY ARE MEDIA-WORTHY TOPICS BECAUSE THEY ADDRESS PRESSING GLOBAL ISSUES, HAVE FAR-REACHING ECONOMIC, ENVIRONMENTAL, AND SOCIAL IMPLICATIONS, AND DATA CONFIRMS THEY INFLUENCES CONSUMER BEHAVIOR,



SUSTAINABILITY AS A MEDIA MAGNET

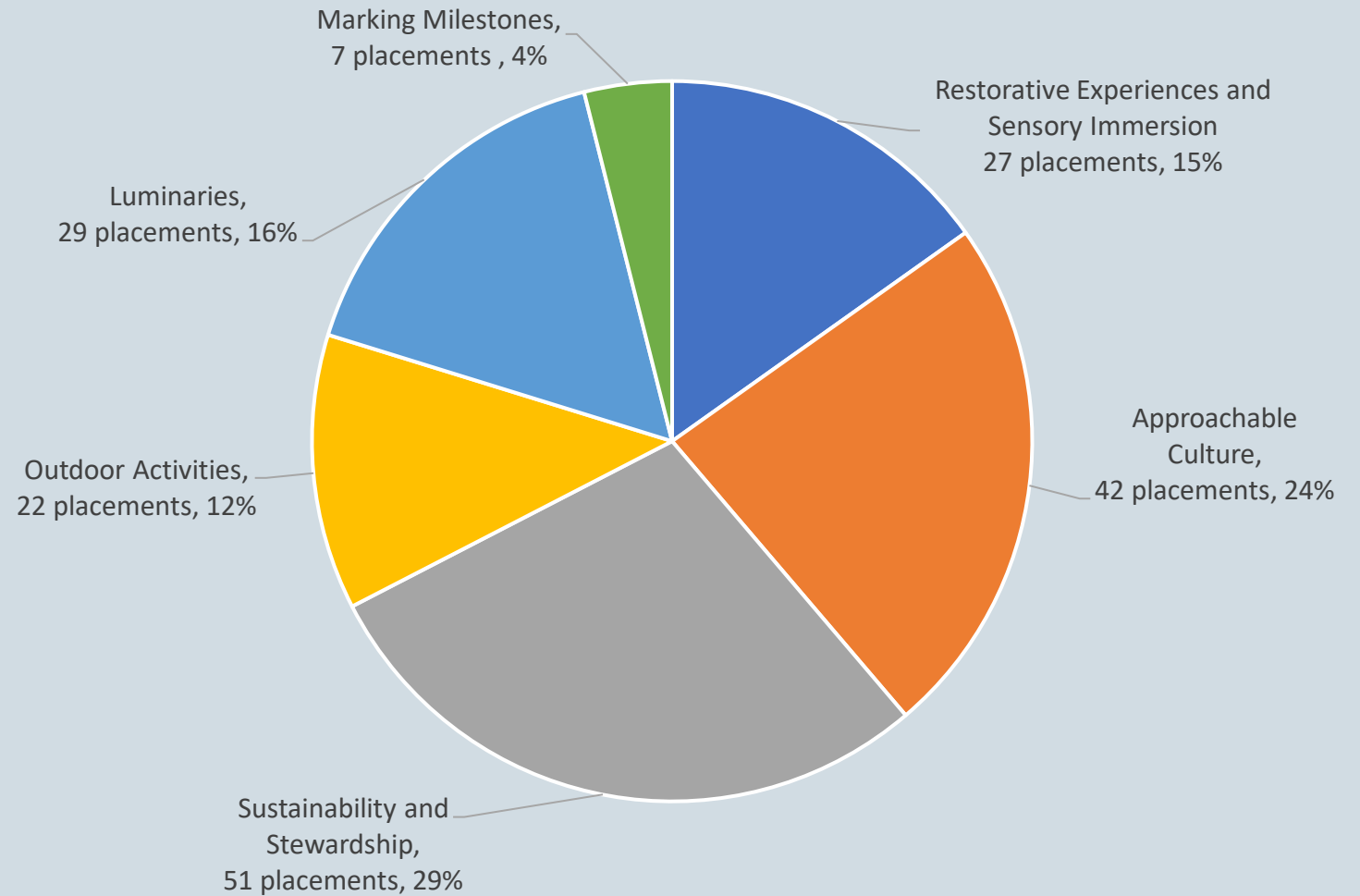
“THE BACKBONE OF TOURISM AROUND THE WORLD, DESTINATION MARKETING ORGANIZATIONS (DMOS) ARE INCREASINGLY FOCUSED ON NOT ONLY ATTRACTING VISITORS BUT ALSO ENCOURAGING ALL STAKEHOLDERS TO PARTAKE IN ACTIVITIES THAT NURTURE THE WELLBEING OF COMMUNITIES AND THE ENVIRONMENT. SONOMA COUNTY IS ONE SUCH EXAMPLE.”

– MIA TAYLOR, MSN AND TRAVEL PULSE



SUSTAINABILITY AS A MEDIA MAGNET

PAUSE & EFFECT
CAMPAIGN RESULTS
NOV 22 – APR 23





CASE STUDY: MEDLOCK AMES



- NOVEMBER 2022: MEDLOCK AMES BECAME ONE OF ONLY A HANDFUL OF WINERIES IN THE WORLD TO RECEIVE REGENERATIVE ORGANIC CERTIFICATION.
- STARTED BY THE FOUNDERS OF PATAGONIA, THIS CERTIFICATION RECOGNIZES EFFORTS TO GO FAR BEYOND BEING MERELY ORGANIC INCORPORATING THE CONCEPTS OF SOIL HEALTH AND WORKER FAIRNESS.
- REGENERATIVE ORGANIC CERTIFICATION ALLOWS MEDLOCK AMES TO DEMONSTRATE THAT THEY ARE GOOD STEWARDS OF THE LAND AND THEIR PEOPLE, AND IN THE PROCESS HELPS THEM COMBAT CLIMATE CHANGE BY TAKING CARBON DIOXIDE OUT OF THE ATMOSPHERE AND PUTTING IT IN THE SOIL IN THE FORM OF ORGANIC MATTER.
- BENEFITS INCLUDE IMPROVING WATER QUALITY, DECREASING THE NEED TO IRRIGATE, REDUCING INCIDENCE OF DISEASE AND PESTS, AND EVEN MAKING BETTER WINES.



CASE STUDY: MEDLOCK AMES



Medlock Ames

20 YEARS OF WINE FROM BELL MOUNTAIN

North Bay Business Journal
edition 64°
Northgate mall redevelopment plan advances
Larkspur approves rent control ordinance
New cannabis tax measure proposed for Sausalito
lawmakers vote to fast-track low-income housing on
NASA technology can spot wine grape disease from the sky
graphic designer watches her creations in 'Barbie'

Stay Informed
Get Connected
Celebrate Success

Medlock Ames is first Regenerative Organic Certified winery in Sonoma County

Get your FREE 24-month subscription!

Trope Group
WORKSPACES THAT WORK
MillerKnoll
CHAIRS & DESKS

MOST POPULAR

- Guy Fieri bringing 30 of his chef friends to Sonoma County for star-studded Maui fundraiser
- 66 California stores could be sold as part of Kroger-Albertsons merger
- 'Echoed by many people': Vineyard owner sues Napa County over well permit policy
- Upgrades planned for Farmhouse Inn after sale to wine mogul
- 2 large Windsor projects put on hold following 'economic issues'

NBBJ Events & Nominations

SLIDE 1 OF 9
Medlock Ames co-owner Ames Morrison, does not till between rows and allows cover crops, like Queen Anne's lace, to grow during the summer. The estate vineyard, east of Healdsburg, received the first Sonoma County Regenerative Organic Certification. Photo taken Thursday, Aug. 12, 2023. (John Burgess / The Press Democrat)

SARAH DOYLE
THE PRESS DEMOCRAT

Share this article

The New York Times
TRAVEL

In Sonoma County, 'Regenerative Agriculture' Is the Next Big Thing

Carbon sequestration, pollinator habitat restoration and simple composting: An increasing number of the region's winegrowers are going beyond sustainability. Here's how to see, and taste, the fruits of their labors.

Share full article

Cabernet grapes growing on Medlock Ames, a small estate vineyard in Healdsburg, Calif. Justin Henry for The New York Times



Q AND A



CONTACT US

PUBLICRELATIONS@SONOMACOUNTY.COM



WE WANT TO HEAR FROM YOU

- BUSINESS MILESTONES, SPECIAL OFFERS, PROMOTIONS, NOTEWORTHY NEWS, BUZZWORTHY EVENTS, EXPERIENCES, COLLABORATIONS





MEDIA HANDBOOK

- SHARED WITH INCOMING JOURNALISTS
- FEATURES PARTNER DEALS AND INCENTIVES EXCLUSIVELY FOR VISITING JOURNALISTS
- CHANCES TO BE INCLUDED IN MEDIA COVERAGE ARE HIGHER WHEN PARTNERS OFFER TO HOST JOURNALISTS

SONOMA COUNTY
TOURISM
MEDIA HANDBOOK

SONOMA COUNTY
• CALIFORNIA •
LIFE OPENS UP



PUBLIC RELATIONS COVERAGE REPORT

- HIGHLIGHTS SCT'S EARNED PUBLIC RELATIONS EFFORTS.
- FEATURES PARTNER MEDIA COVERAGE (NATIONAL AND INTERNATIONAL).
- E-MAIL NEWSLETTER SENT TO PARTNERS EVERY 2 WEEKS (VARIES BASED ON THE AMOUNT OF COVERAGE EARNED DURING THAT PERIOD).



IN THE NEWS

Dear Partners,

We are pleased to share this PR Coverage Report. This report highlights our public relations efforts and spotlights various earned media coverages that have been published globally during the past 2 weeks.

While you would never know it by looking at a thermometer, the summer season officially ends in less than 3 weeks. The harvest season has begun in parts of Sonoma County and the good news is media interest in our beautiful destination is increasing at an exceptionally beautiful time of year.

The best way to highlight your business is to send news and information to publicrelations@sonomacounty.com for inclusion in our pitches, [media handbook](#), and [press announcements](#).

Are you planning to attend Sonoma County Tourism's **Annual Meeting on Tuesday, September 12** at 1:00 pm at Sonoma State University? If not, you should! [You can register here](#). We hope you'll join us for an afternoon of information intended to elevate your brand and drive business.

As always, please let us know if you have any questions or how we can be of service.

Enjoy the coverage below.

Biaai, Chris, and A.J.

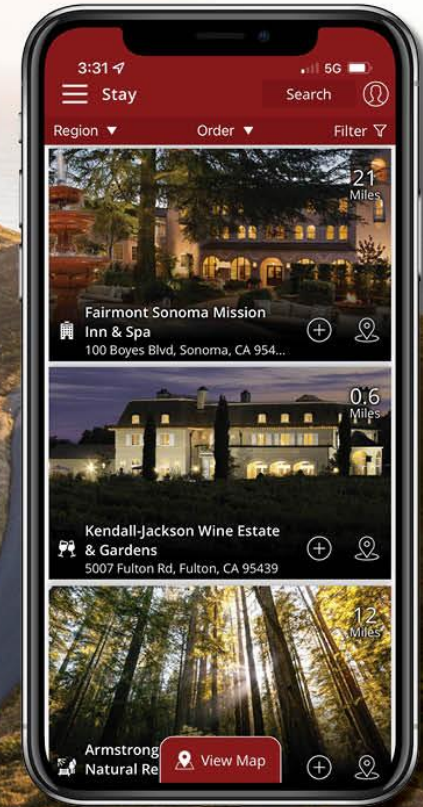
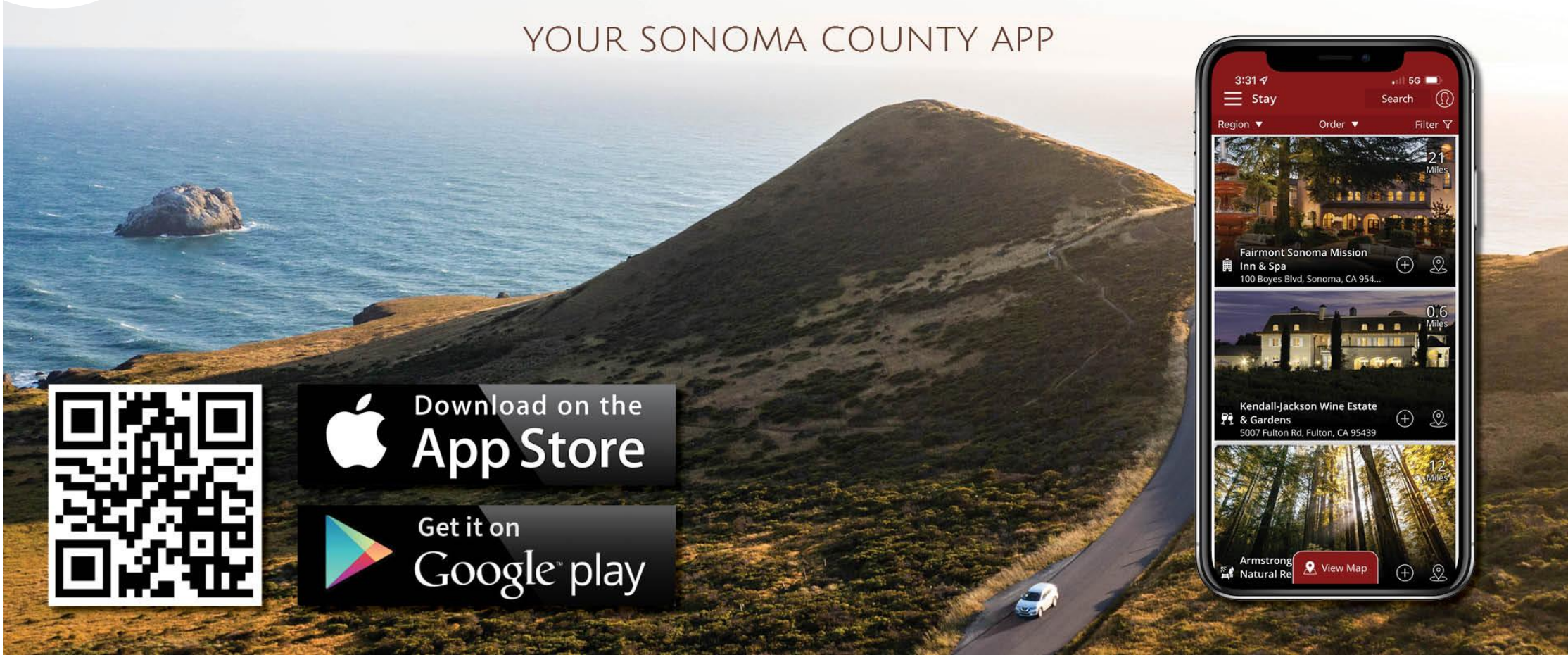


SONOMA COUNTY

• CALIFORNIA •

LIFE OPENS UP[®]

YOUR SONOMA COUNTY APP



Download on the
App Store

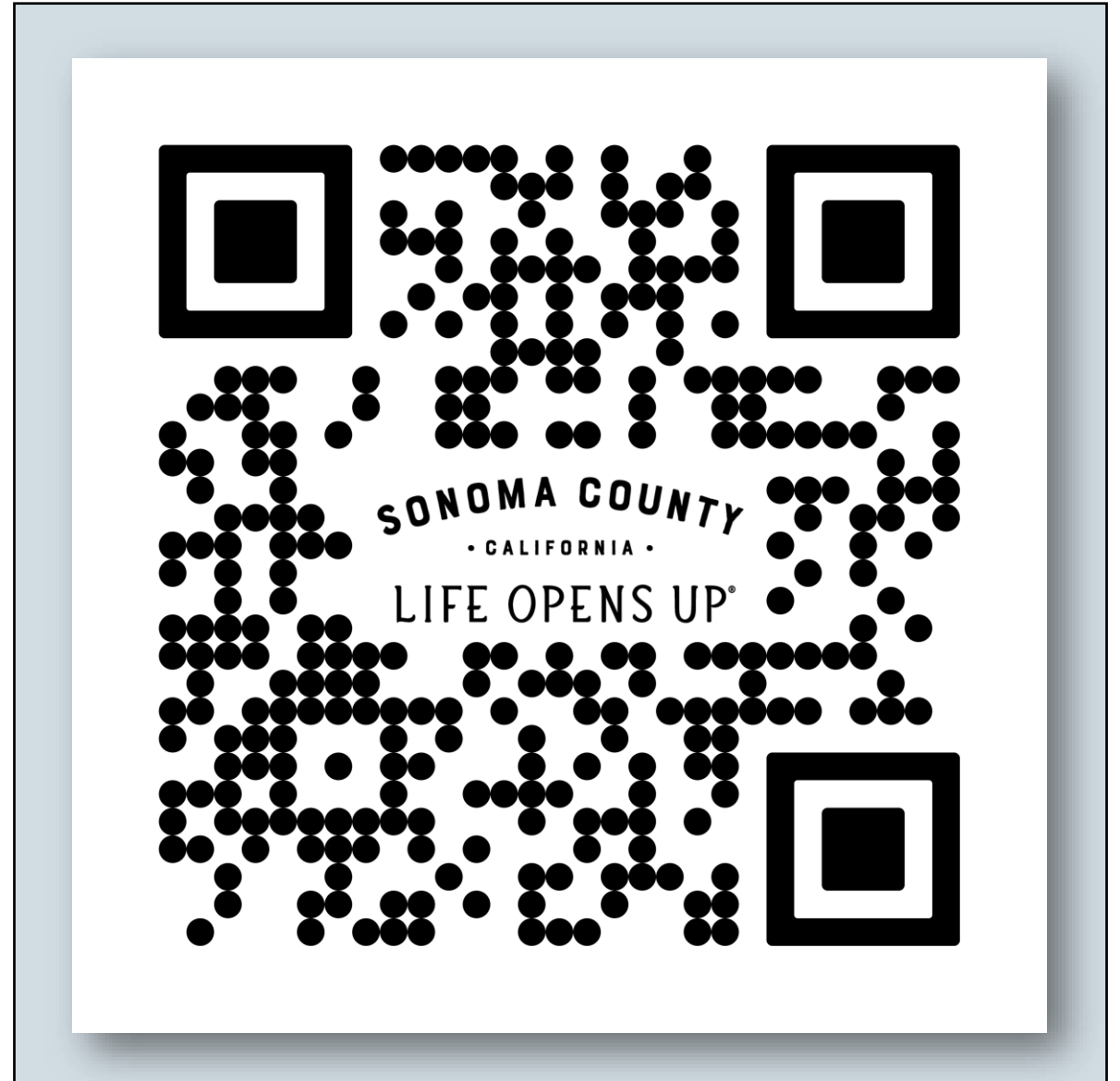


Get it on
Google play

PARTNER COMMUNICATION TOOLKIT

PAUSE & EFFECT – KEY PR MESSAGES

MAY 1 – OCTOBER 31, 2023





THANK YOU

THANK YOU

SONOMA COUNTY

• CALIFORNIA •

LIFE OPENS UP