



**Adding an Offer for the
Journalist Handbook
For Media Visits**

www.SonomaCounty.com

**Sonoma County Tourism
400 Aviation Blvd.
Santa Rosa, CA 95403
707-522-5800**

Adding your offer for the Journalist Handbook on the SCT Partner Extranet

Because you make Sonoma County a desirable travel destination, we want you to be involved in our efforts to attract more media, resulting in positive travel stories being generated worldwide. See recent Sonoma County coverage [here](http://www.sonomacounty.com/sonoma-county-news) (<http://www.sonomacounty.com/sonoma-county-news>)

This is your chance to showcase your business to an even larger number of journalists. Those who receive the handbook have been qualified by our PR team and will contact you directly to redeem the offers. (See a sample offer below)

To add an offer, you will need to have access to the Partner Extranet. If you do not have a login, or if you need help with the extranet, please contact Beth Snow at 707-522-5811 or bsnow@sonomacounty.com.

For questions relating to media requests, please contact Birgitt “Biggi” Vaughan, Public Relations Manager at 707-522-5826 or bvaughan@sonomacounty.com.

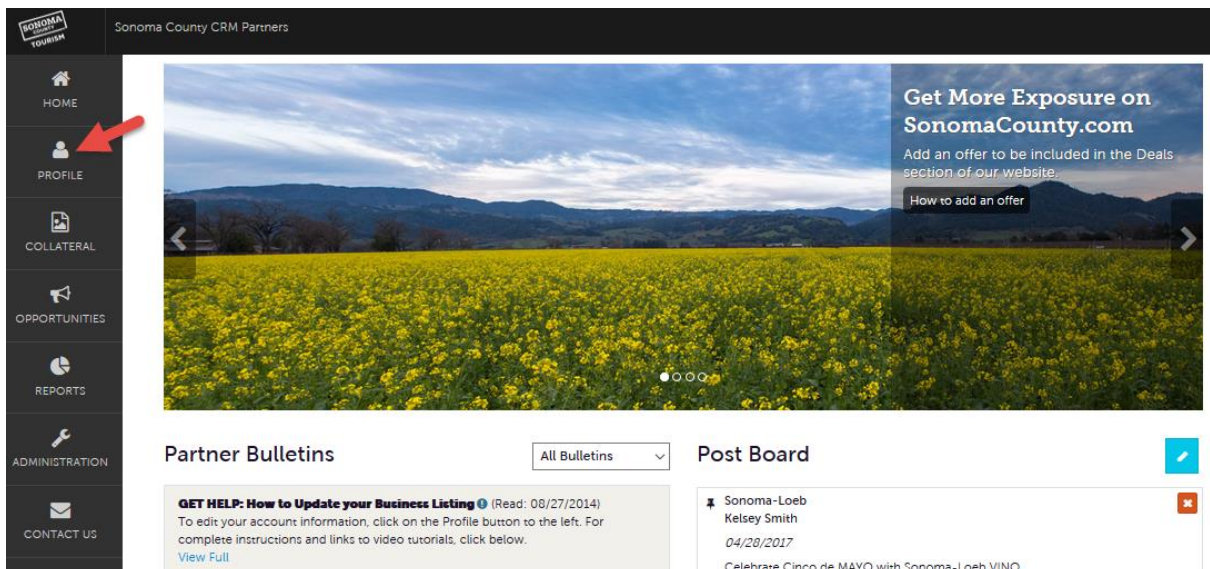
Thank you for your support in hosting journalists and helping to bring more visitors to Sonoma County.

Logging into the Extranet:

The first time you log in to the Partner Extranet, you will be able to change your password. If you lose your password, you can reset it on the Login screen, or email bsnow@sonomacounty.com to have it reset.

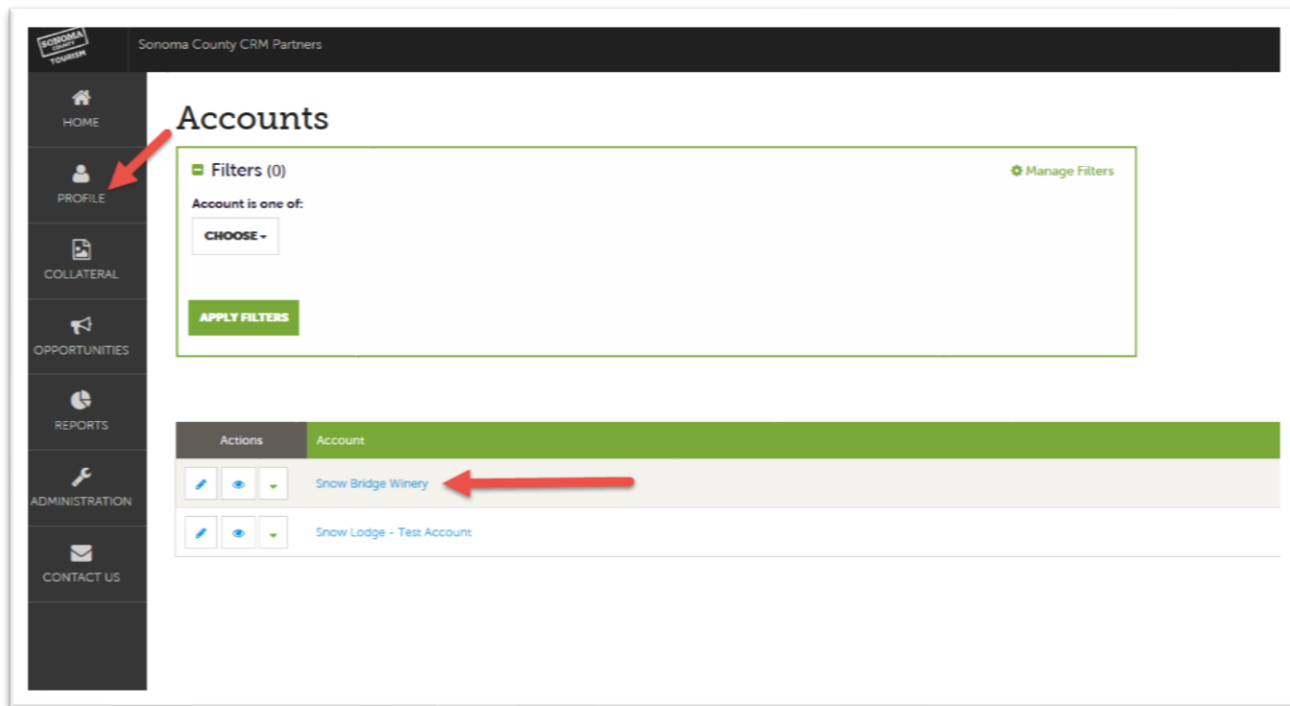
Once logged into your account, you will see Partner Bulletins, Post Board and a column of icons on the left of the screen.

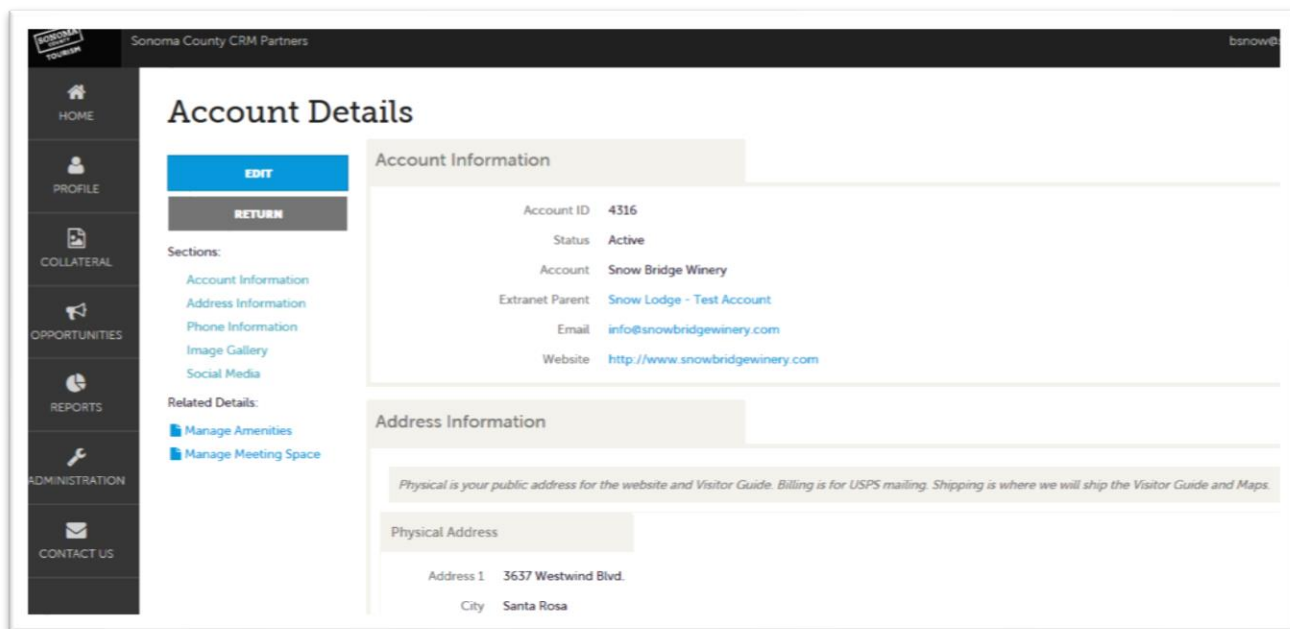
To access your account, click on **Profile** (second icon from the top) and then **Accounts**.



Account Details:

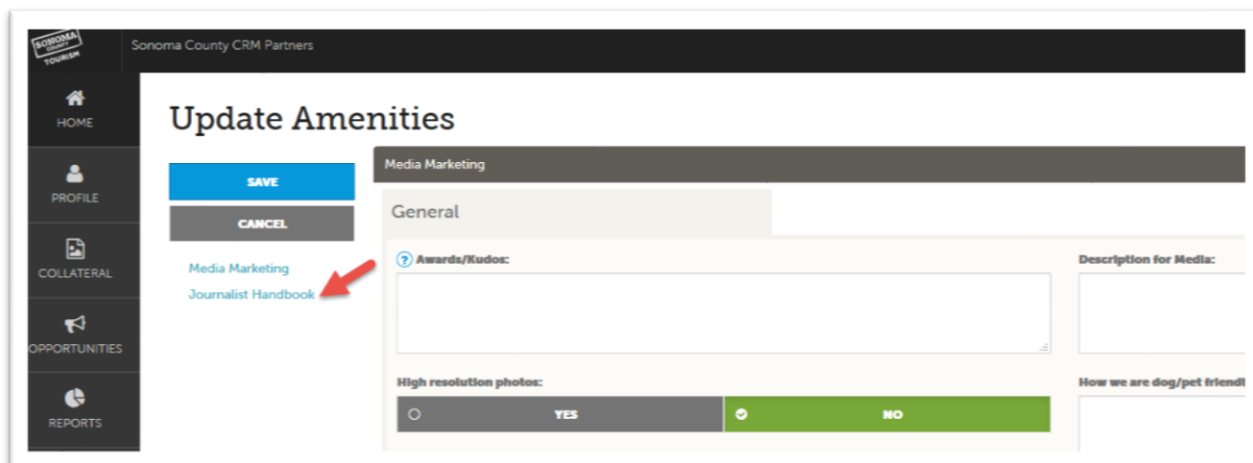
Your account details are found in the “Accounts” page of your Member Profile. Some profiles are associated with multiple business accounts, so you need to choose which business account you want to look at. Click on the account and review the account details to make sure your address, web URL, business email and phone numbers are correct.





Adding a Journalist Offer:

1. To access the Journalist Offer section, click on “Manage Amenities” in Account Details. A new list of amenities will appear.
2. Click on “Journalist Handbook.” This will take you to the handbook form.
3. Complete the form with as much information as you can. Fields with question marks provide help tips on what to provide. Be sure to save your information.



The screenshot shows a web form for creating a 'Journalist Offer'. At the top, there are buttons for 'SAVE' (highlighted in blue), 'YES', and 'NO'. Below these are 'CANCEL' and 'Journalist Handbook' buttons. The form title is 'Journalist Offer'. It includes several sections: 'Offer Title' with a text box containing 'Reserve Tasting and Tour for Media'; 'Redemptive Instructions' with a text box containing 'Contact the media relations contact by phone or email and reference the Sonoma County Journalists Handbook offer'; 'Offer Text' with a text box containing 'For all journalists we invite you to visit for a free tour and reserve tasting. Walk the grounds of our estate vineyard and learn the history behind the wines. After you explore the cellar and the caves enjoy a private tasting of our wines.'; 'Information About Your Business' with a text box containing 'Family owned and operated for over 30 years, specializing in Pinot Noir and Chardonnay. Underground barrel aging caves and estate vineyards; 100% Solar Powered.'; 'Media Contact (Name)' with a text box containing 'Aubrie Henderson'; 'Media Contact (Title)' with a text box containing 'Marketing and PR'; 'Media Contact (Phone)' with a text box containing '707-522-5800'; 'Media Contact (Email)' with a text box containing 'aubrie@snowwinery.com'; and 'Offer Category' with a dropdown menu set to 'Wineries'.

A few notes:

- Only one offer can be added as a Journalist Offer. If you have several offers, you will need to combine them into one.
- The handbook will be valid from July to June each year. (i.e. July 1, 2018 – June 30, 2019). If you do not make any changes, your current offer will still be used.

Once you have added and saved your offer, it will be reviewed by one of our staff members and will be included in the Journalist Handbook.

That's it, you're all done. Now that you are an expert at using the extranet and updating your information, it would be a good time to check on your photos, business information that displays with your listing in the Amenities section, and to update your contacts. You will find instructions on how to do that in the Bulletin section of the Partner Extranet.

Thank you for adding your Journalist Offer. If you have questions about your offer, please contact Birgitt "Biggi" Vaughan, Public Relations Manager at 707-522-5826 or bvaughan@sonomacounty.com.