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

**Sonoma County Tourism
400 Aviation Blvd, Suite 500
Santa Rosa, CA 95403
707-522-5800**

About the Media Handbook

Sonoma County Tourism's PR Team provides the Media Handbook to the many visiting journalists that cover Sonoma County each year. This is your chance to showcase your business. This travel resource is sent privately as a pdf attachment for travel writers, influencers and other media that are coming to experience Sonoma County, and who have been vetted by our organization. The journalists will contact you directly to redeem the offers.

*We have asked journalists to include in their email to you, "I am a Sonoma County Tourism Media Handbook Preferred Media."

Visiting media review this handbook and contact partners who interest them, and they can curate their own itineraries for their content. It connects you directly to the visiting journalist or influencer and creates an opportunity for valuable publicity.

Offers can be specific, like "30% off best available rate." It can also be more general, so that you are able to customize the experience to the media that have reached out to you.

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>).

To add an offer, you will need to have access to the Hospitality Hub (formerly known as the Partner Extranet).

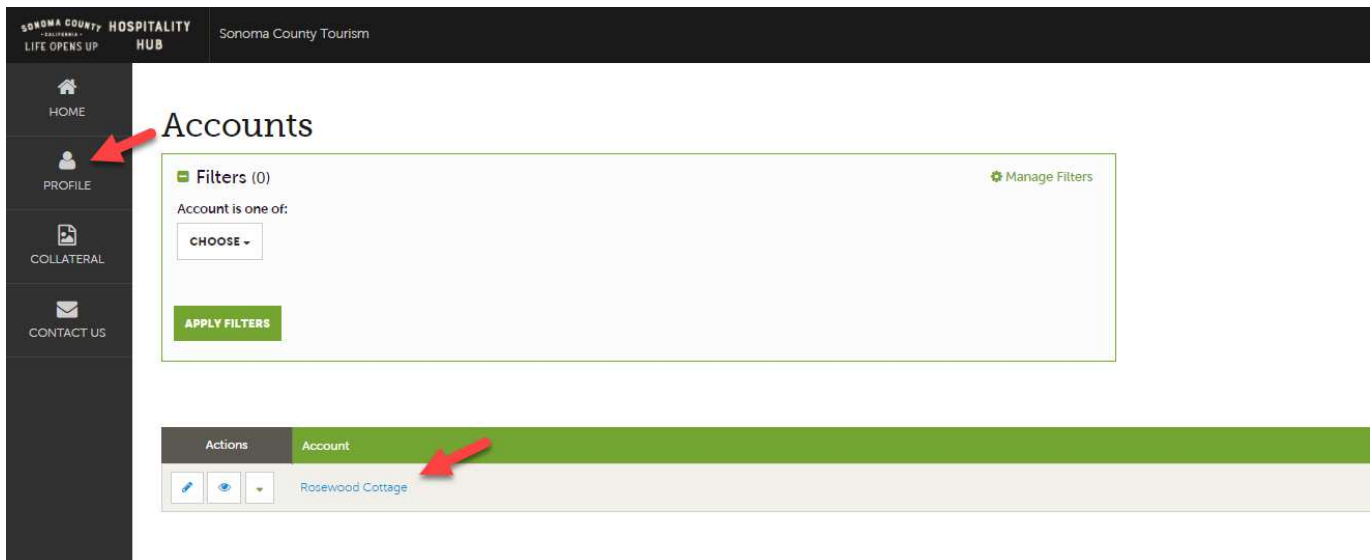
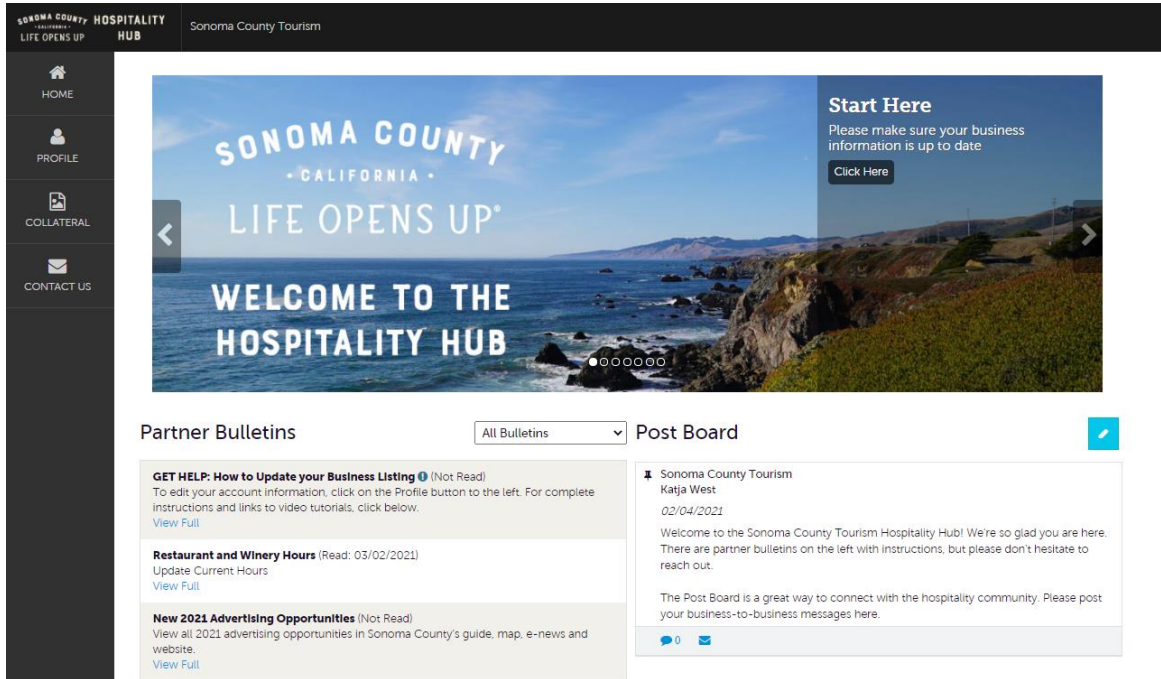
If you do not have a login or if you need help with the Hospitality Hub, please contact Katja West at kwest@sonomacounty.com.

For questions related to media requests, please contact our PR Team:
Birgitt Vaughan, Director of Public Relations: bvaughan@sonomacounty.com
Anna Yan, Public Relations Manager: ayan@sonomacounty.com

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

Logging into the Hospitality Hub:

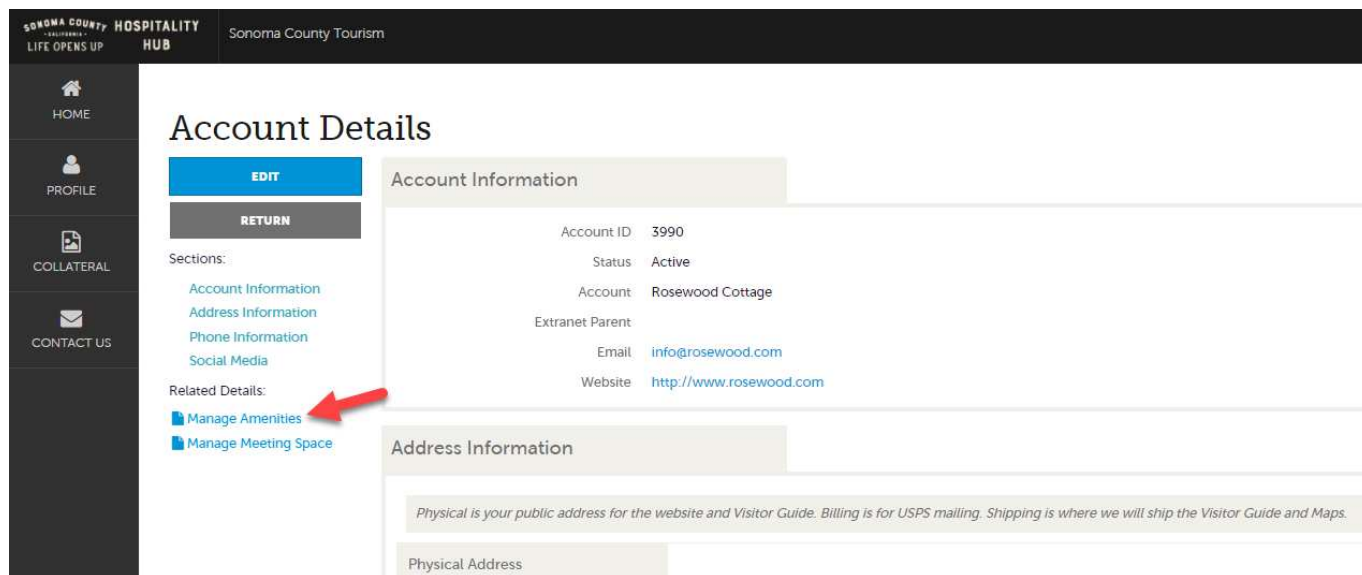
The first time you log in to Sonoma County Tourism’s Hospitality Hub, you will be prompted to change your password. If you lose your password, you can reset it on the Login screen or email kwest@sonomacounty.com to have it reset. Once logged into your account, you will see Partner Bulletins, Post Board, 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:

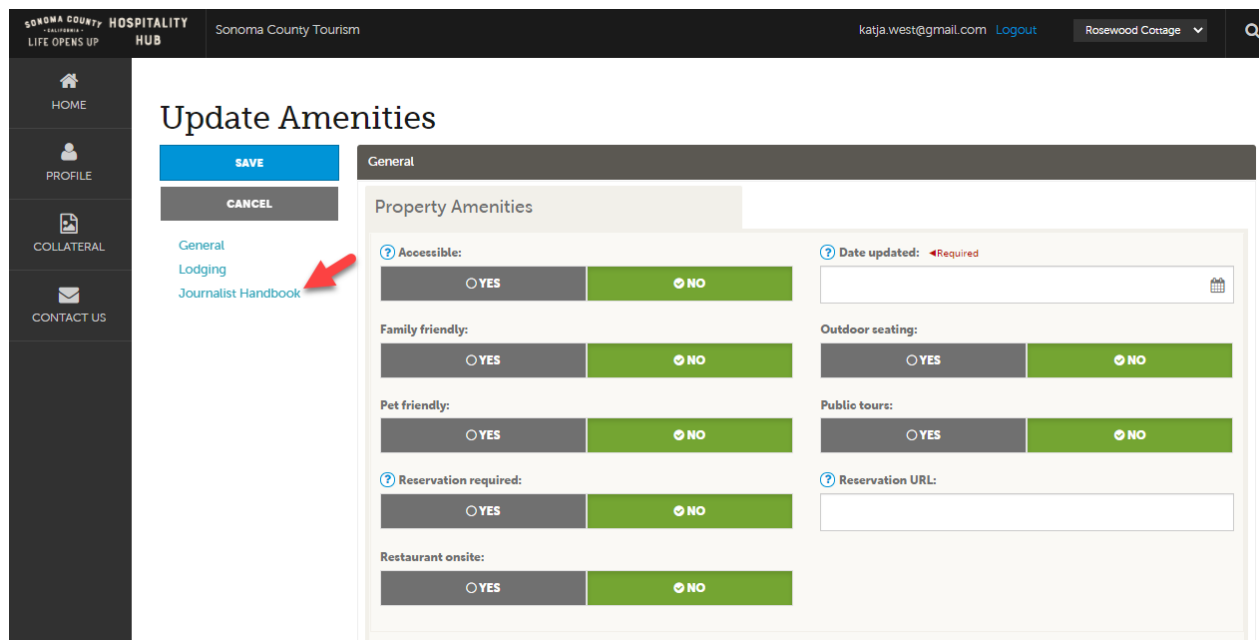
Your account details are found in the “Accounts” page of your Member Profile. Some profiles are associated with multiple business accounts, so you need to choose which business account you want to look at. Click on the account name and review the account details to make sure your address, website URL,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



The screenshot displays the 'Account Details' page for a user. The page is titled 'Account Details' and features a navigation sidebar on the left with options like HOME, PROFILE, COLLATERAL, and CONTACT US. The main content area is divided into sections: 'Account Information' (with an 'EDIT' button), 'Address Information', and 'Related Details'. The 'Account Information' section lists details such as Account ID (3990), Status (Active), Account (Rosewood Cottage), Extranet Parent, Email (info@rosewood.com), and Website (http://www.rosewood.com). The 'Address Information' section includes a note about physical vs. billing addresses and a 'Physical Address' field. The 'Related Details' section contains links for 'Manage Amenities' (highlighted with a red arrow) and 'Manage Meeting Space'. There are also 'SECTIONS' and 'RETURN' buttons.

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.



The screenshot shows the 'Update Amenities' page. The page has a header with 'SONOMA COUNTY HOSPITALITY HUB' and 'Sonoma County Tourism'. The user is logged in as 'kaja.west@gmail.com' and is viewing the 'Rosewood Cottage' account. The page is titled 'Update Amenities' and features a 'SAVE' button and a 'CANCEL' button. The main content area is divided into sections: 'General', 'Property Amenities', and 'Journalist Handbook'. The 'Property Amenities' section includes fields for 'Accessible', 'Family friendly', 'Pet friendly', 'Reservation required', 'Restaurant onsite', 'Date updated', 'Outdoor seating', and 'Public tours'. Each field has a 'YES' or 'NO' radio button. The 'Journalist Handbook' section is highlighted with a red arrow in the sidebar.

2. Click on “Journalist Handbook” or scroll to the bottom. This will take you to the handbook form.
3. Complete the form with the expiration date and the details of the offer. Do not include your business description here. Just include details about what you would like to offer to journalists. Your business description will come from your business listing.

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 through the end of August 2021, which is the projected wrap-up date for our recovery campaign.

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.

Thank you for adding your journalist offer!