



2024 EL DORADO TOURISM SUMMIT

A Primer for Media Recognition

Lee Hodo



Start with a Global Perspective

Appealing to media outside of your community creates long-standing relationships.

Drive new and continuous growth in interest in your product.

Placerville in World Atlas!

Driving new and growing interest from outside the community.



Media

High Touch & High Tech

- TRADITIONAL

- Editors/Producers
- Bloggers & Podcasters
- Journalists

For: Digital Magazines, Print, TV, Radio

- SOCIAL

- Influencers (Instagram, Twitter, Tik Tok)
- You

Traditional Media

- Creates awareness of your brand.
- Assists in establishing your brand's main point-of-difference.
- Reaches a large audience with a broad message.
 - Mission statement & Points-of-Difference
- One-to-many.

El Dorado Eight - Broad Messaging

- "Wines that Touch the Sky - The Alpine Terroir of El Dorado"
 - - RH Drexel, Holy Cow wine newsletter
- "...the producers focusing on fine wines from this region may just seize an opportunity to be California's new kings of cool."

Decanter



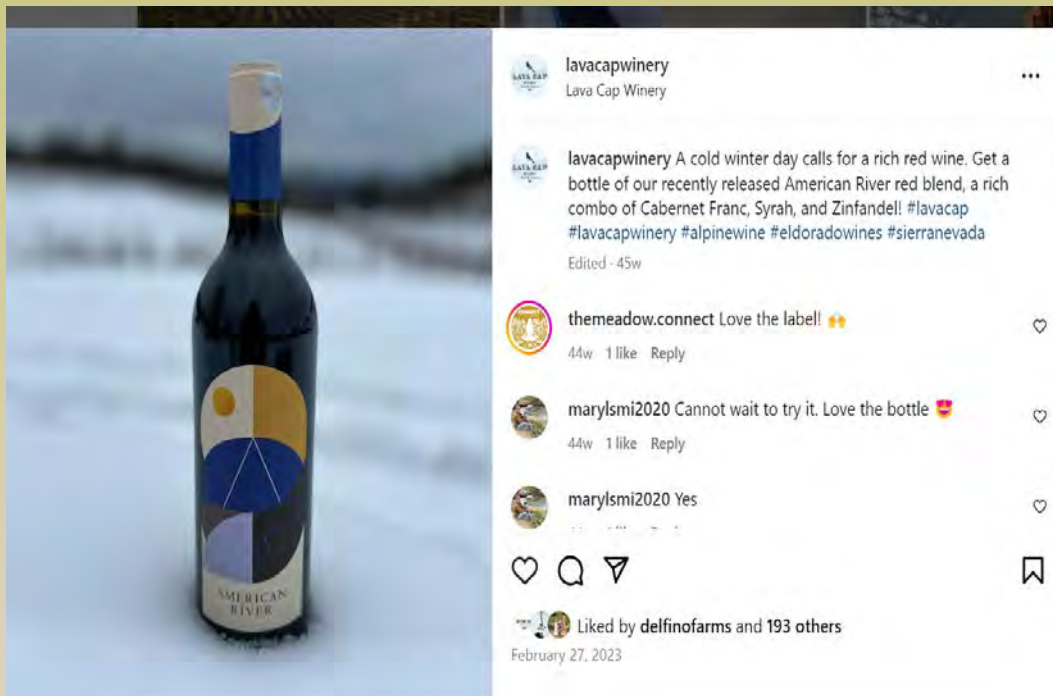
Scaling The Summit In Sierra Highlands

by Mike Dunne | Jun 6, 2023 | Blog | 0 comments

Social Media

- Target a specific audience with a personalized message.
- Used to **drive sales, generate leads, build customer loyalty.**
- In sync with your broad messaging.
- Traditional & Social should work in tandem.

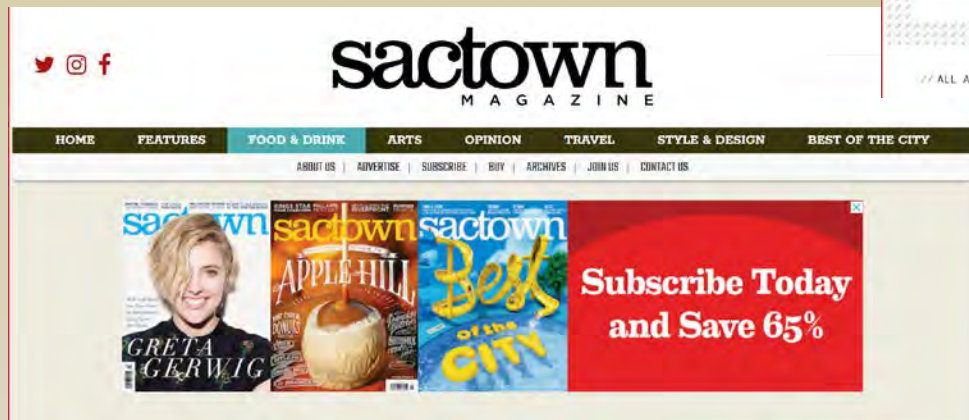
Social Supports Traditional Micro-Messaging



Traditional *Print isn't dead... just digital*



...with more options





YOUR RELATIONSHIP WITH MEDIA

"I think journalism is a great way to do public service to have an impact on your community." - Bob Schieffer

Benefits

- A continual relationship with media keeps your brand/business AND COMMUNITY relevant in the eyes of your target audience/customer.
- Creates a significance that is greater than your competitor.
- Media coverage provides solutions for consumers.
- A free alternative to advertising.

How to Contact & Communicate with Media

- Read a lot!
- LinkedIn
- Instagram, Direct Message and other Social.
- Communicate one-on-one with fresh ideas.
- Press Releases are rarely an option.
- A little time to say a lot – to the point, informative, and compelling.

THAT'S LIFE Mike Twohy

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"Nothing much. Just wanted to warm up on you before I make an important call."

Doing Your Homework

- Develop a good sense of who you are especially in context with your industry.
- Remember a media person has seen the best-of-the-best. Prepare yourself to be exceptional if a member of the media visit/communicate. Up-Your-Game!
- Drill down to those attributes that are unique. If you were to close your business today, what would people miss the most?
- Position yourself as the go-to for future inquiries re: your specific product.

Find Your Points-of-Difference





DESTINATION VS. BUSINESS MEDIA RELATIONS

One Size Doesn't Fit All

Destination Targets:

Food, Travel, Regional Pubs, Special Sections,
Influencers & Traditional

- Hotel/Restaurant, Winery, Recreation, Spa, Farms, Chambers...



Business Targets

Traditional: Biz Journals, Radio, TV, Regional Magazines,
Influencers - Experiential

- Law Offices, Medical Practice, Real Estate, Book Store, Boutique...



Media Rates & Comps

- Accommodations
 - 20% off Rack Rate
 - Pre Screened

- Restaurants

Comped dishes, Corkage waived, Special table

** Work with complementary businesses to create media packages sharing exposure.*

Criteria for Receiving a Rate or Comp

- Check history of what they've written or posted to check legitimacy.
- Check content in order to know audience.
- How many followers, how active are posts?
- Does media rep have an assignment from their editor?

Media Kit/Website Must haves!

- ½ dozen high-resolutions photo images of people and product.
- Jpeg Logo file
- Mission Statement or Product Description
- Unique Data Points (Social media numbers, Guest counts, Geographical advantages.)
- Call to Action: Buy Now, Read More, How to Visit...
- Quote YELP reviews.
- Use a link to either of these every time you communicate.
- Not Recommended: "SALE!" "CLEARANCE" "FREE" on Homepage.

Kick It Up a Notch

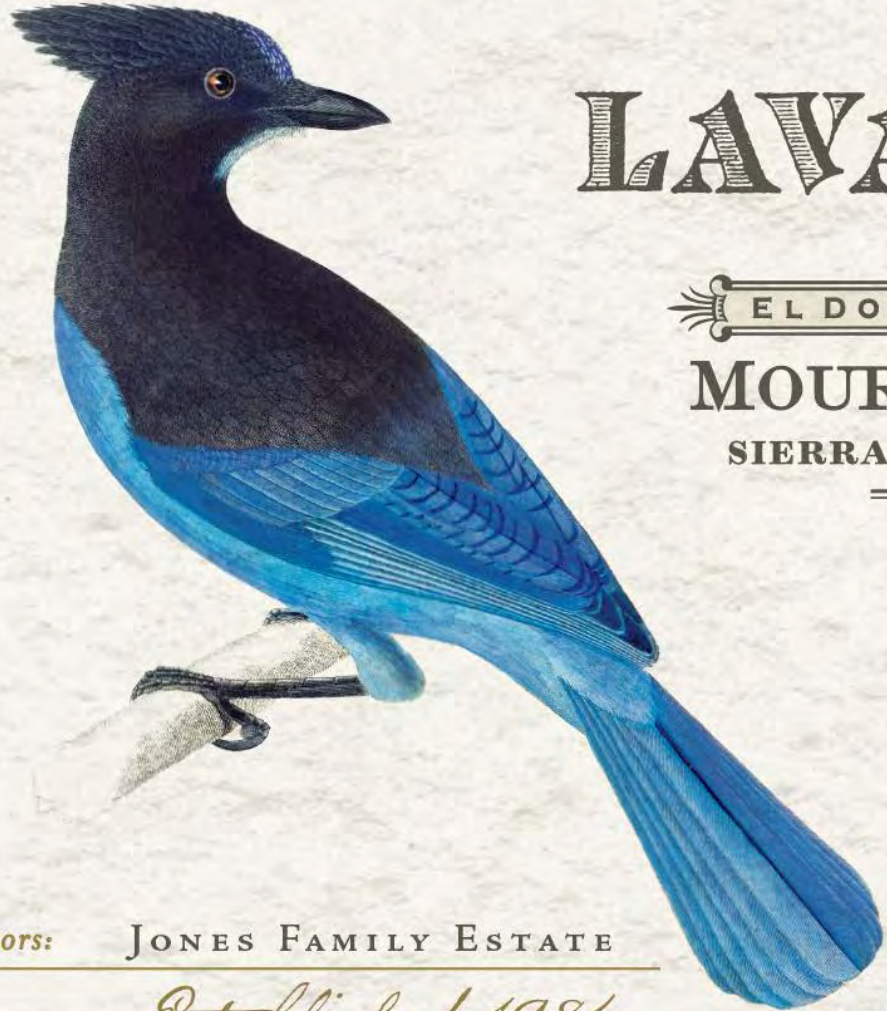
- Never lose a name and contact information.
- If traveling, arrange a meet-up ahead of time.
- Maintain a relationship –
 - Be their go-to for your specific esthetic.



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LAVA CAP



MOURVEDRE

SIERRA FOOTHILLS



Proprietors: JONES FAMILY ESTATE

Established 1986

ALCOHOL 14.6% BY VOLUME

Kevin Jones
Lava Cap Winery

Why Media Relations
Matters