



Report to City of SLO – TBID and PCC
Public Relations Contract
 October 2024

PR ACTIVITY						
Implementation/Proactive Work						
Hosted travel influencer Karina Henry						
Began planning for SoCal Media Mission writer Chanin Victor's upcoming stay						
Began planning for travel writer Martie Bowser's upcoming stay						
Began planning for travel writer Meghan Rose's upcoming stay						
Began planning for travel writer Noel Burgess's upcoming stay						
Met with Charlotte Alexander , founder and manager of SLO Review						
Continued planning for SoCal Media Mission writer Brandon Hernandez's upcoming stay						
Continued working with the City and Noble Studios/DCI on overall tourism marketing campaign						
Responsive leads						
Pitched "Alternative Road Trips" and "Professional Meetings and Events: Team Building for Sunseekers" story ideas to Visit California						
Partnerships						
Hosted travel influencer Corey Marshall in partnership with Petit Soleil						
Began planning for Buy Local Bonus						
Participated in Visit SLO Vision strategic planning meeting						
Implemented PR efforts for ARTober						
Attended and hosted ARTober media at the grand opening of The SLO Film Center at the Palm Theatre						
Continued working on PR transition and onboarding of Uniquely Driven						
PUBLICATION	PLACEMENTS	UVPM	AD VALUE	PILLARS	RESULT OF	
YAHOO LIFESTYLE	Perfect 3-Day Weekend in San Luis Obispo: Hiking, Wine Tasting, and Cal-Coasting	420,280,000.00	\$34,344.70	Cultural	MEDIA HOSTING	
MEN'S JOURNAL	Perfect 3-Day Weekend in San Luis Obispo: Hiking, Wine Tasting, and Cal-Coasting	5,667,362.00	\$2,406.24	Cultural	MEDIA HOSTING	
INSTAGRAM	@karinahenry SLO Instagram Story	130,000.00	\$1,300.00	Cultural	MEDIA HOSTING	
YAHOO NEWS	ARTober in SLO highlights 5 different non-profit arts and culture organizations	180,340,000.00	\$156,947.30	Support Local	PROACTIVE PITCHING	
KSBY	ARTober in SLO highlights 5 different non-profit arts and culture organizations	478,000.00	\$39.54	Support Local	PROACTIVE PITCHING	
KRUSH	ARTober: SLO Rep Theatre			Support Local	PROACTIVE PITCHING	
KRUSH	ARTober: SLO County Arts Council			Support Local	PROACTIVE PITCHING	
KRUSH	ARTober: San Luis Obispo Museum of Art			Support Local	PROACTIVE PITCHING	
KRUSH	ARTober: History Center of San Luis Obispo County			Support Local	PROACTIVE PITCHING	
KRUSH	It's ARTober in SLO!			Support Local	PROACTIVE PITCHING	
KCBX	SLO highlights National Arts and Humanities Month with series of ARTober events	22,000.00	\$1.21	Support Local	PROACTIVE PITCHING	
MUSTANG NEWS	ARTober invites you to a month-long celebration of the arts and humanities	1,000.00	\$0.12	Support Local	PROACTIVE PITCHING	
SLO REVIEW	ARTober Kicks Off in SLO			Support Local	PROACTIVE PITCHING	
SLO REVIEW	October Newsletter			Beer/Wine	PROACTIVE PITCHING	
SLO REVIEW	A Scary (But Cool!) Good Time			Support Local	PROACTIVE PITCHING	
YAHOO NEWS	SLO has one of the coolest film festivals in the world, magazine says. Here's why	180,340,000.00	\$156,947.30	Cultural	PROACTIVE PITCHING	
TIMES OF INDIA	Coastal Getaways: A scenic road trip through California's Central Coast	31,130,000.00	\$2,007.63	Outdoor	PROACTIVE PITCHING	
WTOP NEWS	22 Top Romantic Getaways in California	4,150,000.00	\$203,504.00	Cultural	PROACTIVE PITCHING	
MICHELIN GUIDE	A Guide to California's Central Coast	3,600,000.00	\$285.61	Cultural	PROACTIVE PITCHING	
FODOR'S TRAVEL	The 15 Best Drive-In Movie Theaters in America	1,920,000.00	\$509.88	Family	PROACTIVE PITCHING	
TOPS	Top 30 Colleges for Students Who Love the Outdoors	1,370,000.00	\$79.56	Cal Poly	PROACTIVE PITCHING	
TOTALS						
		20	829,428,362.00	\$558,373.09		
		TOTAL YTD	1,510,593,563.00	\$192,780.70		
		68	2,340,021,925.00	\$751,153.79		