



October 23, 2012

To: **Backcountry Pictures** – David Vassar and Sally Kaplan

Fr: **Landis Communications Inc.** – David Landis, Gretchen Krueger and Jordana Heinke

Re: **Wrap-up Report**

The following report details activities and accomplishments of **Landis Communications Inc.** (LCI) on behalf of **Backcountry Pictures/California Forever.**

Media Coverage

Feature Print and Online

- **The Huffington Post** (Unique Monthly Visitors: 34.35 million) – Secured placement of opinion piece in HuffPo blog, August 3.
- **C California Style Magazine** (Circulation: 580,000/Unique Monthly Visitors: 4,000) – Secured coverage with large photo in September issue (Culture section).
- **San Francisco Chronicle** (Circulation: 296,000) – Secured coverage in Fall TV Preview, Sept. 9
- **San Francisco Chronicle** (Circulation: 229,000) – Secured review with photo, Sept. 11
- **North County Times** (Circulation: 80,400) – Secured placement of opinion piece, July 23.
- **Oakland Magazine** (Circulation: 25,000) – Secured coverage with photo in September/October issue.
- **SF Weekly** (Circulation: 116,000) – Secured feature coverage with photos, Sept. 4
- **SF Examiner** (Circulation: 92,860) – Secured feature coverage with photos, Sept 8.
- **Monterey County Herald** (Circulation: 24,750) – Secured review with photos, Sept. 7
- **Sonora Union Democrat** (Circulation: 10,300) – Secured front page feature story with photos, Aug. 29
- **San Francisco Bay Crossings** (Circulation: N/A) – Secured two-page feature spread with three photos in both the print and online version of the September issue.
- **The Pine Tree.net** (Unique Monthly Visitors: 17,540) – Secured video interview/feature coverage, Sept. 15
- **The Pine Tree.net** (Unique Monthly Visitors: 17,540) – Secured placement of opinion piece, July 17
- **Digital Journal** (Unique Monthly Visitors: 326,800) – Secured placement of opinion piece, Aug. 10.
- **The Third Report** (Unique Monthly Visitors: 1,270) – Secured placement of opinion piece, Aug. 10.
- **History LA Blog** (Unique Monthly Visitors: N/A) – Secured blog post with embedded preview clip, Aug. 25.

- **Funorangecountyparks.com** (Unique Monthly Visitors: 8,000) – Secured blog post, Aug. 30.
- **Antelope Valley Press** (Circulation: 19,000) – Secured column mention, Sept. 7.
- **Calaveras Enterprise** (Circulation: 27,000) – Secured coverage with photo, Aug. 31.
- **The City Project** (Unique Monthly Visitors: about 220) – Secured coverage with a photo, Sept. 6.
- **OurExcellentAdventures.com** (Unique Monthly Visitors: n/a) – Secured brief mention, Sept. 3 with trailer.

Broadcast

- **The California Report Magazine Show/KQED** (Weekly Listeners: 567,000. Syndicated radio show carried by more than 30 public radio stations across California) – Secured interview, aired on August 31 and through weekend. Times varied by station.
- **Air Talk with Larry Mantle/KPCC** (Weekly Listeners: 165,000) – Secured radio interview, Sept. 3.
- **Good Day Sacramento/KMAX** – (Daily Nielsen rating: 2.1) - Secured live on-camera interview with morning anchors of TV news station, aired Sept. 3 in the 8 am news hour.
- **Comcast Newsmakers** (Daily viewers: n/a) – Secured interview airing on rotation on Channel 104 as of August 16.
- **Treehuggers International/KBZT-FM, San Diego** (Listeners: n/a) – Secured interview with Tommy Hough, aired on August 26 and streamed online.
- **Hill and Dale Show** (Weekly listeners: 5,000) – Secured live interview on LA Talk Radio, Sept. 12.
- **Manzanita Voices** (weekly listeners: n/a) – Coordinated taped interview with Sally, aired Sept. 9.

Screenings/Calendar Listings Print and Online

- **San Francisco Bay Guardian** (Circulation: 135,000) – Secured coverage of screening with photo, Sept. 5.
- **Marin Independent Journal** (Circulation: 27,027) – Secured coverage of screening in print and online, Sept. 7.
- **Marin Magazine** (Circulation: 36,000) – Secured coverage of screening, Sept. issue.
- **SFGATE.com** (Unique Monthly Visitors: 2.8 million) – Secured event listing for Aug. 3 Cal Academy programming, July 19
- **Bay Nature.org** (Unique Monthly Visitors: 5,768) - Secured event listing of San Rafael programming, July 12.
- **CBS San Francisco** (Unique Monthly Visitors: 313,200) – Secured event listing of Cal Academy programming, July 12
- **San Jose Mercury News** (Unique Monthly Visitors: 1.38 million) – Secured event listing for Aug. 3 Cal Academy programming, July.
- **The Bay Citizen** (Unique Monthly Visitors: 19,366) – Secured coverage of screening, Sept. 18.
- **LA.com** (Unique Monthly Visitors: 63,200) – Secured coverage of Sony screening, July.
- **Pacific Sun** (Circulation: 22,000) - Secured event listing of San Rafael programming, September 7.
- **Marinmagazine.com** (Unique Monthly Visitors: 7,776) – Secure coverage of Cal Academy programming, July 12.
- **Eventful.com** (Unique Monthly Visitors: 1.5 million) – Secured event listing for Sony screening, July.
- **Eventful.com** (Unique Monthly Visitors: 1.5 million) – Secured event listing for Aug. 3 Cal Academy programming, July.

- **Eventful.com** (Unique Monthly Visitors: 1.5 million) – Secured event listing for Aug. 18/19 Cal Academy programming, July.
- **Zevents.com** (Unique Monthly Visitors: 1.13 million) – Secured event listing for Sony screening, July.
- **Zevents.com** (Unique Monthly Visitors: 1.13 million) - Secured event listing for Aug. 3 Cal Academy programming, July.
- **Zevents.com** (Unique Monthly Visitors: 1.13 million) - Secured event listing for Aug. 18/19 Cal Academy programming, July.
- **Utsandiego.com** (Unique Monthly Visitors: 567,000) – Secured event listing for SDNHM screening, July.
- **Daybook.com** (Unique Monthly Visitors: 1,000) – Secured event listing for Aug. 3 Cal Academy programming, July.
- **Daybook.com** (Unique Monthly Visitors: 1,000) – Secured event listing for Aug. 18/19 Cal Academy programming, July.
- **TreehuggersIntl.com** (Unique Monthly Visitors: 1,000) – Secured feature article, Aug.
- **Air talk with Larry Mantle** (Unique Monthly Visitors: 97,365) – Advance promo for interview, Aug. 30.
- **KPCC/Crawford Family Forum** (Unique Monthly Visitors: 97,365) – Event listing for forum, Aug. 12
- **Tiburon TV.com** (Unique Monthly Visitors: n/a) – Secured event listing, September 5.
- **Roadrunner.com** (Unique Monthly Visitors: 1.9 million) – Preview of Monterey County Herald story, Sept. 8.
- **Berkeleyside.com** (Unique Monthly Visitors: 11,000) – Event listing for Horace Albright lecture, Sept. 7.
- **CBSSacramento/sacramento.cbslocal.com** (Unique Monthly Visitors: 371,594) – Sept. 3 interview posted online.
- **Hill and Dale/Iatalkradio.com** (Unique Monthly Visitors: 5,000) – Advance promo for upcoming interview, Sept. 5
- **Creativeplanetnetwork.com** (Unique Monthly Visitors: 18,417) – Advance listing for show, June 14.
- **CalAcademy.org** (Unique Monthly Visitors: 63,838) – Secured event listing, Aug.

Distributed Press Releases via Business Wire

Long lead online postings on 6/5/12: 352

Short lead online postings for CA only on 8/1/12: 367

Short lead online postings for national on 9/10/12: 362

Highlights from Three Distributions:

National

- [Yahoo! Finance](#) (Unique Monthly Visits: 129.5 million)
- [MarketWatch](#) (Unique Monthly Visits: 14.2 million)
- [International Business Times](#) (Unique Monthly Visits: 2 million)
- [Boston Globe](#) (Unique Monthly Visits: 8.7 million)

San Francisco Market

- [SFGate.com](#) (Unique Monthly Visits: 9.4 million)
- [San Jose Mercury News](#) (Unique Monthly Visits: 3 million)
- [Contra Costa Times](#) (Unique Monthly Visits: 650,200)
- [Inside Bay Area](#) (Unique Monthly Visits: 500,000)

- [KGO-TV San Francisco](#) (Unique Monthly Visits: 7.9 million)
- [San Luis Obispo Tribune](#) (Unique Monthly Visits: 194,000)
- [Santa Cruz Sentinel](#) (Unique Monthly Visits: 536,000)
- [Oakland Tribune](#) (Unique Monthly Visits: 605,000)

Southern California

- [Press Enterprise](#) (Unique Monthly Visits: 1 million)
- [Sign On San Diego](#) (Unique Monthly Visits: 2.2 million)
- [San Bernardino Sun](#) (Unique Monthly Visits: 250,000)
- [CBS 2/KCAL 9 Los Angeles](#) (Unique Monthly Visits: 5,700)

Sacramento Market

- [Sacramento Bee](#) (Unique Monthly Visits: 2.8 million)

Tweets/Social Media Response from Partner Organizations

- **Angel Island Conservancy**
 - Included in June 8 blog entitled, “Exciting Updates on *California Forever*” – (www.angelisland.org/2012/06/exciting-updates-for-california-forever/).
 - Included on September 9 blog entitled, “Support Angel Island Conservancy – Join us for a Special Screening of *California Forever*” – (<http://angelisland.org/2012/09/support-angel-island-conservancy-join-us-on-september-9th-for-a-special-screening-of-california-forever/>)
- **Anza Borrego Foundation**
 - Blog post on special screening of *California Forever*, July 31.
- **California Mwananchi**
 - Blog post entitled, “*California Forever*: Why State Parks Matter,” posted on September 25.
- **California State Parks Foundation**
 - Numerous Facebook mentions.
 - Included in Parkland newsletter.
 - *California Forever* synopsis and air dates posted in blog post on July 18.
- **California Parks & Recreation Society**
 - Posted about the film in Parks Make Life Better! Facebook page, June 7.
 - Announcement in the June 18 edition of weekly electronic newsletter P&R Weekly.
 - Included on the home page of website (www.cprs.org).
- **The City Project**
 - Posted coverage with a photo, Sept. 6.
- **Daily Hiker**
 - Posted blog entitled, “Preview of California State Parks Film” on April 13.
- **Friends of Palomar Mountain State Park**
 - Notice on website's homepage: <http://www.friendsofpalomarsp.org/>
 - Link to Cal4ever.com on "Videos" page.
- **Friends of Allensworth**
 - Blog post entitled, “*California Forever* premieres on PBS,” posted on September 5.
- **Go Calaveras**
 - Blog post entitled, “Watch This: *California Forever* on PBS” posted in September.
- **Gold Discovery Park Association**

- Posted film synopsis to website in September.
- **Humboldt County Convention**
 - Posted photos and videos on webpage (www.redwoods.info)
- **History, Los Angeles County**
 - Blog post entitled, “*California Forever* on PBS – Our State Parks,” posted on August 25.
- **Save the Redwoods League**
 - Posted listing of *California Forever* special screenings on website in September.
- **Sierra Club of SF Bay Area**
 - Secured organization’s promotional support of *California Forever* and a tweet about the film on August 14
- **Redding.com**
 - Blog post entitled, “California Forever: Why State Parks Matter,” posted on September 25.
- **Whole Life Times**
 - Facebook posting with link to Cal4ever.com.
- **Yosemite News**
 - Blog post on *California Forever* on September 12.

Activities

- Drafted public relations plan
- Developed social media framework and recommendations
- Develop recommended metrics for ROI
- Developed and delivered key messages
- Completed press kit materials – overview, fact sheet, long and short bios for David and Sally
- Drafted and distributed long lead press release via media lists and Business Wire
- Drafted and distributed short lead press release via media lists and Business Wire
- Edited press releases for Business Wire distribution on 9/10
- Distributed screeners and press kits to top tier media
- Drafted and distributed tailored pitch letters
- Edited and submitted opinion piece and side bar to newspapers and media outlets across California
- Conducted media outreach
- Developed targeted long lead and short lead media lists for CA, OR and National media
- Compiled and delivered Biz Wire reports to client
- Secured, coordinated interviews and prepared briefing documents for all interviews
- Updated press release and press materials with new air dates and markets as needed
- Posted event information to online calendars for Culver City, SDNHM, Cal Academy and Marin screenings
- Distributed updated press release to Dallas and Boston papers
- Distributed press release and air dates through Tribune Media Services. Tribune Media Services provides television listings to newspapers and electronic media around the world
- Reviewed *California Forever* website and provided recommendations on content, layout, screen shots and behind-the-scenes photos needed for website and social media platforms
- Researched NGO organizations for outreach and third party endorsements and created database

- Drafted letter for NGO partners
- Reached out to all NGO partners with press release and air dates for social media cross promotion
- Drafted and distributed letter for non-profit partnerships
- Drafted two pitch letters for CA and national PBS affiliates on behalf of KQED
- Drafted article for PBS affiliates
- Created PBS Local Connections Map information
- Conducted conference call with KQED team to discuss program and media outreach
- Provided recommendations to KQED on air dates
- Provided recommendations for screening venues in Los Angeles
- Secured programming spot for *California Forever* at Cal Academy
- Conducted conference calls to coordinated event and details at Cal Academy. Provided DVD screener and screening event details for internal/newsletter promotion to Cal Academy
- Coordinated screening with San Diego Natural History Museum; participated in conf. call
- Drafted and distributed invites to attend LA screening : LA Times, LA Daily News, LA Magazine, Daily Breeze, LA Weekly, OC Register, AP and others
- Drafted and distributed media invite for San Diego and Anza Borrego screenings
- Secured attendance of Christopher Nichols of *Los Angeles* magazine to attend LA screening
- Researched unusual state parks
- Secured additional screening with Crawford Family Forum/KPPC
- Coordinated with UC Berkeley on content and photo needs for Horace Albright Lecture
- Provided recommendations for calling in to Forum re: messaging
- Reviewed “Foreclosing on State Parks” op-ed and provided feedback
- Created expert profiles for Profnet Connect and Source Your City
- Coordinated with Ignite PR, KQED and Once Blind Studios as needed
- Shared KQED comments and recommended next steps
- Contacted Oakland Museum of CA regarding screenings
- Reviewed story ideas provided by BCP
- Updated *California Forever* description for CSPF’s Parkland newsletter
- Conducted kick-off meeting, bi-weekly meetings; created agendas and recapped deliverables
- Drafted and delivered monthly reports
- Viewed *California Forever* films
- Created master contact list
- Attended screening and panel at UCB/Horace Albright Lecture and presentation at Cal Academy

<p>Cumulative Hours Serviced: 198</p>
--

<p>Total Project Hours Budgeted: 198</p>

###