

Working with the SFCVB Public Relations Department

The SFCVB Public Relations Team:

Angela Jackson
Director of Public Relations
ajackson@sanfrancisco.travel
415.227.2603

Tanya Houseman
Media Relations Manager
thouseman@sanfrancisco.travel
415.227.2651

Publicity Alerts:

Publicity alerts are sent out on an “as-needed” basis (usually twice a week) notifying SFCVB members of visiting journalists. If you are interested in hosting journalists during their visit and would like to receive these alerts, please contact to Tanya Houseman, media relations manager, at thouseman@sanfrancisco.travel

The Visiting Journalist Handbook:

The Visiting Journalists Handbook is a reference guide of Bureau members with special offers for visiting journalists depending on the assignment. The guide helps journalists create a personalized itinerary that will best support their particular project. The SFCVB encourages journalists to contact Bureau members directly to build relationships and resources within the San Francisco visitor industry.

This guidebook is organized by member categories. Bureau members may be included in the guide by offering a discount to journalists as well as a PR contact. If interested in having your business included in this guide, please contact to Tanya Houseman, media relations manager, at thouseman@sanfrancisco.travel

Media Section of the SFCVB Web site:

Be sure to visit the media section of the SFCVB website for press releases, the photo library and other resources. http://www.sfcvb.org/travel_media/

Complimentary media lists:

Members may receive the following media lists -- complimentary:

1. Bay Area Travel Writers (complimentary)
2. Bay Area Media (complimentary)
3. The Top 100 Daily Travel Editors is also available in Excel format for \$100.

Inclusion in the monthly “What’s New in San Francisco?” press release:

If you have something new to share about your restaurant (ie new format, renovation, new location), please submit to Cindy Hu, director of editorial services at chu@sanfrancisco.travel for review. Please note that not all submissions will be included. This release is posted on the SFCVB website and distributed to over 4000 International, national, regional and local journalists.

Inclusion in holiday press releases:

If you have a holiday promotion to share (New Year’s; Valentine’s Day; Christmas) please submit to Tanya Houseman, media relations manager, at thouseman@sanfrancisco.travel Please note that not all submissions will be included.

Press clippings:

Press clippings that include mentions of SFCVB members are sent out to members on a quarterly basis.

Member Press Releases

Members may post their press release on the media section of the SFCVB website . http://www.sfcvb.org/travel_media/ for \$100 per release (one page maximum). Each press release will be posted for a maximum of 60 days from date of posting, and be subject to Bureau approval.

PR 101:

- Add SFCVB to your mailing list
- Keep a file of story ideas
- Keep track of the competition (through clipping services)
- Befriend other PR professionals
- Host visiting journalists whenever possible
- Send hand written thank you notes for all articles