



DATE: December 6, 2016

TO: Victoria Cimino, Amy Bassett & Kris Neilsen,
NH Division of Travel & Tourism Development

FROM: Madison Murach
Lou Hammond Group

CC: Sean Layton
Terry Gallagher
Lou Hammond
E.J. Powers
Jeff Mucciarone
Grace Ames
Scott Tranchemontagne

RE: Activity Report – November 2016

Following is a summary of services conducted by Lou Hammond Group on behalf of the NH Division of Travel & Tourism Development for the month of November, 2016.

ACHIEVED CLIPS STATEWIDE:

Total Impression: 107,555,136; Total Media Value: \$1,025,052

- **November 4 – [The Boston Globe](#)**
As a result of pitching, *The Boston Globe* featured both Loon Mountain and Waterville Valley in a story on the best girlfriend ski getaways in New England.
UMV: 232,546
Circulation: 13,946,814
Media Value: \$118,161
- **November 10 – [Associated Press](#)**
“Ski Resorts, Tourism Officials, to Report on Winter Season” was published as a result of the winter forecast announcement and media pitches surrounding the Ski NH reception/expo event. It was picked up in a total of 8 publications nationally.
UMV: 292,861
Media Value: \$1,953
- **November 10 – [Colorado Springs Gazette](#)**

“Ski Resorts, Tourism Officials, to Report on Winter Season” was published as a result of the winter forecast announcement and media pitches surrounding the Ski NH reception/expo event.

UMV: 300,975

Media Value: \$2,008

- **November 10 – [Clay Center Dispatch](#)**

“Ski Resorts, Tourism Officials, to Report on Winter Season” was published as a result of the winter forecast announcement and media pitches surrounding the Ski NH reception/expo event.

UMV: 12,062

Media Value: \$80

- **November 10 – [The Eagle](#)**

“Ski Resorts, Tourism Officials, to Report on Winter Season” was published as a result of the winter forecast announcement and media pitches surrounding the Ski NH reception/expo event.

UMV: 101,748

Media Value: \$679

- **November 10 – [NewsOK](#)**

“Ski Resorts, Tourism Officials, to Report on Winter Season” was published as a result of the winter forecast announcement and media pitches surrounding the Ski NH reception/expo event.

UMV: 602,211

Media Value: \$4,017

- **November 10 – [WCAX](#)**

“Ski Resorts, Tourism Officials, to Report on Winter Season” was published as a result of the winter forecast announcement and media pitches surrounding the Ski NH reception/expo event.

UMV: 208,185

Media Value: \$1,389

- **November 10 – [Washington Times](#)**

“Ski Resorts, Tourism Officials, to Report on Winter Season” was published as a result of the winter forecast announcement and media pitches surrounding the Ski NH reception/expo event.

UMV: 2,310,599

Media Value: \$15,412

- **November 10 – [Reading Eagle](#)**

“Ski Resorts, Tourism Officials, to Report on Winter Season” was published as a result of the winter forecast announcement and media pitches surrounding the Ski NH reception/expo event.

UMV: 152,466

Media Value: \$1,017

- **November 12 – [Union Leader](#)**
 “Mike Cote’s Business Editor’s Notebook: Hey, Boston! Skip Vermont, Ski NH!” was published by Mike Cote following a phone briefing with Vicki at the Ski NH reception. The article also appeared on page D1 of the November 13 print edition.
UMV: 134,886
Circulation: 37,912
Media Value: \$900
- **November 14 – [Concord, NH Patch](#)**
 As a result of winter forecast pitching, “NH Tourism Officials: Strong Winter Season Forecasted” was published by Tony Schinella.
UMV: 4,486,194
Media Value: \$29,923
- **November 14 – [Travel + Leisure](#)**
 As a result of media outreach, Travel + Leisure Online featured Portsmouth, NH as one of America’s Best Towns for the Holidays.
UMV: 7,175,300
Media Value: \$59,794
- **November 15 – [Manchester Ink Link](#)**
 As a result of winter forecast pitching, “NH Expects to See 8.2 Million People Spend \$1.2 Billion on Winter Tourism” was published by Carol Robidoux.
UMV: 140,000
Media Value: \$933
- **November 16 – [Berlin Daily Sun](#)**
 As a result of winter forecast pitching, “New Hampshire Tourism Officials Forecast Strong Winter Season” was published by a staff writer.
UMV: 27,231
Media Value: \$182
- **November 17 – *Hippo***
 As a result of winter forecast pitching, “Bring on the Winter Tourists” appeared in the Quality of Life Index in the print edition.
Circulation: 42,561
Media Value: \$134
- **November 20 – [Orbitz](#)**
 As a result of Michelle Herrmann’s visit to the Granite State last month, Orbitz.com published its Three Perfect Days in Portsmouth feature. The article is an insightful feature that calls out many of the area’s great partners.
UMV: 15,734,042
Media Value: \$47,202.13
- **November 21 – [Associated Press](#)**

Following the list anticipated ski resort opening dates from DTTD and Ski NH, “New Hampshire Ski Areas Announce Opening Days” was picked up in a total of 32 publications nationally.

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Media Value: \$80
- **November 21 - [SeattlePi](#)**
“New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 833,539
Media Value: \$5,560
- **November 21 – [Greenwich Times](#)**
“New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 33,456
Media Value: \$223

- **November 21 – [New Canaan News](#)**
 “New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 13,475
Media Value: \$90
- **November 21 – [Westport News](#)**
 “New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 34,843
Media Value: \$232
- **November 21 – [Fairfield Citizen](#)**
 “New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 18,661
Media Value: \$124
- **November 21 – [San Francisco Gate](#)**
 “New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 9,571,721
Media Value: \$63,843
- **November 21 – [NewsTimes.com](#)**
 “New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 155,691
Media Value: \$1,038
- **November 21 – [San Antonio Express News](#)**
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UMV: 783,469
Media Value: \$5,226
- **November 21 – [Darien News](#)**
 “New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 13,027
Media Value: \$87
- **November 21 – [Stamford Advocate](#)**
 “New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 80,081

Media Value: \$534

- **November 21 – [Connecticut Post](#)**
“New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 766,797
Media Value: \$5,115
- **November 21 – [Washington Times](#)**
“New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 2,310,599
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UMV: 402,560
Media Value: \$3,350
- **November 21 - [WCVB](#)**
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UMV: 690,496
Media Value: \$4,606
- **November 21 – [New Hampshire Public Radio](#)**
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UMV: 52,689
Media Value: \$439
- **November 21 – [Boston.com](#)**
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Media Value: \$444

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“New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.

UMV: 298,809

Media Value: \$1,993

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News regarding NH ski resort opening dates was broadcast during the 5am news and again at 6am.

Combined Viewership: 84,235

Combined Media Value: \$562

- **November 27 – [The Boston Globe](#)**

As a result of pitching, The Boston Globe featured the Monadnock region’s Currier and Ives Cookie Tour in their “Here, There, and Everywhere” column.

Circulation: 232,546

UMV: 13,946,814

Media Value: \$118,161

- **November 29 – [The Boston Herald](#)**

As a result of Moira McCarthy attending the Boston Ski Event where Ragged Mountain Resort was discussed, The Boston Herald featured an online story titled, “McCarthy: Make-up season on tap for skiers, riders.”

UMV: 3,227,734

Media Value: \$21,518

- **November 30 – [Parents Magazine](#)**

As a result of pitching, Parents.com (featured Santa’s Village in Jefferson NH and the Ice Castles in Lincoln, NH in a roundup titled, “22 Places to Take Kids Over the Holidays.”

UMV: 2,817,938

Media Value: \$23,482

- **November 30 – [USAToday.com](#)**

As a result of pitching, USAToday.com featured Cosmic Tubing at Granite Gorge Ski Area in a story titled, “Winter adventures: 10 unique activities to try this season.”

UMV: 25,446,800

Media Value: \$441,078

ACHIEVED CLIPS BY REGION:

DARTMOUTH - LAKE SUNAPEE – Impressions: 29,280,796; Media Value: \$195,656

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GREAT NORTH WOODS – Impressions: 4,868,784; Media Value: \$32,072

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MERRIMACK VALLEY – Impressions: 8,096,518; Media Value: \$53,590

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WHITE MOUNTAINS – Impressions: 46,278,094; Media Value: \$337,299

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“Ski Resorts, Tourism Officials, to Report on Winter Season” was published as a result of the winter forecast announcement and media pitches surrounding the Ski NH reception/expo event.
UMV: 152,466
Media Value: \$1,017
- **November 12 – [Union Leader](#)**
“Mike Cote’s Business Editor’s Notebook: Hey, Boston! Skip Vermont, Ski NH!” was published by Mike Cote following a phone briefing with Vicki at the Ski NH reception. The article also appeared on page D1 of the November 13 print edition.
UMV: 134,886
Circulation: 37,912
Media Value: \$900
- **November 14 – [Concord, NH Patch](#)**
As a result of winter forecast pitching, “NH Tourism Officials: Strong Winter Season Forecasted” was published by Tony Schinella.
UMV: 4,486,194
Media Value: \$29,923
- **November 15 – [Manchester Ink Link](#)**
As a result of winter forecast pitching, “NH Expects to See 8.2 Million People Spend \$1.2 Billion on Winter Tourism” was published by Carol Robidoux.
UMV: 140,000
Media Value: \$933
- **November 16 – [Berlin Daily Sun](#)**
As a result of winter forecast pitching, “New Hampshire Tourism Officials Forecast Strong Winter Season” was published by a staff writer.
UMV: 27,231
Media Value: \$182
- **November 17 – *Hippo***
As a result of winter forecast pitching, “Bring on the Winter Tourists” appeared in the Quality of Life Index in the print edition.
Circulation: 42,561

Media Value: \$134

- **November 21 – [Associated Press](#)**
Following the list anticipated ski resort opening dates from DTTD and Ski NH, “New Hampshire Ski Areas Announce Opening Days” was picked up in a total of 32 publications nationally.
UMV: 292,861
Media Value: \$1,953
- **November 21 – [Colorado Springs Gazette](#)**
“New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 300,975
Media Value: \$2,008
- **November 21 – [NewsOK](#)**
“New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 602,211
Media Value: \$4,017
- **November 21 – [The Eagle](#)**
“New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 101,748
Media Value: \$679
- **November 21 – [Argus-Press](#)**
“New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 38,089
Media Value: \$254
- **November 21 – [Clay Center Dispatch](#)**
“New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 12,062
Media Value: \$80
- **November 21 - [SeattlePi](#)**
“New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 833,539
Media Value: \$5,560
- **November 21 – [Greenwich Times](#)**

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UMV: 33,456

Media Value: \$223

- **November 21 – [New Canaan News](#)**
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UMV: 13,475
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UMV: 18,661
Media Value: \$124
- **November 21 – [San Francisco Gate](#)**
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UMV: 9,571,721
Media Value: \$63,843
- **November 21 – [NewsTimes.com](#)**
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UMV: 155,691
Media Value: \$1,038
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“New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 783,469
Media Value: \$5,226
- **November 21 – [Darrien News](#)**
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UMV: 80,081
Media Value: \$534
- **November 21 – [Connecticut Post](#)**
 “New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 766,797
Media Value: \$5,115
- **November 21 – [Washington Times](#)**
 “New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 2,310,599
Media Value: \$15,412
- **November 21 – [Herald Courier](#)**
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UMV: 121,635
Media Value: \$811
- **November 21 – [Daily Progress](#)**
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UMV: 114,201
Media Value: \$762
- **November 21 - [WCAX](#)**
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Media Value: \$1,389
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UMV: 38,168
Media Value: \$255
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UMV: 52,689
Media Value: \$439
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Media Value: \$11,924
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UMV: 245,432
Media Value: \$1,637
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UMV: 73,389

Media Value: \$490

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UMV: 66,550
Media Value: \$444
- **November 21 – [WHDH](#)**
“New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 298,809
Media Value: \$1,993
- **November 21 - [WMUR](#)**
News regarding NH ski resort opening dates was broadcast during the 5am news and again at 6am.
Combined Viewership: 84,235
Combined Media Value: \$562
- **November 30 – [Parents Magazine](#)**
As a result of pitching, Parents.com (featured Santa’s Village in Jefferson NH and the Ice Castles in Lincoln, NH in a roundup titled, “22 Places to Take Kids Over the Holidays.”)
UMV: 2,817,938
Media Value: \$23,482

LAKES – Impressions: 28,590,300; Media Value: \$191,050

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UMV: 101,748
Media Value: \$679
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UMV: 602,211
Media Value: \$4,017
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UMV: 208,185
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UMV: 2,310,599
Media Value: \$15,412
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Media Value: \$63,843

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Media Value: \$15,412
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UMV: 121,635
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UMV: 114,201
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UMV: 402,560
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UMV: 52,689
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UMV: 1,787,637

Media Value: \$11,924

- **November 21 – [Foster’s](#)**
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UMV: 39,136
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UMV: 245,432
Media Value: \$1,637
- **November 21 – [Concord Monitor](#)**
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UMV: 73,389
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Media Value: \$1,993
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News regarding NH ski resort opening dates was broadcast during the 5am news and again at 6am.
Combined Viewership: 84,235
Combined Media Value: \$562

MONADNOCK – Impressions: 54,727,596; Media Value: \$636,734

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UMV: 300,975

Media Value: \$2,008

- **November 10 – [Clay Center Dispatch](#)**

“Ski Resorts, Tourism Officials, to Report on Winter Season” was published as a result of the winter forecast announcement and media pitches surrounding the Ski NH reception/expo event.

UMV: 12,062

Media Value: \$80

- **November 10 – [The Eagle](#)**

“Ski Resorts, Tourism Officials, to Report on Winter Season” was published as a result of the winter forecast announcement and media pitches surrounding the Ski NH reception/expo event.

UMV: 101,748

Media Value: \$679

- **November 10 – [NewsOK](#)**

“Ski Resorts, Tourism Officials, to Report on Winter Season” was published as a result of the winter forecast announcement and media pitches surrounding the Ski NH reception/expo event.

UMV: 602,211

Media Value: \$4,017

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Media Value: \$1,389

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Media Value: \$15,412

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Media Value: \$444
- **November 21 – [WHDH](#)**
“New Hampshire Ski Areas Announce Opening Days” was published following DTTD and Ski NH’s announcement of ski resort opening dates.
UMV: 298,809
Media Value: \$1,993
- **November 21 - [WMUR](#)**
News regarding NH ski resort opening dates was broadcast during the 5am news and again at 6am.
Combined Viewership: 84,235
Combined Media Value: \$562
- **November 14 – [Concord, NH Patch](#)**
As a result of winter forecast pitching, “NH Tourism Officials: Strong Winter Season Forecasted” was published by Tony Schinella.
UMV: 4,486,194
Media Value: \$29,923
- **November 15 – [Manchester Ink Link](#)**
As a result of winter forecast pitching, “NH Expects to See 8.2 Million People Spend \$1.2 Billion on Winter Tourism” was published by Carol Robidoux.
UMV: 140,000
Media Value: \$933
- **November 16 – [Berlin Daily Sun](#)**
As a result of winter forecast pitching, “New Hampshire Tourism Officials Forecast Strong Winter Season” was published by a staff writer.
UMV: 27,231
Media Value: \$182
- **November 17 – *Hippo***
As a result of winter forecast pitching, “Bring on the Winter Tourists” appeared in the Quality of Life Index in the print edition.

Circulation: 42,561
Media Value: \$134

- **November 30 – [USAToday.com](#)**
As a result of pitching, USAToday.com featured Cosmic Tubing at Granite Gorge Ski Area in a story titled, “Winter adventures: 10 unique activities to try this season.”
UMV: 25,446,800
Media Value: \$441,078

SEACOAST – Impressions: 27,778,126; Media Value: \$139,068.13

- **November 12 – [Union Leader](#)**
“Mike Cote’s Business Editor’s Notebook: Hey, Boston! Skip Vermont, Ski NH!” was published by Mike Cote following a phone briefing with Vicki at the Ski NH reception. The article also appeared on page D1 of the November 13 print edition.
UMV: 134,886
Circulation: 37,912
Media Value: \$900
- **November 14 – [Concord, NH Patch](#)**
As a result of winter forecast pitching, “NH Tourism Officials: Strong Winter Season Forecasted” was published by Tony Schinella.
UMV: 4,486,194
Media Value: \$29,923
- **November 14 – [Travel + Leisure](#)**
As a result of media outreach, Travel + Leisure Online featured Portsmouth, NH as one of America’s Best Towns for the Holidays.
UMV: 7,175,300
Media Value: \$59,794
- **November 15 – [Manchester Ink Link](#)**
As a result of winter forecast pitching, “NH Expects to See 8.2 Million People Spend \$1.2 Billion on Winter Tourism” was published by Carol Robidoux.
UMV: 140,000
Media Value: \$933
- **November 16 – [Berlin Daily Sun](#)**
As a result of winter forecast pitching, “New Hampshire Tourism Officials Forecast Strong Winter Season” was published by a staff writer.
UMV: 27,231
Media Value: \$182
- **November 17 – *Hippo***
As a result of winter forecast pitching, “Bring on the Winter Tourists” appeared in the Quality of Life Index in the print edition.
Circulation: 42,561

Media Value: \$134

- **November 20 – [Orbitz](#)**

As a result of Michelle Herrmann's visit to the Granite State last month, Orbitz.com published its Three Perfect Days in Portsmouth feature. The article is an insightful feature that calls out many of the area's great partners.

UMV: 15,734,042

Media Value: \$47,202.13

ONGOING PROJECTS

- New Hampshire won a Bronze Hospitality Sales and Marketing Association International (HSMIA) Adrian Award for the state's overall DTTD National PR campaign.
- **Ski N.H. Event in Boston – Complete**
 - Agency distributed media invite
 - Agency created press release, media advisory, talking points, media profile document
 - Agency generated attendees included:
 - Erica Corsano, The Boston Herald
 - Moira McCarthy, The Boston Herald
 - Caroline Morse, Smarter Travel
 - Mike Chace, Worthly
 - Linda Laban, Freelancer (Boston Globe, NY Daily News, NY Post)
 - Steve Jermanok, Freelancer (Boston Globe, Global Traveler)
 - Julie Hatfield, Freelancer (JustLuxe.com, Boston Globe)
 - Bob Curley, Freelancer (Successful Meetings, About.com)
 - Shirley Moskow
 - Agency followed up with all media attendees following event

MEDIA VISITS

- Freelancer **Michele Herrmann**, Orbitz + PASTE – Visited Manchester and Portsmouth Oct. 8-11, coverage ran November 20
- **Caroline Morse**, Smarter Travel – Jan. 6-8, Cannon Mountain ski piece
- Freelancer **Will McGough** – potential February visit, assignment for Gear Patrol
- **Jeana Shandraw**, Surf N Sunshine – Feb. 17-20
- **Alexandra Pecci**, AAA Northern New England Journeys – Jan. 14 visit to Concord
- **Carol Cain**, Expedia.com – Jan/Feb visit dates

WRITTEN MATERIALS & HOT TIPS

- **Long-Lead: Spring 2017 Events** – Agency distributed

- **Hot Tip: What's New in Skiing in New Hampshire** – Agency shared with Client
- **Hot Tip: Winter Hotel Deals & Promotions** – Agency shared with Client
- **Winter vacations that go beyond skiing** – Agency distributed
- **Holidays in New Hampshire pitching** – Agency distributed
- **Winter vacations that go beyond skiing** – Agency distributed
- **Long-Lead: Unexpected New Hampshire: Unusual/quirky activities around the state** – Agency distributed
- **Ski N.H. Event Written Materials** – Agency shared with Client/Distributed
 - press release
 - media advisory
 - talking points
 - media profile document
- **Value Blast** – Agency continues to include New Hampshire in the bi-monthly agency wide value blast release distribution

STORIES PITCHED

- **Departures** – Portsmouth, N.H for Americana issue
 - Current Status: Tracking
- **The Boston Globe** – Agency pitched Winter Fun on N.H. Seacoast
 - Current Status: Tracking
- **Martha Stewart Living**– Agency pitched Spring Museum Exhibitions
 - Current Status: Tracking
- **MODERN Magazine**– Agency pitched Curator’s Eye Opportunity
 - Current Status: Tracking
- **AAA Northern New England** – Agency pitched Eat, Sleep, Play – Bethlehem, NH, Manchester, NH – Piece on the Currier Museum, Portsmouth Athenaeum
 - Current Status: Following-up
- **Fodor’s** – Agency pitched Long Weekend Getaway Pieces: White Mountains, Manchester, Monadnock Region
 - Current Status: Tracking
- **WADK “Talk of the Town”** – Agency pitched and scheduled Interview with Bruce Newbury on 12/5
 - Current Status: Complete
- **USA Today**– Agency pitched Interesting Takes on Eggnog, Interesting Takes on Pie
 - Current Status: tracking
- **Budget Travel**– Agency pitched John Clayton of the Millyard Museum for a Local Expert column

- Current Status: Tracking

MEDIA INTERACTIONS:

- Agency met with **Esther Fung, *New York Times***
- Agency met with **Dana Schuster, *New York Post***
- Agency met with **Alyson Sheppard, Freelance**
- Agency met with **Carly Fisher, Freelance**
- Agency met with **Tommy Crudup, *Rachael Ray Show***
- Agency met with **Laura Pucillo, *Daily Meal***
- Agency met with **Summer Albarcha, Influencer**
- Agency met with **Katie Manwaring, Blogger for *Kate Bliss***
- Agency met with **Jeff Heilman, Freelance**
- Agency met with **Lee Abbamonte, Influencer**
- Agency met with **Jordi Lippe, Freelance**
- Agency met with **Hillary Richard, Freelance**
- Agency met with **Carol Cain, Freelance**
- Agency met with **Samantha Brooks, *Luxury Magazine***
- Agency met with **Lara Eurdolian, Influencer**

NEWS BUREAU

Listed below are media with whom the agency has had contact on behalf of the NH Division of Travel and Tourism and provided information in the way of specialized pitches, press kits or fact checking. In most cases, although listed only once, LH&A liaised with publications or freelancers on multiple occasions.

On behalf of New Hampshire Division of Travel and Tourism, media outreach included:

- *AAA Horizons*
- *AAA World*
- *AARP The Magazine*
- *About.com*
- *Arthur Frommer's BudgetTravel.com*
- *Asbury Park Press*
- *Associated Press*
- *Baltimore Sun*
- *Boston Globe*

- *Boston Herald*
- *Boston Magazine*
- *Canadian Travel Press*
- *Coast Magazine*
- *Chicago Sun-Times*
- *Chicago Tribune*
- *CNN.com*
- *Condé Nast Traveler*
- *Connecticut Magazine*
- *Daily News*
- *Departures*
- *Elite Family Travel*
- *Examiner*
- *Family Circle*
- *FamiliesGoTravel.com*
- *Farwell Travels*
- *Fathom*
- *Food & Wine*
- *Forbes*
- *FOXNews.com*
- *Frommers.com*
- *Frommer's New England Travel Guide*
- *Gadling*
- *Gannett*
- *Gayot*
- *Houston Chronicle*
- *Huffington Post*
- *IgoUgo*
- *Ignite*
- *In The Know Traveler*
- *Ladies' Home Journal*
- *Meetings & Conventions*
- *Metro New York/ Metro Boston*
- *MetroWest Daily News*
- *Miami Herald*
- *Montreal Gazette*
- *MSNBC.com*
- *National Geographic Traveler*
- *National Post*
- *NBC's Today Show*
- *New England Travel & Life*
- *New Jersey Life*
- *New York*
- *New York Magazine*

- *New York Post*
- *Newsday*
- *Newsweek*
- *NY1*
- *O, The Oprah Magazine*
- *PARADE*
- *Passport*
- *Parents*
- *Philadelphia Inquirer*
- *Points North*
- *San Jose Mercury News*
- *Sarasota Magazine*
- *Saveur*
- *Seattle Times*
- *SeeAmerica.com*
- *ShermansTravel.com*
- *The Atlantic*
- *The New York Times*
- *The Star-Ledger*
- *The Wall Street Journal*
- *Time Out NY*
- *Toronto Star*
- *Toronto Sun*
- *Town & Country*
- *Trailblazer Magazine*
- *Travel Agent Central.com*
- *Travel + Leisure*
- *USA Today*
- *Washington Parent*
- *WomansDay.com*
- *Woman's World*
- *Yankee*

GENERAL ACTIVITIES

- Agency submitted PR Insider to Client.
- Agency submitted Partners Report to Client.
- Agency participated in conference calls with the Client; providing agendas and call reports.
- Agency continues to update LHG Twitter page, Facebook page and website with client releases, weekly value blasts and key contests/images.

- Agency provided Client with relevant media clips.

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