

**FALL INTERN**  
December 2019

# bread & Butter

**GIULIA  
CHLARSON**

A compilation of research, tasks and projects completed for Bread & Butter PR, San Francisco.

# Table of Contents

- Media Research/Lists..... 3
- Calendar Listings..... 7
- Community Management..... 10
- Social Media Stories..... 13
- Editorial Calendars..... 17
- Relevant Social Accounts, Influencers  
and Hashtags..... 22
- Graphics..... 25

# Media Research

Researched relevant articles and contacts for clients to target. Also researched publications for clients to reference for future inspiration.

## Bay Area Event Planners

	A	B	C	D	E
1	<b>Planner/Company</b>	<b>Website</b>	<b>Phone Number</b>	<b>Email</b>	<b>Location</b>
2	Wishes and Wows	<a href="https://www.wishesandwows.com/">https://www.wishesandwows.com/</a>	(650) 384-9103		Palo Alto
3	Two Perfect Events	<a href="https://twoperfectevents.com/">https://twoperfectevents.com/</a>	(650) 260-8788	<a href="mailto:leah@twoperfectevents.com">leah@twoperfectevents.com</a>	Palo Alto
4	Coco-Creations	<a href="https://www.thumbtack.com/">https://www.thumbtack.com/</a>	(619) 422-1626		Chula Vista
5	Mia Emma Love	<a href="https://www.instagram.com/n">https://www.instagram.com/n</a>	(435) 640-3997		Foster City
6	Imagine This Events	<a href="http://www.imaginetthisbayarea.com/">http://www.imaginetthisbayarea.com/</a>	(650) 921-0932	<a href="mailto:Contact@imaginethisbayarea.com">Contact@imaginethisbayarea.com</a>	Belmont
7	Robyn Diane Events	<a href="http://www.robbyndiane.com/">http://www.robbyndiane.com/</a>	(925) 517-3226	<a href="mailto:events@robbyndiane.com">events@robbyndiane.com</a>	Redwood City
8	Rick HERN Productions	<a href="https://www.rickhernsproductions.com/">https://www.rickhernsproductions.com/</a>	(650) 324-3200	<a href="mailto:info@rickhernsproductions.com">info@rickhernsproductions.com</a>	Redwood City
9	Inspire	<a href="https://www.inspiremyevent.com/">https://www.inspiremyevent.com/</a>	866-431-8708	<a href="mailto:info@inspiremyevent.com">info@inspiremyevent.com</a>	Mountain View
10	Signature Events by CR	<a href="http://sigeventsbycr.com/">http://sigeventsbycr.com/</a>	408.884.3786	<a href="mailto:info@sigeventsbycr.com">info@sigeventsbycr.com</a>	San Jose
11	Amazae Events	<a href="https://amazae.com/">https://amazae.com/</a>	408.249.2184	<a href="mailto:info@amazae.com">info@amazae.com</a>	San Jose
12	Cornejo's Event Planner	<a href="https://www.cornejoswedding.com/">https://www.cornejoswedding.com/</a>	408-286-1656	<a href="mailto:eventplannercornejos@gmail.com">eventplannercornejos@gmail.com</a>	San Jose
13	Toast Event Mgmt.	<a href="https://toastbayarea.com/">https://toastbayarea.com/</a>	(650) 877-8225	<a href="mailto:info@toastbayarea.com">info@toastbayarea.com</a>	Daly City
14	Shannon Leahy Events	<a href="https://www.shannonleahy.com/">https://www.shannonleahy.com/</a>	(415) 644-5922	<a href="mailto:info@shannonleahy.com">info@shannonleahy.com</a>	San Francisco
15	Glow Events	<a href="http://www.glowevents.com/">http://www.glowevents.com/</a>	415.967.0553	<a href="mailto:info@glowevents.com">info@glowevents.com</a>	San Francisco
16	Alison Events	<a href="https://www.alisonevents.com/">https://www.alisonevents.com/</a>	415 567 7605	<a href="mailto:info@alisonevents.com">info@alisonevents.com</a>	Sausalito
17	Anna Marie Events	<a href="https://www.annamarieevent.com/">https://www.annamarieevent.com/</a>	415-685-4440	<a href="mailto:info@annamarieevents.com">info@annamarieevents.com</a>	San Francisco
18	Lally Events	<a href="https://www.lallyevents.com/">https://www.lallyevents.com/</a>	505.670.9810	<a href="mailto:lally@lallyevents.com">lally@lallyevents.com</a>	Mill Valley
19	Dream a Little Dream Events	<a href="http://www.dreamalittledream.com/">http://www.dreamalittledream.com/</a>	415.641.1124	<a href="mailto:studio@dreamalittledreamevents.com">studio@dreamalittledreamevents.com</a>	San Francisco
20	Shiloh Events	<a href="http://shiloh-events.com/event">http://shiloh-events.com/event</a>		4088995464 <a href="mailto:events@shiloh-events.com">events@shiloh-events.com</a>	
21					

## Passalacqua Winery, Spring Wine Pairings

	A	B	C	D	E	F	G	H	I
1	<b>Outlet</b>	<b>First Name</b>	<b>Last Name</b>	<b>Email</b>	<b>URL</b>				
2	Food & Wine	Katie	Macdonald	<a href="mailto:katie.macdonald@meredith.com">katie.macdonald@meredith.com</a>	<a href="https://www.foodandwine.com/slideshows/wine-pairings-spring-produce">https://www.foodandwine.com/slideshows/wine-pairings-spring-produce</a>				
3	Vine Pair	Emily	Saladino	<a href="mailto:emily@vinepair.com">emily@vinepair.com</a>	<a href="https://vinepair.com/articles/spring-wine-pairings-infographic/">https://vinepair.com/articles/spring-wine-pairings-infographic/</a>				
4	The Spruce Eats	Molly	Watson	<a href="mailto:watson.molly@gmail.com">watson.molly@gmail.com</a>	<a href="https://www.thespruceeats.com/guide-to-seasonal-fruits-and-vegetables-2216387">https://www.thespruceeats.com/guide-to-seasonal-fruits-and-vegetables-2216387</a>				
5		Erin	Huffstetler	<a href="mailto:contact@thebalance.com">contact@thebalance.com</a>	<a href="https://www.thespruceeats.com/the-cheapest-fruits-and-vegetables-month-by-month-1388345">https://www.thespruceeats.com/the-cheapest-fruits-and-vegetables-month-by-month-1388345</a>				
6	Food Revolution			<a href="mailto:support@foodrevolution.org">support@foodrevolution.org</a>	<a href="https://foodrevolution.org/blog/spring-vegetables-fruits/">https://foodrevolution.org/blog/spring-vegetables-fruits/</a>				
7	Forbes	Courtney	Schiessl	<a href="mailto:ideas@forbes.com">ideas@forbes.com</a>	<a href="https://www.forbes.com/sites/courtneyschiessl/2018/04/19/the-5-best-wines-for-spring-produce/#18d7f805478">https://www.forbes.com/sites/courtneyschiessl/2018/04/19/the-5-best-wines-for-spring-produce/#18d7f805478</a>				
8	Wine Folly	Madeline	Puckette	<a href="mailto:madeline@winefolly.com">madeline@winefolly.com</a>	<a href="https://winefolly.com/tutorial/wines-pairing-spring-foods/">https://winefolly.com/tutorial/wines-pairing-spring-foods/</a>				
9	Saveur	Matt	Taylor-Gross	<a href="mailto:mtaylorgross@gmail.com">mtaylorgross@gmail.com</a>	<a href="https://www.saveur.com/content/produce-guide-spring/">https://www.saveur.com/content/produce-guide-spring/</a>				
10		Frances	Kim	<a href="mailto:frances@saveur.com">frances@saveur.com</a>					
11	Delish	Sienna	Livermore	<a href="mailto:sienna.fantozzi@gmail.com">sienna.fantozzi@gmail.com</a>	<a href="https://www.delish.com/cooking/g1585/spring-party-appetizers/?slide=6">https://www.delish.com/cooking/g1585/spring-party-appetizers/?slide=6</a>				
12	Country Living	Jennifer	Aldrich	<a href="mailto:jennifer.aldrich@hearst.com">jennifer.aldrich@hearst.com</a>	<a href="https://www.countryliving.com/food-drinks/g736/spring-fruits-vegetables-recipes-0309/?slide=5">https://www.countryliving.com/food-drinks/g736/spring-fruits-vegetables-recipes-0309/?slide=5</a>				
13	The Epoch Times	Crystal	Shi	<a href="mailto:crystal.shi@epochtimes.com">crystal.shi@epochtimes.com</a>	<a href="https://www.theepochtimes.com/a-guide-to-spring-produce_2852667.html">https://www.theepochtimes.com/a-guide-to-spring-produce_2852667.html</a>				
14	Marker 32			<a href="https://marker32.com/contact/">https://marker32.com/contact/</a>	<a href="https://marker32.com/spring-wines-that-pair-best-with-your-main-course/">https://marker32.com/spring-wines-that-pair-best-with-your-main-course/</a>				
15	Root and Revel	Kate	KORDSMEIER	<a href="mailto:kate@rootandrevel.com">kate@rootandrevel.com</a>	<a href="https://rootandrevel.com/spring-food/">https://rootandrevel.com/spring-food/</a>				
16	Letitwine.com				<a href="https://letitwine.com/en/article/spring-wine-pairings-best-seasonal-pairings">https://letitwine.com/en/article/spring-wine-pairings-best-seasonal-pairings</a>				
17					<a href="https://letitwine.com/en/article/pairing-wine-with-spring-vegetables">https://letitwine.com/en/article/pairing-wine-with-spring-vegetables</a>				
18	Matchingfoodandwi	Fiona	Beckett	<a href="mailto:fiona@matchingfoodandwine.com">fiona@matchingfoodandwine.com</a>	<a href="https://www.matchingfoodandwine.com/news/pairings/my-top-pairings-with-strawberries/">https://www.matchingfoodandwine.com/news/pairings/my-top-pairings-with-strawberries/</a>				
19	What To Pair	Joel	Baxter	<a href="https://whattopair.com/contact-us/">https://whattopair.com/contact-us/</a>	<a href="https://whattopair.com/strawberries-wine-pairing/">https://whattopair.com/strawberries-wine-pairing/</a>				
20	Charlotte Magazine	Sheela	Prakash Fiorenzo	<a href="mailto:sheela@thekitchn.com">sheela@thekitchn.com</a>	<a href="https://www.charlottemagazine.com/a-charlotte-beginners-guide-to-pairing-wine-and-dessert/">https://www.charlottemagazine.com/a-charlotte-beginners-guide-to-pairing-wine-and-dessert/</a>				
21	Taste of Home	Lisa	Kaminski	<a href="mailto:Lisa.Kaminski@tmbi.com">Lisa.Kaminski@tmbi.com</a>	<a href="https://www.tasteofhome.com/collection/best-appetizer-for-wine-tasting-party/">https://www.tasteofhome.com/collection/best-appetizer-for-wine-tasting-party/</a>				
22	Good Housekeeping	Becca	Miller	<a href="mailto:rebecca.miller@hearst.com">rebecca.miller@hearst.com</a>	<a href="https://www.goodhousekeeping.com/food-recipes/g29591129/easy-spinach-recipes/">https://www.goodhousekeeping.com/food-recipes/g29591129/easy-spinach-recipes/</a>				
23	The Kitchn	Christopher	Michel	<a href="mailto:Christopher.Michel@thekitchn.com">Christopher.Michel@thekitchn.com</a>	<a href="https://www.thekitchn.com/leeks-recipes-tips-and-ideas-22928366">https://www.thekitchn.com/leeks-recipes-tips-and-ideas-22928366</a>				
24	Martha Stewart	Victoria	Spencer	<a href="mailto:victoria.spencer@meredith.com">victoria.spencer@meredith.com</a>	<a href="https://www.marthastewart.com/275304/apricot-recipes?slide=6af44448-96f7-44ed-94b6-912699f3a0ab#6af44444">https://www.marthastewart.com/275304/apricot-recipes?slide=6af44448-96f7-44ed-94b6-912699f3a0ab#6af44444</a>				
25	Olive Magazine	Charlotte	Morgan	<a href="mailto:charly.morgan@immediate.co.uk">charly.morgan@immediate.co.uk</a>	<a href="https://www.olivemagazine.com/recipes/vegetarian/best-artichoke-recipes/">https://www.olivemagazine.com/recipes/vegetarian/best-artichoke-recipes/</a>				
26	<b>Looking ahead to spring and the delicious fresh produce popular in the season</b>								
27	(such as strawberry,apricots, leeks,spinach, radish,peas, etc.)								
28	b&B will pitch food & beverage focused media top shopping, pairing, and cooking tips(like spring fruit pizza)								
29	from Passalacqua Winery, positioning them as experts in knowing where their food (and wine) comes from.								
30									

# Media Research

## Stanford Home Games & Information

- **September 21, 2019 @ 4:00pm PT vs. University of Oregon**
  - Honoring the 2019 Stanford Athletics Hall of Fame Class
  - Sexual and Relationship Violence Awareness Game
  - Broadcast on TV: ESPN, Radio: KNBR 1050
- **October 5, 2019 (time TBD) vs. Washington**
  - Breast Cancer Awareness Game, presented by Stanford Medicine
  - Broadcast radio: KNBR 1050
- **October 17, 2019 @ 6:00pm PT vs. UCLA**
  - Sustainability Game
  - BeWell – free ticket opportunity for faculty and staff
  - Broadcast on TV: ESPN, Radio: KNBR 1050
- **October 26, 2019 (time TBD) vs. University of Arizona**
  - Reunion Homecoming opportunity
  - 2<sup>nd</sup> Annual Cheer Day- Varsity Spirit performs during game time
  - Broadcast radio: KNBR 1050
- **November 23, 2019 (time TBD) vs. Cal Berkeley**
  - Long Sleeve T-Shirt Giveaway
  - Honoring Our Heroes for Veterans Day
  - 122<sup>nd</sup> Big Game
  - Broadcast radio: KNBR 1050
- **November 30, 2019 (time TBD) vs. Notre Dame**
  - Fan Appreciation Game – Prize giveaways throughout the game
  - Radio: KNBR 1050

## Contacts:

- Shelley Heward
  - Assistant Athletics Director; Fan Experience & Community Relations
  - 307.679.4396
  - [sheward@stanford.edu](mailto:sheward@stanford.edu)
- Tommy Gray
  - Executive Associate Athletics Director; External Relations
  - 650.529.5495
  - [tcgray@stanford.edu](mailto:tcgray@stanford.edu)
- Jamie Breslin
  - Senior Associate Athletics Director; Facilities, Operations and Events
  - 650.725.4997
  - [jbreslin@stanford.edu](mailto:jbreslin@stanford.edu)

# Media Lists

Listed local media outlets and contacts for future publishing of clients and their events.

## Local Media Outlets

	A	B	C	D	E	F	G	H
1	Outlet	First Name	Last Name	Topic		Email		UVM
2	7x7	Nick	Czap	Wine Country		nickczap@mindspring.com		38801
3	Thrillist	Daisy	Barringer	Best Restaurants in SF		dsbarringer@gmail.com		41272
4	Eater SF	Becky	Duffet	Restaurants in Mission Bay		becky@eater.com		435938
5	SF Examiner	Lyle	Norton	Wine and Drink		lylenorton48@gmail.com	karlyle@prodigy.net	162374-262,004
6	SF Station	Flora	Tsapovsky	Food/Drink Events		flora.workbox@gmail.com		185431
7	Sfist	Jay C.	Barmann	Food and Drink	main writer for this category		<a href="https://www.linkedin.com/in/jay-barmann-7119671b?lipi=urn%3Ali%3Aapa">https://www.linkedin.com/in/jay-barmann-7119671b?lipi=urn%3Ali%3Aapa</a>	
8	Diablo	Dana	Rebmann	Travel		danarebmann@gmail.com		50732
9	Haute Living	Laura	Schreffler	Travel		laura@hauteliving.com		35000
10	Inside Hook	Diane	Romello	Food/Drink & Travel		diane@insidehook.com		65,612
11	The Infatuation	Will	Kamensky	Food and Drink		<a href="http://will@theinfatuation.com">will@theinfatuation.com</a>		621190
12	Where Travele	Laurie Jo	Miller Farr	Travel and Restaurants		<a href="mailto:lauriejmfarr@gmail.com">lauriejmfarr@gmail.com</a>		157502
13	SF Weekly	Peter Lawrence	Kane	Food and Drink		kane.peterl@gmail.com		1,076,672
14	Hoodline	Alisa	Scerrato	Restaurants in Mission Bay		alisa.scerrato@gmail.com		631967
15	KRON 4 SF	Vicki	Liviakis	Dine & Dish		<a href="mailto:liviakis@kron4.com">liviakis@kron4.com</a>		164,820
16	KQED SF	Grace	Cheung	Food & Drink	"Bay Area Bites"	<a href="mailto:gc.eats28@gmail.com">gc.eats28@gmail.com</a>		
17	CBS SF	Jackie	Ward	Local News		jward@kpix.cbs.com		
18	Oakland Mag	Derk	Richardson	Food, Drink, & Travel		derkrichardson@att.net		22000
19	Mercury News	Linda	Zavoral	Food & Drink		<a href="mailto:lzavoral@bayareanewsgroup.com">lzavoral@bayareanewsgroup.com</a>		226,594
20								
21								
22	7x7	Sarah	Chorey	"Fun Things" column		eatthissf@gmail.com		
23	7x7	Scott	Mansfield	Drinks/Cocktails	hasn't posted since March	mansfis@gmail.com		
24	Bay Area News Group		Lisa Herendeen	Events		<a href="mailto:lherendeen@bayareanewsgroup.com">lherendeen@bayareanewsgroup.com</a>		32
25	Eater SF	Caleb	Pershan	Restaurant Openings		caleb@eater.com		
26	Haute Living	Katie	Sweeney	Travel, Dining, Fashion, Guides		katiehsweeney@gmail.com		
27	SF Chronicle	Justin	Phillips	Food & Dining, Wine		jphillips@sfchronicle.com		163307
28	SF Chronicle	Janelle	Bitker	Food & Dining		janelle.bitker@sfchronicle.com		
29	Diablo	Clay	Kallam	Food & Dining		<a href="mailto:claykallam@gmail.com">claykallam@gmail.com</a>		
30	Diablo	Nick	Boer	Senior Food Writer		<a href="mailto:nboer@diablopubs.com">nboer@diablopubs.com</a>		
31	Oakland Magazine		Anneli Rufus	Food, Drink, Dining, Reviews		<a href="mailto:anneli@annelirufus.com">anneli@annelirufus.com</a>		
32								

## San Francisco Halloween Parties 2019

Outlet	First Name	Last Name	Email	Website
SF Tourism Tips	Jill	Loeffler	<a href="https://www.sftourismtips.com/">https://www.sftourismtips.com/</a>	<a href="https://www.sftourismtips.com/halloween-parties-in-sf.html">https://www.sftourismtips.com/halloween-parties-in-sf.html</a>
WhatsHappeningHalloween.com	Jamie	Barren	<a href="mailto:jb@madenightlife.com">jb@madenightlife.com</a>	<a href="http://whathappeninghalloween.com/san-francisco-halloween-events/">http://whathappeninghalloween.com/san-francisco-halloween-events/</a>
Eventbrite				<a href="https://www.eventbrite.com/d/ca--san-francisco/halloween-parties/">https://www.eventbrite.com/d/ca--san-francisco/halloween-parties/</a>
SF Station	Kyu	Kyung	<a href="mailto:editorial@sfstation.com">editorial@sfstation.com</a>	<a href="https://www.sfstation.com/halloween/">https://www.sfstation.com/halloween/</a>
Timeout	Shoshi	Parks	<a href="mailto:shoshiparks@gmail.com">shoshiparks@gmail.com</a>	<a href="https://www.timeout.com/san-francisco/things-to-do/halloween-events-san-francisco">https://www.timeout.com/san-francisco/things-to-do/halloween-events-san-francisco</a>
Thrillist	Daisy	Barringer	<a href="mailto:dsbarringer@gmail.com">dsbarringer@gmail.com</a>	<a href="https://www.thrillist.com/events/san-francisco/best-halloween-events-sf-san-francisco">https://www.thrillist.com/events/san-francisco/best-halloween-events-sf-san-francisco</a>
Yelp				<a href="https://www.yelp.com/search?find_desc=halloween+party&amp;find_loc=San+Francisco%2C+CA">https://www.yelp.com/search?find_desc=halloween+party&amp;find_loc=San+Francisco%2C+CA</a>
Do The Bay	Marko	Chavez	<a href="https://www.linkedin.com/in/markochavez/">https://www.linkedin.com/in/markochavez/</a>	<a href="https://dothebay.com/best-halloween-events-parties-san-francisco-bay-area">https://dothebay.com/best-halloween-events-parties-san-francisco-bay-area</a>
SF Travel			<a href="https://www.spingo.com/submit/">https://www.spingo.com/submit/</a>	<a href="https://www.sftravel.com/article/13-ways-have-ghoulishly-good-time-halloween">https://www.sftravel.com/article/13-ways-have-ghoulishly-good-time-halloween</a>
Mercury News	Cicero	Estrella	<a href="mailto:cestrella@bayareanewsgroup.com">cestrella@bayareanewsgroup.com</a>	<a href="https://www.mercurynews.com/2019/09/19/bay-area-halloween-events-for-2019/">https://www.mercurynews.com/2019/09/19/bay-area-halloween-events-for-2019/</a>
Pub Crawl SF			<a href="https://pubcrawlsanfrancisco.com/">https://pubcrawlsanfrancisco.com/</a>	<a href="https://pubcrawlsanfrancisco.com/event/halloween-pub-crawl-2019-10-26/">https://pubcrawlsanfrancisco.com/event/halloween-pub-crawl-2019-10-26/</a>
SF Fun Cheap			<a href="https://sf.funcheap.com/submit/">https://sf.funcheap.com/submit/</a>	<a href="https://sf.funcheap.com/category/event/event-types/holidays/halloween/">https://sf.funcheap.com/category/event/event-types/holidays/halloween/</a>
NBC Bay Area	Joe	Rosato	<a href="mailto:joe.rosato@nbcuni.com">joe.rosato@nbcuni.com</a>	<a href="https://www.nbcbayarea.com/brchannel/San-Francisco-San-Jose-Oakland-Bay-Area-Halloween">https://www.nbcbayarea.com/brchannel/San-Francisco-San-Jose-Oakland-Bay-Area-Halloween</a>
Events 12	Steve	Taylor	<a href="mailto:steve.taylor@events12.com">steve.taylor@events12.com</a>	<a href="https://www.events12.com/sanfrancisco/">https://www.events12.com/sanfrancisco/</a>

## New Year's Eve event listings

	A	B	C	D	E
1	<b>Outlet</b>	<b>First Name</b>	<b>Last Name</b>	<b>Email</b>	<b>URL</b>
2	Fest Ticket	Alex	Woolaver	<a href="https://www.clippings.me/alexwoolaver">https://www.clippings.me/alexwoolaver</a>	<a href="https://www.festticket.com/magazine/discover/best-nye-events-world-2019/">https://www.festticket.com/magazine/discover/best-nye-events-world-2019/</a>
3	Timeout	Shoshi	Parks	<a href="mailto:shoshiparks@gmail.com">shoshiparks@gmail.com</a>	<a href="https://www.timeout.com/san-francisco/things-to-do/new-years-eve-parties-in-san-francisco">https://www.timeout.com/san-francisco/things-to-do/new-years-eve-parties-in-san-francisco</a>
4	Do the Bay				<a href="https://dothebay.com/newyeareve">https://dothebay.com/newyeareve</a>
5	SF Station	Kyu	Kyung	<a href="mailto:editorial@sfstation.com">editorial@sfstation.com</a>	<a href="https://www.sfstation.com/nye/">https://www.sfstation.com/nye/</a>
6	SF Tourism Tips	Jill		<a href="https://www.sftourismtips.com/contact">https://www.sftourismtips.com/contact</a>	<a href="https://www.sftourismtips.com/new-years-eve-parties-in-sf.html">https://www.sftourismtips.com/new-years-eve-parties-in-sf.html</a>
7	Trip Savvy	Gabe	Carey	<a href="mailto:gcarey@dotdash.com">gcarey@dotdash.com</a>	<a href="https://www.tripsavvy.com/best-places-to-celebrate-new-years-eve-in-the-usa-4178160">https://www.tripsavvy.com/best-places-to-celebrate-new-years-eve-in-the-usa-4178160</a>
8	USA Today	Morgan	Hines	<a href="mailto:mhines@usatoday.com">mhines@usatoday.com</a>	<a href="https://www.usatoday.com/story/travel/destinations/2018/12/11/best-destinations-new-years">https://www.usatoday.com/story/travel/destinations/2018/12/11/best-destinations-new-years</a>
9	MSN	Patrick	Clarke	<a href="mailto:pclarke@travelpulse.com">pclarke@travelpulse.com</a>	<a href="https://www.msn.com/en-us/travel/tripideas/the-30-best-us-cities-to-celebrate-new-years-ev">https://www.msn.com/en-us/travel/tripideas/the-30-best-us-cities-to-celebrate-new-years-ev</a>
10	Travel & Leisure	Nina	Ruggiero	<a href="mailto:nina.ruggiero@travelandleisure.com">nina.ruggiero@travelandleisure.com</a>	<a href="https://www.travelandleisure.com/slideshows/best-places-to-spend-new-years?slide=731713#">https://www.travelandleisure.com/slideshows/best-places-to-spend-new-years?slide=731713#</a>
11	Trip Advisor	Wendy		<a href="mailto:wp@wendyperrin.com">wp@wendyperrin.com</a>	<a href="https://www.tripadvisor.com/VacationRentalsBlog/2018/11/21/new-years-eve-getaways-celeb">https://www.tripadvisor.com/VacationRentalsBlog/2018/11/21/new-years-eve-getaways-celeb</a>
12	Escape Here	Lindsay	MacNevin	<a href="mailto:lindsaymacnevin@gmail.com">lindsaymacnevin@gmail.com</a>	<a href="https://www.escapehere.com/destination/the-best-places-to-spend-new-years-eve-in-america">https://www.escapehere.com/destination/the-best-places-to-spend-new-years-eve-in-america</a>
13	SF Eater	Janelle	Bitker	<a href="mailto:Janelle@Eater.com">Janelle@Eater.com</a>	<a href="https://sf.eater.com/maps/best-new-years-eve-parties-dinners-san-francisco">https://sf.eater.com/maps/best-new-years-eve-parties-dinners-san-francisco</a>
14	SF Travel	Laurie	Armstrong	<a href="mailto:media-relations@sanfrancisco.travel">media-relations@sanfrancisco.travel</a>	<a href="https://www.sftravel.com/article/best-areas-stay-san-francisco-new-years-eve?gclid=Cj0KCCj">https://www.sftravel.com/article/best-areas-stay-san-francisco-new-years-eve?gclid=Cj0KCCj</a>
15	Nightout	Kirk	Reed	<a href="https://www.linkedin.com/in/kirk-reed-8">https://www.linkedin.com/in/kirk-reed-8</a>	<a href="https://nightout.com/promoters/sfevents/events/tickets">https://nightout.com/promoters/sfevents/events/tickets</a>
16					

## Best Pho & Vietnamese Food in the Bay Area

	A	B	C	D	E
1	<b>Outlet</b>	<b>First Name</b>	<b>Last Name</b>	<b>Email</b>	<b>URL</b>
2	<b>Pho</b>				
3	Yelp				<a href="https://www.yelp.com/search?find_desc=pho+restaurants&amp;find_loc=San+Francisco+Bay+Area%2C+CA">https://www.yelp.com/search?find_desc=pho+restaurants&amp;find_loc=San+Francisco+Bay+Area%2C+CA</a>
4	Thrillist	Trevor	Felch	<a href="mailto:Trevor.felch@gmail.com">Trevor.felch@gmail.com</a>	<a href="https://www.thrillist.com/eat/san-francisco/best-pho-in-sf-bay-area">https://www.thrillist.com/eat/san-francisco/best-pho-in-sf-bay-area</a>
5	Timeout	Lauren	Sheber		<a href="https://www.timeout.com/san-francisco/restaurants/best-pho-in-san-francisco-and-oakland">https://www.timeout.com/san-francisco/restaurants/best-pho-in-san-francisco-and-oakland</a>
6		Shoshi	Parks		
7	KQED	Jeff	Cianci		<a href="https://www.kqed.org/bayareabites/106089/bay-area-bites-guide-to-10-favorite-south-bay-pho-restaura">https://www.kqed.org/bayareabites/106089/bay-area-bites-guide-to-10-favorite-south-bay-pho-restaura</a>
8	Foursquare			<a href="https://enterprise.foursquare.com">https://enterprise.foursquare.com</a>	<a href="https://foursquare.com/top-places/san-francisco/best-places-pho">https://foursquare.com/top-places/san-francisco/best-places-pho</a>
9	The Bold Italic				<a href="https://thebolditalic.com/the-11-best-bowls-of-pho-in-san-francisco-the-bold-italic-san-francisco-9a4647">https://thebolditalic.com/the-11-best-bowls-of-pho-in-san-francisco-the-bold-italic-san-francisco-9a4647</a>
10	Foodnut.com				<a href="https://www.foodnut.com/4717/foodnuts-pho-restaurant-top-10/">https://www.foodnut.com/4717/foodnuts-pho-restaurant-top-10/</a>
11	Zagat	Virgina	Miller	<a href="mailto:ginmiller@gmail.com">ginmiller@gmail.com</a>	<a href="https://www.zagat.com/l/best-pho-in-the-san-francisco-area">https://www.zagat.com/l/best-pho-in-the-san-francisco-area</a>
12	Bayarea.com	Matt	Charnock	<a href="http://matthewjcharnock@gmail.com">http://matthewjcharnock@gmail.com</a>	<a href="https://www.bayarea.com/eat/san-francisco-pho/">https://www.bayarea.com/eat/san-francisco-pho/</a>
13					
14	<b>Vietnamese</b>				
15	The Culture Trip	Phuong	Pham		<a href="https://theculturetrip.com/north-america/usa/california/articles/the-7-best-vietnamese-restaurants-in-s">https://theculturetrip.com/north-america/usa/california/articles/the-7-best-vietnamese-restaurants-in-s</a>
16	Trip Advisor	Wendy	Perrin	<a href="mailto:wp@wendyperrin.com">wp@wendyperrin.com</a>	<a href="https://www.tripadvisor.com/Restaurants-g60713-c41-San_Francisco_California.html">https://www.tripadvisor.com/Restaurants-g60713-c41-San_Francisco_California.html</a>
17	Michelin Guide	Abbe	Baker	<a href="https://twitter.com/abbelew">https://twitter.com/abbelew</a>	<a href="https://guide.michelin.com/us/en/california/article/dining-out/best-vietnamese-restaurants-san-francis">https://guide.michelin.com/us/en/california/article/dining-out/best-vietnamese-restaurants-san-francis</a>
18	SF Eater	Janelle	Bitker	<a href="mailto:Janelle@Eater.com">Janelle@Eater.com</a>	<a href="https://sf.eater.com/maps/best-vietnamese-restaurants-oakland">https://sf.eater.com/maps/best-vietnamese-restaurants-oakland</a>
19	The Infatuation	Hillary	Reinsberg	<a href="mailto:hillary@theinfatuation.com">hillary@theinfatuation.com</a>	<a href="https://www.theinfatuation.com/san-francisco/cuisines/vietnamese">https://www.theinfatuation.com/san-francisco/cuisines/vietnamese</a>
20		Bryan	Kim	<a href="mailto:bryan@theinfatuation.com">bryan@theinfatuation.com</a>	
21		Emma	Mustich	<a href="mailto:emma@theinfatuation.com">emma@theinfatuation.com</a>	
22	SF Insider	Flora	Tsapovsky	<a href="mailto:flora_workbox@gmail.com">flora_workbox@gmail.com</a>	<a href="https://sfinsider.sfgate.com/what-vietnamese-restaurant-san-francisco-serves-the-best-pho/">https://sfinsider.sfgate.com/what-vietnamese-restaurant-san-francisco-serves-the-best-pho/</a>
23	The Spruce Eats	Lizz	Schumer	<a href="https://lizzschumer.com/conn">https://lizzschumer.com/conn</a>	<a href="https://www.thespruceeats.com/best-vietnamese-recipes-4685186">https://www.thespruceeats.com/best-vietnamese-recipes-4685186</a>
24	Saveur	Dominick	Constantino	<a href="mailto:dj@saveur.com">dj@saveur.com</a>	<a href="https://www.saveur.com/essential-vietnamese-recipes/">https://www.saveur.com/essential-vietnamese-recipes/</a>
25		Matt	Taylor-Gross	<a href="mailto:mtaylorgross@gmail.com">mtaylorgross@gmail.com</a>	
26		Sarah	Gray Miller	<a href="mailto:sarah.miller@bonniercorp.com">sarah.miller@bonniercorp.com</a>	
27	Fine Dining Lovers	Elide	Achille	<a href="mailto:elide.achille@finedininglovers.com">elide.achille@finedininglovers.com</a>	<a href="https://www.finedininglovers.com/article/5-vietnamese-inspired-recipes">https://www.finedininglovers.com/article/5-vietnamese-inspired-recipes</a>
28	The Epoch Times	Simon	Veazey	<a href="mailto:simon.veazey@epochtimes.co">simon.veazey@epochtimes.co</a>	<a href="https://www.theepochtimes.com/vietnamese-summer-rolls-a-refreshing-snack_3039170.html">https://www.theepochtimes.com/vietnamese-summer-rolls-a-refreshing-snack_3039170.html</a>
29	Forbes	Dan Q	Dao	<a href="mailto:hello@dandao.com">hello@dandao.com</a>	<a href="https://www.forbes.com/sites/dandao/2019/05/06/5-must-visit-little-saigons-in-america-plus-the-vietna">https://www.forbes.com/sites/dandao/2019/05/06/5-must-visit-little-saigons-in-america-plus-the-vietna</a>
30	The Travel			<a href="mailto:editorial@thetravel.com">editorial@thetravel.com</a>	<a href="https://www.thetravel.com/vietnamese-food-must-try/">https://www.thetravel.com/vietnamese-food-must-try/</a>
31	SF Chronicle	Soleil	Ho	<a href="https://www.sfchronicle.com/">https://www.sfchronicle.com/</a>	<a href="https://www.sfchronicle.com/restaurants/article/Where-do-you-find-amazing-vegan-Vietnamese-food-1">https://www.sfchronicle.com/restaurants/article/Where-do-you-find-amazing-vegan-Vietnamese-food-1</a>
32	Thrillist	Mai	Pham	<a href="mailto:maitpham@yahoo.com">maitpham@yahoo.com</a>	<a href="https://www.thrillist.com/eat/nation/best-vietnamese-restaurants-in-america-near-me">https://www.thrillist.com/eat/nation/best-vietnamese-restaurants-in-america-near-me</a>
33	SanFran.com	Paul	Reulbach	<a href="mailto:preulbach@modernluxury.com">preulbach@modernluxury.com</a>	<a href="https://sanfran.com/the-road-pho">https://sanfran.com/the-road-pho</a>

## Best Halloween Cocktails

	A	B	C	D	E
1	<b>Outlet</b>	<b>First Name</b>	<b>Last Name</b>	<b>Email</b>	<b>Link</b>
2	House Beautiful	Hadley	Mendelsohn	<a href="mailto:hadley.mendelsohn@hearst.com">hadley.mendelsohn@hearst.com</a>	<a href="https://www.housebeautiful.com/lifestyle/recipes-cookbooks/g3669/halloween-cocktails/">https://www.housebeautiful.com/lifestyle/recipes-cookbooks/g3669/halloween-cocktails/</a>
3	Food & Wine	Katie	Macdonald	<a href="mailto:katie.macdonald@meredith.com">katie.macdonald@meredith.com</a>	<a href="https://www.foodandwine.com/slideshows/halloween-cocktails">https://www.foodandwine.com/slideshows/halloween-cocktails</a>
4		Kat	Kinsman	<a href="mailto:kat.kinsman@meredith.com">kat.kinsman@meredith.com</a>	<a href="https://www.foodandwine.com/slideshows/halloween-cocktails">https://www.foodandwine.com/slideshows/halloween-cocktails</a>
5		Carey	Jones	<a href="mailto:careyjones@gmail.com">careyjones@gmail.com</a>	<a href="https://www.foodandwine.com/slideshows/halloween-cocktails">https://www.foodandwine.com/slideshows/halloween-cocktails</a>
6	Esquire	Aaron	Goldfarb	<a href="mailto:aaron@aarongoldfarb.com">aaron@aarongoldfarb.com</a>	<a href="https://www.esquire.com/food-drink/drinks/a25820/best-halloween-drinks-cocktails/">https://www.esquire.com/food-drink/drinks/a25820/best-halloween-drinks-cocktails/</a>
7	Good Housekeeping	Trish	Clasen	<a href="mailto:tclasen@hearst.com">tclasen@hearst.com</a>	<a href="https://www.goodhousekeeping.com/holidays/halloween-ideas/g3718/best-halloween-cocktails/">https://www.goodhousekeeping.com/holidays/halloween-ideas/g3718/best-halloween-cocktails/</a>
8		Amanda	Garrity	<a href="mailto:agarrity@hearst.com">agarrity@hearst.com</a>	<a href="https://www.goodhousekeeping.com/holidays/halloween-ideas/g3718/best-halloween-cocktails/">https://www.goodhousekeeping.com/holidays/halloween-ideas/g3718/best-halloween-cocktails/</a>
9	Town & Country	Lauren	Hubbard	<a href="mailto:lauren.l.hubbard@gmail.com">lauren.l.hubbard@gmail.com</a>	<a href="https://www.townandcountrymag.com/leisure/drinks/g2839/halloween-drinks/">https://www.townandcountrymag.com/leisure/drinks/g2839/halloween-drinks/</a>
10		Sam	Dangremond	<a href="mailto:spcdangremond@gmail.com">spcdangremond@gmail.com</a>	<a href="https://www.townandcountrymag.com/leisure/drinks/g2839/halloween-drinks/">https://www.townandcountrymag.com/leisure/drinks/g2839/halloween-drinks/</a>
11	Country Living	Michelle	Profis	<a href="mailto:mprofis@hearst.com">mprofis@hearst.com</a>	<a href="https://www.countryliving.com/food-drinks/g2640/halloween-cocktails/">https://www.countryliving.com/food-drinks/g2640/halloween-cocktails/</a>
12	Forbes	Elva	Ramirez	<a href="mailto:elvainadine@gmail.com">elvainadine@gmail.com</a>	<a href="https://www.forbes.com/sites/elvaramirez/2018/10/25/four-easy-halloween-cocktails-for-every-p">https://www.forbes.com/sites/elvaramirez/2018/10/25/four-easy-halloween-cocktails-for-every-p</a>
13	Best Products	Danielle	St. Pierre	<a href="mailto:dstpierre@hearst.com">dstpierre@hearst.com</a>	<a href="https://www.bestproducts.com/eats/drinks/g3105/killer-halloween-shots-for-parties/">https://www.bestproducts.com/eats/drinks/g3105/killer-halloween-shots-for-parties/</a>
14	Delish	Candace Braun	Davison	<a href="mailto:cbraun@hearst.com">cbraun@hearst.com</a>	<a href="https://www.delish.com/holiday-recipes/halloween/g2471/halloween-drink-recipes/">https://www.delish.com/holiday-recipes/halloween/g2471/halloween-drink-recipes/</a>
15		Madison	Flager	<a href="mailto:mflager@hearst.com">mflager@hearst.com</a>	<a href="https://www.delish.com/holiday-recipes/halloween/g2471/halloween-drink-recipes/">https://www.delish.com/holiday-recipes/halloween/g2471/halloween-drink-recipes/</a>

# Calendar Listings

Published clients' events to local and surrounding media to gain attraction and knowledge of their upcoming events.

## Rise & Style Event for SF Proper Hotel

	A	B	C	D	E
1	<b>Outlet</b>	<b>Submitted</b>	<b>Published</b>		
2	<a href="#">Eventful</a>	X	<a href="https://sanfrancisco.eventful.com/events/rise-style-san-francisco-proper-/E0-001-130749251-9">sanfrancisco.eventful.com/events/rise-style-san-francisco-proper-/E0-001-130749251-9</a>		
3	<a href="#">Spin Go</a>	X		Pending	
4	<a href="#">SF Station</a>	X	<a href="https://www.sfstation.com/rise-style-at-san-francisco-proper-e2403521">https://www.sfstation.com/rise-style-at-san-francisco-proper-e2403521</a>		
5					
6	<a href="#">Patch</a>	X	<a href="https://patch.com/california/san-francisco/calendar/event/20191004/647321/rise-style-at-san-francisco-proper">https://patch.com/california/san-francisco/calendar/event/20191004/647321/rise-style-at-san-francisco-proper</a>		
7	<a href="#">KRON4</a>	X	<a href="https://www.kron4.com/community/calendar/#!/details/RISE-STYLE/7273933/2019-10-04T10">https://www.kron4.com/community/calendar/#!/details/RISE-STYLE/7273933/2019-10-04T10</a>		
8	<a href="#">SF Weekly</a>	X	<a href="https://archives.sfweekly.com/sanfrancisco/rise-and-style-at-san-francisco-proper/Event?oid=17995903">https://archives.sfweekly.com/sanfrancisco/rise-and-style-at-san-francisco-proper/Event?oid=17995903</a>		
9					
10					
11					
12	<b>TITLE</b>				
13	Rise & Style at San Francisco Proper				
14					
15	<b>WHEN</b>				
16	October 4th, 10 am to 11:30 am				
17					
18	<b>WHERE</b>				
19	La Bande, San Francisco Proper Hotel				
20	1100 Market St, San Francisco, CA 94102				
21					
22	<b>DESCRIPTION</b>				
23	<p>San Francisco Proper Hotel is launching its new event series, Rise &amp; Style, dedicated to inspiring the future style, beauty and design mavens of San Francisco. Once a month, join successful industry personalities across the fashion, beauty, and design realms, for an exclusive and interactive Q+A opportunity, shared over coffee and breakfast at San Francisco Proper Hotel's ultra-stylish café, La Bande.</p> <p>Designed by Kelly Wearstler, La Bande sets the perfect backdrop for a series centered around style and design. With double-height glass windows illuminating Paris-green tiles punctuated by black-and-white striping and brass accessories, Rise &amp; Style guests will feel right at home in this stylish, modern European-style café.</p> <p>October 4: San Francisco Chronicle            Speaker: Tony Bravo, Arts + Culture Reporter            Tony Bravo is the arts and culture reporter for the San Francisco Chronicle and a longtime fashion journalist. As a fourth generation San Franciscan he has seen the style and culture scenes in the Bay Area evolve, expand and accelerate, while always being true to the region's individualistic ethos. He is excited to share stories of some of his favorite style-makers, stores and cultural happenings. Begins promptly at 10:30 am, early arrival recommended to order breakfast and find a seat.</p>				
24					
25	<b>TICKETS</b>				
26	<a href="https://www.eventbrite.com/e/rise-style-at-san-francisco-proper-tickets-72981795515">https://www.eventbrite.com/e/rise-style-at-san-francisco-proper-tickets-72981795515</a>				
27					

## Fleet Week at SF Proper with Veuve Clicquot

	A	B	C	D	E
1	<b>Outlet</b>	<b>Submitted</b>	<b>Published</b>		<b>UVM</b>
2	<a href="#">Eventful</a>	X	<a href="https://sanfrancisco.eventful.com/events/fleet-week-veuve-clicquot-charmaines-/E0-001-130917426-4">https://sanfrancisco.eventful.com/events/fleet-week-veuve-clicquot-charmaines-/E0-001-130917426-4</a>		10533160
3	<a href="#">Spin Go</a>	X	<a href="http://www.spingo.com/calendar/event/8041260">http://www.spingo.com/calendar/event/8041260</a>		139289
4	<a href="#">SF Station</a>	X	<a href="https://www.sfstation.com/fleet-week-with-veuve-clicquot-at-charmaine-s-e2404137">https://www.sfstation.com/fleet-week-with-veuve-clicquot-at-charmaine-s-e2404137</a>		185431
5	<a href="#">Yelp</a>	X	<a href="https://www.yelp.com/events/san-francisco-fleet-week-with-veuve-clicquot-at-charmaines?utm_ca">https://www.yelp.com/events/san-francisco-fleet-week-with-veuve-clicquot-at-charmaines?utm_ca</a>		29,866,012
6	<a href="#">Patch</a>	X	<a href="https://patch.com/california/san-francisco/calendar/event/20191012/653158/fleet-week-with-veuve-cli">https://patch.com/california/san-francisco/calendar/event/20191012/653158/fleet-week-with-veuve-cli</a>		36794828
7	<a href="#">KRON4</a>	X		Pending	
8	<a href="#">SF Weekly</a>	X		Pending	69100
9	<a href="#">SF Travel</a>	X	Powered by SpinGo		150,000
10	<b>TITLE</b>				
11	Fleet Week with Veuve Clicquot at Charmaine's				
12					
13	<b>WHEN</b>				
14	October 12th, 12 pm - 4 pm				
15	October 13th, 12 pm - 4 pm				
16					
17	<b>WHERE</b>				
18	Charmaine's, San Francisco Proper Hotel				
19	1100 Market St, San Francisco, CA 94102				
20					
21	<b>DESCRIPTION</b>				
22	<p>This October 12th and 13th, join San Francisco Proper Hotel for a celebration of Fleet Week and the Blue Angels from 120 feet above Market Street at Charmaine's Rooftop Bar &amp; Lounge. Guests will sip on flights of Veuve Clicquot, as well as themed craft cocktails featuring Belvedere Vodka and Volcan De Mi Tierra Tequila and will enjoy a menu of elevated bar bites.</p> <p>From 12 pm to 4 pm on Saturday, October 12th and Sunday, October 13th, Charmaine's will be decked out with Veuve Clicquot decorations and a signature Clicquot Cart. Artfully crafted champagne flights include the Test Flight with a trio of Yellow Label, Rosé, and La Grande Dame 2008 Champagnes. The First Class option includes 1 bottle of La Grande Dame 2008 with a chic Veuve Clicquot luggage tag. Reservations highly recommended.</p>				
23	<a href="#">Photo</a>				
24					

## Two Tone Tiki Night with Last Rites

	A	B	C	D	E	F	G	H	I	J
1	<b>Outlets</b>	<b>Submitted</b>	<b>Published</b>							
2	<a href="#">Eventful</a>	X	<a href="https://sanfrancisco.eventful.com/events/two-tone-tiki-night-last-rites-blackbird-/E0-001-131895510-2">https://sanfrancisco.eventful.com/events/two-tone-tiki-night-last-rites-blackbird-/E0-001-131895510-2</a>							
3	<a href="#">SpinGo</a>	X	<a href="http://www.spingo.com/calendar/event/8097389">http://www.spingo.com/calendar/event/8097389</a>							
4	<a href="#">SF Station</a>	X	<a href="https://www.sfstation.com/two-tone-tiki-night-with-last-rites-blackbird-e2406127">https://www.sfstation.com/two-tone-tiki-night-with-last-rites-blackbird-e2406127</a>							
5	<a href="#">Yelp</a>	X	<a href="https://www.yelp.com/events/san-francisco-two-tone-tiki-night-with-last-rites-blackbird">https://www.yelp.com/events/san-francisco-two-tone-tiki-night-with-last-rites-blackbird</a>							
6	<a href="#">Patch</a>	X	<a href="https://patch.com/california/san-francisco/calendar/event/20191027/680606/two-tone-tiki-night-with-last-rites-blackbird">https://patch.com/california/san-francisco/calendar/event/20191027/680606/two-tone-tiki-night-with-last-rites-blackbird</a>							
7	<a href="#">KRON 4</a>	X								
8	<a href="#">SF Weekly</a>	X								
9										
10										
11										
			<p>Title: TWO TONE TIKI NIGHT WITH LAST RITES + BLACKBIRD</p> <p>When: Sunday, October 27th</p> <p>Where: Last Rites 5 pm – 8 pm; Blackbird 8 pm - close</p>							



## Jurassic Park Halloween Party with Last Rites

	A	B	C	D	E	F	G	H	I	J
1	<b>Outlet</b>	<b>Submitted</b>	<b>Published</b>							
2	Eventful	X	<a href="https://sanfrancisco.eventful.com/events/last-rites-presents-jurassic-halloween-part-/E0-001-131943422-6">https://sanfrancisco.eventful.com/events/last-rites-presents-jurassic-halloween-part-/E0-001-131943422-6</a>							
3	SpinGo	X	<a href="http://www.spingo.com/calendar/event/8101902-last-rites-presents-jurassic-halloween-party?location=near-me&amp;sections=all&amp;date=today">http://www.spingo.com/calendar/event/8101902-last-rites-presents-jurassic-halloween-party?location=near-me&amp;sections=all&amp;date=today</a>							
4	SF Station	X	<a href="https://www.sfstation.com/last-rites-presents-jurassic-halloween-party-e2406277">https://www.sfstation.com/last-rites-presents-jurassic-halloween-party-e2406277</a>							
5	Yelp	X	<a href="https://www.yelp.com/events/san-francisco-last-rites-presents-jurassic-halloween-party">https://www.yelp.com/events/san-francisco-last-rites-presents-jurassic-halloween-party</a>							
6	Patch	X	<a href="https://patch.com/california/san-francisco/calendar/event/20191031/683411/last-rites-presents-jurassic-halloween-party">https://patch.com/california/san-francisco/calendar/event/20191031/683411/last-rites-presents-jurassic-halloween-party</a>							
7	KRON	X								
8	SF Weekly	X								
9										
10										
11			<p><b>Title:</b> Last Rites Presents: Jurassic Halloween Party</p> <p><b>When:</b> Thursday, October 31st</p> <p><b>Where:</b> Last Rites, 7 pm – 2 am</p> <p><b>Description:</b> This Halloween, prepare to immerse yourself deep in a Jurassic jungle, as you crash land at Polynesian Noir adventure bar Last Rites. Join the Jurassic Party and get lost in a haunted jungle of dense foliage and towering, “cursed” idols, while you sip on spooky cocktail specials featuring Plantation rum and El Silencio mezcal under the airplane fuselage bar back. Dress as your best paleontologist or dinosaur hunter to win special prizes and fossilize your memory in the themed photobooth!</p>							

## Passalacqua Winery + Relish Culinary Center

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	<b>Outlet</b>	<b>Submitted</b>	<b>Published</b>												
2	Eventful	X	<a href="https://eventful.com/healdsburg/events/wild-mushroom-foray-lunch-passalacqua-winery-an-/E0-001-132615298-6?utm_source=email&amp;utm_medium=email&amp;utm_content=1361&amp;utm_campaign=1361">https://eventful.com/healdsburg/events/wild-mushroom-foray-lunch-passalacqua-winery-an-/E0-001-132615298-6?utm_source=email&amp;utm_medium=email&amp;utm_content=1361&amp;utm_campaign=1361</a>												
3	SpinGo	X													
4	SF Station	X	<a href="https://www.sfstation.com/wild-mushroom-foray-lunch-with-passalacqua-winery-relish-culinary-adventures-e2407613">https://www.sfstation.com/wild-mushroom-foray-lunch-with-passalacqua-winery-relish-culinary-adventures-e2407613</a>												
5	Yelp	X	<a href="https://www.yelp.com/events/healdsburg-wild-mushroom-foray-and-lunch-with-passalacqua-winery-and-relish-culinary-adventures">https://www.yelp.com/events/healdsburg-wild-mushroom-foray-and-lunch-with-passalacqua-winery-and-relish-culinary-adventures</a>												
6	Patch	X	<a href="https://patch.com/california/healdsburg/calendar/event/20200126/717273/wild-mushroom-foray-lunch-with-passalacqua-winery-and-relish">https://patch.com/california/healdsburg/calendar/event/20200126/717273/wild-mushroom-foray-lunch-with-passalacqua-winery-and-relish</a>												
7	KRON	X	<a href="https://www.kron4.com/community/calendar/#!/details/WILD-MUSHROOM-FORAY-LUNCH-WITH-PASSALACQUA-WINERY-RELISH-CULINARY-ADVENTURES/7647642/2020-01-26T09">https://www.kron4.com/community/calendar/#!/details/WILD-MUSHROOM-FORAY-LUNCH-WITH-PASSALACQUA-WINERY-RELISH-CULINARY-ADVENTURES/7647642/2020-01-26T09</a>												
8	SF Weekly	X													
9	Sonoma Mag	X	<a href="https://www.sonomamag.com/calendar/#!/details/WILD-MUSHROOM-FORAY-LUNCH-WITH-PASSALACQUA-WINERY-RELISH-CULINARY-ADVENTURES/7647753/2020-01-26T09">https://www.sonomamag.com/calendar/#!/details/WILD-MUSHROOM-FORAY-LUNCH-WITH-PASSALACQUA-WINERY-RELISH-CULINARY-ADVENTURES/7647753/2020-01-26T09</a>												
10	Press Democrat	X	<a href="https://www.pressdemocrat.com/events/#!/details/WILD-MUSHROOM-FORAY-LUNCH-WITH-PASSALACQUA-WINERY-RELISH-CULINARY-ADVENTURES/7647837/2020-01-26T09">https://www.pressdemocrat.com/events/#!/details/WILD-MUSHROOM-FORAY-LUNCH-WITH-PASSALACQUA-WINERY-RELISH-CULINARY-ADVENTURES/7647837/2020-01-26T09</a>												
11	Wine Business Monthly	X													
12	The Healdsburg Tribune	X													
13	Marin Mag	X													
14	North Bay Bohemian	X													
15	Sonoma West Times & News	X	<a href="http://www.sonomawest.com/calendar/wild-mushroom-foray-lunch-with-passalacqua-winery-relish-culinary-adventures/event_42371648-17b1-11ea-81c7-5cb9017b9d1f.html">http://www.sonomawest.com/calendar/wild-mushroom-foray-lunch-with-passalacqua-winery-relish-culinary-adventures/event_42371648-17b1-11ea-81c7-5cb9017b9d1f.html</a>												
16															
17															
18	<b>Title:</b>														
19			Wild Mushroom Foray & Lunch with Passalacqua Winery and Relish Culinary Adventures												
20															
21	<b>When:</b>														
22			January 26th												
23			9:30 am – 2 pm												
24															
25	<b>Where:</b>														
26			Relish Culinary Center, Healdsburg												
27															

# Community Management

With the bytes team, I helped engage with local influencers and similar industry accounts to gain traction with followers, likes and shares for client's Instagram accounts.

## Tasks:

- Spend about 45 minutes checking likes and responding to comments.
- Looking at tagged photos, liking and commenting on them.
- Increasing follower count by reviewing and engaging with industry and influencer accounts.
- Reviewing post hashtags and engaging with those to follow accounts and receive follows back.

## Clients:

- Saffron Indian Bistro
- Tilden Hotel
- Town & Country Village
- Hotel Caza

# Community Management Saffron

## Saffron Community Management Practice

### Login

Account: SaffronSC

Password:

**Time:** 20 minutes per day, 1 time per day (one morning, one afternoon) Monday – Friday

### Industry Accounts

Tap on these accounts and engage with their last 3 posts. Like comments from other comments. Tap on their tagged photos and engage on those. Follow 5-10 people who engage with these accounts:

- <https://www.instagram.com/bestfoodbayarea/>
- [https://www.instagram.com/infatuation\\_sf/](https://www.instagram.com/infatuation_sf/)
- <https://www.instagram.com/allthingstasty>
- <https://www.instagram.com/bayareafoodtrail>
- <https://www.instagram.com/bestfoods/>
- <https://www.instagram.com/sfeatsandtreats>
- <https://www.instagram.com/foodiesofs/>
- <https://www.instagram.com/yelpsiliconvalley>
- <https://www.instagram.com/eater>
- <https://www.instagram.com/bayareacuisineart>
- <https://www.instagram.com/tasteslikesf>
- <https://www.instagram.com/ediblesiliconvalley>
- <https://www.instagram.com/sfeatery>

### Influencer Accounts & Local Media

Follow 5-10 relevant influencer & local media accounts. Tap on these accounts and engage with their last 3 posts. Like comments from other comments. Tap on their tagged photos and engage on those.

- [https://www.instagram.com/bayarea\\_buzz/](https://www.instagram.com/bayarea_buzz/)
- <https://www.instagram.com/sfgate/>
- <https://www.instagram.com/sanfrankrisco/>
- <https://www.instagram.com/sfchronicle/>
- <https://www.instagram.com/sfbucketlist/>
- <https://www.instagram.com/eatandescape>
- <https://www.instagram.com/sfexaminer>

# Community Management Saffron

- <https://www.instagram.com/sf.foods>
- <https://www.instagram.com/foodieclubsf>
- [https://www.instagram.com/allies\\_table](https://www.instagram.com/allies_table)
- <https://www.instagram.com/eatthissf>
- <https://www.instagram.com/sanfranciscofoodmagazine>
- <https://www.instagram.com/sffoodprint>
- <https://www.instagram.com/sfist>
- <https://www.instagram.com/sfmagazine>

---

## Hashtags

- |                  |               |
|------------------|---------------|
| #foodie          | #buzzfeast    |
| #foodporn        | #igfood       |
| #sfpulse         | #nomnom       |
| #bestfoodbayarea | #onlyinsf     |
| #foodstagram     | #bayarea      |
| #sanfran         | #foodpic      |
| #eeeeeats        | #foodgasm     |
| #eattheworld     | #sanfrancisco |
| #sfpulse         | #tasty        |
| #eats            | #yum          |

## Suggested Comments – Non-brand related content

- We love this Union Square shot!
- Perfect #SF day
- This is so fun!
- Looks so good!
- Come by and say hello while you're in SF!

## Comment Guidelines – brand related

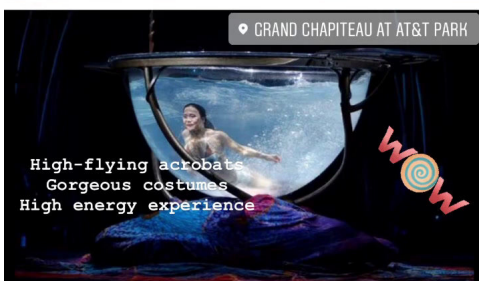
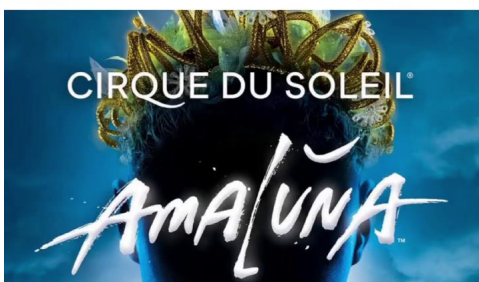
- Be thoughtful and intentional. If a guest is leaving a compliment, personally thank them. If a guest complains, be thoughtful in approach
- Do not copy/paste responses, be authentic
- Always respond with resource links back to the brand website

# Social Media: Instagram Stories

I created many Instagram stories for clients' accounts. These stories would be for special events put on by the client or highlights of upcoming events in the community. I used the app Unfold to organize the layout of the photos, then added text and GIFs through Instagram.

## Clients:

- Tilden Hotel
- Town & Country Village
- The Pruneyard



Top 100  
Tasting  
Event

- Top 100 wineries  
And producers
- Small bites from top Bay  
Area restaurants
- Benefits go to  
[#sanfranciscobaykeeper](#)

October 10, 2019

CITY VIEW AT METREON

VIP 5:30-8:30pm  
General 6:30-8:30pm

TOP 100  
WINERIES



# Social Media: Instagram Campaign Stories

For campaign stories for the Tilden Hotel, I would research local businesses, events and partnerships relevant to the campaign. For example, I did a series of stories for the month of November on organizations that Tilden Hotel is thankful for. Another example is, during December, we did 12 Days of Tilden Holidays and count down fun things to do and see in San Francisco for the holidays.

**6 Happy Hour Spots**

<b>The Douglas Room.</b> daily 5-10pm	<b>Palm House,</b> T-F 4-6:30pm
<b>Violets,</b> M-F 5-6pm	<b>El Techo,</b> M-F 4-6pm
<b>Bar Crudo,</b> daily 5-6:30pm	<b>Burma Club,</b> M-F 4:30-6:30

**HAPPY HOUR**

@THEDOUGLASROOM	@BARCRUDOSF	@ELTECHOSF
@VIOLETSTAVERN	@PALMHOUSESF	@BURMACLUB



# Examples of Thanks, from Tilden campaign stories



"Thyme for Tito's"

@PROJECTOPENHAND

@TITOSVODKA

Cocktails for a Cause works with the Hotel Council of San Francisco & Tito's Handmade Vodka that benefits Project Open Hand to help provide meals for the sick and vulnerable.



Project Open Hand

meals with love

+ Cocktails for a Cause

Thanks, from Tilden

**TENDER LOIN** COMMUNITY BENEFIT DISTRICT

@TLCBD

#TENDERLOINSF



Works to transform the Tenderloin into a cleaner, safer neighborhood.

Offers cleaning and beautification services as well as supports and facilitates community events.

Thanks, from Tilden

# Examples of 12 days of Tilden Holiday campaign stories



7 Nonprofits & Organizations to give back to

- Project Open Hand @PROJECTOPENHAND
- Tenderloin Community Benefit District @TLCBD
- Hospitality House @HOSPITALITYHOUSESF
- WildFlower Institute #WILDFLOWERINSTITUTE
- Community Grows @COMMUNITYGROWS
- Larkin Street Youth Services @LARKINSTREETYOUTH
- La Casa de las Madres @LACASADELASMADRES



8 SHOWS YOU CAN'T MISS

- A Christmas Carol @ACTSANFRANCISCO
- Nutcracker @SFBALLET
- A Charlie Brown Christmas @SFSYMPHONY
- Hamilton @ORPHEUM THEATRE
- Champions of Magic @GOLDENGATETHEATRE
- The Velveteen Rabbit @YBCA
- Harry Potter @SF\_CURRAN
- Beach Blanket Babylon



# Editorial Calendars

With the Bytes team, I would add the edited photos from Box to Later and place them on specific days and times to be posted. I created clever captions, added relevant hashtags, tagged specific accounts, and pinned the location of the client.

## Clients:


- Saffron Indian Bistro
- Town & Country Village
- The Pruneyard


The screenshot displays an Instagram editorial calendar interface. On the left, there is a vertical grid of 24 thumbnail images, each with a checkmark in the top right corner, representing a library of media. The main area is a calendar for the week of December 15-21, 2019, with columns for each day (SUN, MON, TUE, WED, THU, FRI, SAT) and rows for each hour from 7AM to 9PM. The text 'NO STORIES SCHEDULED' is centered at the top of the calendar grid. Several 'Auto' icons are placed in the calendar cells, indicating scheduled posts: one on Sunday at 10AM, one on Tuesday at 11AM, one on Thursday at 12PM, and one on Friday at 9AM. The interface includes navigation elements like 'Upload Media', 'Show Filters', and view options for 'Stories', 'Preview', 'Week', and 'Month'.


# The Pruneyard Post Example

thepruney... The Pruney...

Today < > Dec 15 - 21 2019

 @thepruneyard  
Instagram

 Edit


Post Caption 

Christmas Eve is in a week! Get everything on your shopping list here at the Pruneyard and bring your furry friend.



#ThePruneyard #holidayshopping #dogsofinstagram #holidays #chistmaseve #makingalist #christmastree #dogstagram #cute #instadog #doglover #puppylove #christmas #gifts #winter #gift #holidayseason #tonguesout #furryfriend

+ Tag People | Saved Captions | Hashtag Suggestions | 11 hashtags left

Create my Linkin.bio Page [Learn More](#) [Create](#)

 The Pruneyard Shopping Center

This post will be automatically published

Discard Post |  2019/12/17 11:00 am |  Auto | [Save](#)

8PM  
9PM

# Town & Country Village Editorial Calendar

Upload Media

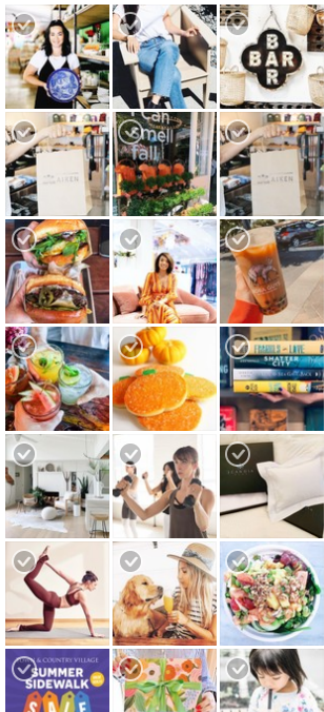
townandc... Town & Co...

Today < > Oct 13 - 19, 2019 America/Los... Stories Preview Week Month

	13 SUN	14 MON	15 TUE	16 WED	17 THU	18 FRI	19 SAT
7AM							
8AM							
9AM							
10AM							
11AM		Auto					
12PM	Auto						
1PM						Auto	
2PM				Auto	Auto		
3PM							
4PM							
5PM							
6PM							
7PM							
8PM							
9PM							


NO STORIES SCHEDULED


used x Clear All



# Town & Country Village Post Example

Today < > Oct 13 - 19, 2019


 @townandcountryvillage  
Instagram




What better way to celebrate #NationalDessertDay than with @karascupcakes! These pumpkin sugar cookies will satisfy any festive cravings.

#TownAndCountryVillage #karascupcakes #bakery #pumpkins #sugarcookies #sweets #holidays #fall #instafood #paloalto #bayareafoodie #sweettooth #indulge #artisanbakery #foodporn #dessertporn #celebrate #halloweentreats #eeeeeeats

Create my Linkin.bio Page [Learn More](#) [Create](#)

 Town & Country Village

 Posted 2 months ago [View Media Item](#) [Done](#)

7PM

# Saffron Instagram Post Example

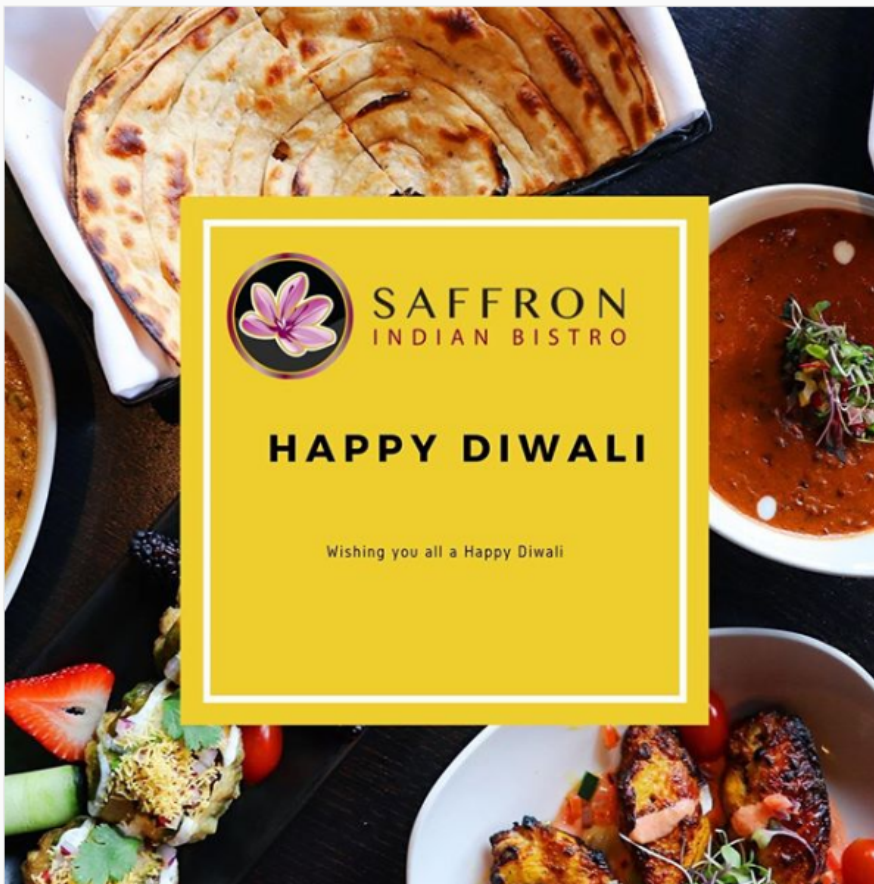
Added this photo and graphic to Later for the Saffron editorial calendar and then automatically uploaded to Instagram for the specified date and time with the created caption, hashtags, tagged accounts and location.

Instagram

Search

Log In

Sign Up



saffronsc • Follow  
Saffron Indian Bistro



saffronsc Wishing all a Happy Diwali full of light, family and fun. We will be open and hope you join us for dinner!

#SaffronSC #india #festivaloflights  
#happydiwali #indian #festival #desi  
#light #celebrate #lights #celebration  
#indianfestival

6w



15 likes

OCTOBER 27

Log in to like or comment.

# Significant Users and Hashtags

For each client's Instagram, appropriate hashtags and accounts would be included on their posts. I would tag the most important accounts and influencers in hopes of being re-posted to their larger audience. I would tag specific hashtags so that post can be viewed by more people to drive traffic to the client's profile.

## **Tilden Hotel:**

- Industry Accounts Examples
  - @dwellmagazine -- 1.8 million followers
  - @sunsetmagazine -- 221K followers
  - @travelandleisure -- 4.7 million followers
- Influencer Accounts Examples
  - @girlandthebay -- 275K followers
  - @bayarea\_buzz -- 95.1K followers
  - @onlyinsf -- 257K followers
- Locations
  - Union Square
  - San Francisco
  - Nob Hill
- Hashtags
  - #alwaysSF -- 570K posts
  - #cntraveler -- 2 million posts
  - #sfpulse -- 80.1K posts
  - #travelstyle -- 1.4 million posts

# Significant Users and Hashtags cont.

## Saffron Indian Bistro:

- Industry Accounts
  - @bestfoodbayarea -- 60.2K followers
  - @yelpsiliconvalley -- 8,158 followers
  - @allthingstasty -- 613 followers
  - foodiesofsf -- 10.7K followers
- Influencer Accounts
  - @allies\_table -- 1,488 followers
  - @eatthissf -- 21.2K followers
  - @sfist -- 5,039 followers
- Hashtags
  - #foodie -- 139 million posts
  - #eeeeeeats -- 18.1 million posts
  - #buzzfeast -- 7.2 million posts
  - #bayarea -- 10.5 million posts

# Graphics

I created a few graphics for social media accounts to post on holidays. I created some for Diwali, Thanksgiving, Christmas and New Year's. The graphics are meant to inform followers of special hours on these days.

THE PRUNEYARD



*Happy  
Christmas Eve!*

From our family to yours, we wish you a happy holiday! In observance of the holiday, store hours may be affected. Call in advance for details!

DECEMBER 24, 2019

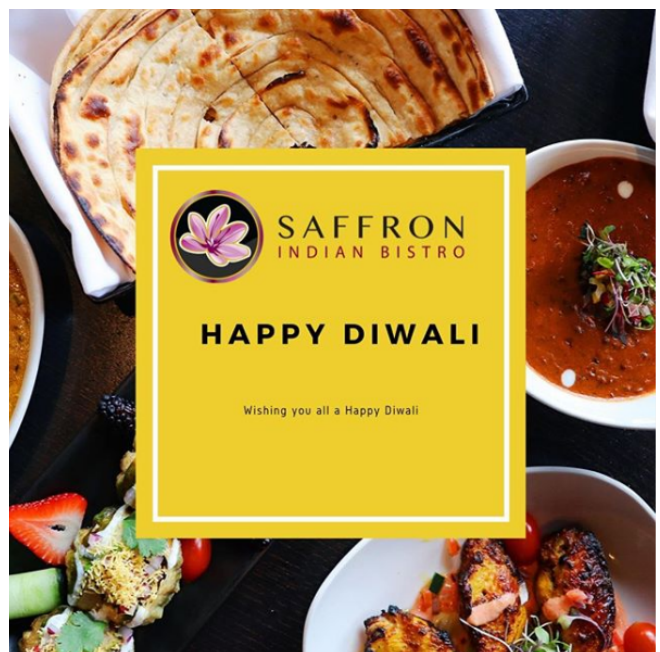
THE PRUNEYARD



*Merry  
Christmas!*

Best wishes for a wonderful Christmas! In observance of the holiday, store hours may be affected. Call ahead for details!

DECEMBER 25, 2019







# HAPPY NEW YEAR'S EVE

FROM THE PRUNYARD

Ring in a joyous New Year with loved ones!  
Store hours may be affected, call in advance for details.



# HAPPY NEW YEAR!

FROM THE PRUNYARD

We wish you peace, love & laughter in the New Year!  
Since today is a holiday, most of our stores will be closed.  
Call ahead for details!



Ring in the New Year!

## NEW YEAR'S EVE

From our family to yours, have a magical holiday season and a joyous New Year! Holiday hours may apply, call stores in advance for details.

Sincerely,  
Town & Country Village



Thank you for spending 2019 with us!

## HAPPY NEW YEAR

We appreciate all our vendors and customers for making this the best year. We wish you peace, love and joy in 2020! In observance of the holiday, store hours may be affected, call ahead for details.

Sincerely,  
Town & Country Village



Happy holidays to you and your family, from the Town & Country Village family!

# HAPPY CHRISTMAS EVE!

Since today is a holiday, store hours may be affected, call ahead for details!



Wishing you a magical holiday season!

# MERRY CHRISTMAS!

With love from,  
Town & Country Village

In observance of the holiday, store hours may be affected. Call ahead for details!