

PUBLIC RELATIONS DEPARTMENT

2009/2010 Public Relations Plan

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GOAL

Continue digital media outreach started in 2008; update the functionality of the PR department using new technologies.

STRATEGIES:

Leverage achievements made in 2008 re: digital media, social media and web-based PR tools, including press kits and videos. Incorporate Twitter, Facebook and web-based video into media outreaches; involve industry partners in direct media outreaches. Re-think and re-design the CVB E-News publication to incorporate more rich media (video, photos, etc). This electronic newsletter informs our audience of all the ongoing projects from every department in the CVB and, as such, is a valuable tool in communicating the activities of the CVB directly to the local tourism industry.

GOAL

Copntinue “PR saturation” initiative that places special emphasis on one destination each year to achieve maximum in-market exposure.

STRATEGIES:

To effectively leverage the second installment of the CVB’s Station Domination campaign set for December 2009, designate New York our PR saturation destination area again for FY 2010.

Target previously untapped media by securing placement in area newspapers; attend Visit Florida Media Receptions in NYC.

Work with Ad Department to leverage editorial coverage from all area-specific media buys. Suggest/coordinate possible placement areas/publications.

GOAL

Generate 200 stories that promote St. Petersburg/Clearwater in domestic and international print media. Target internet-based outlets to take advantage of latest trends in distribution of travel information via the web and digital devices.

STRATEGIES:

Work with our PR firms to target specific media for placement of stories covering the St. Pete/Clearwater area.

Work with AuCoin & Associates, our contract nature/outdoors PR agency, to do niche work on our specialty area. The agency will produce six feature releases each year, pitch individual media visit and/or a group media trip, assist in hosting the media and follow up on articles. This cost is comparatively minimal and covers a completely separate market for our area, and the results have been extremely cost-effective.

Continue to regularly issue newsworthy press releases in order to draw national attention to newsworthy facets of our destination.

Work with Visit Florida to participate in three media receptions and media missions in key domestic markets (as well as in our Canadian markets).

Continuing our strong presence at the major international travel shows including World Travel Market (London), the Internationale Tourismus-Borse (Berlin), the Travel Industry Association's POW WOW trade show and Florida Huddle trade show.

Identify and host three travel television crews to the area, including the continuation of our ongoing relationship with the Discovery Channel Canada. Work domestically and in our international markets to generate stories on travel TV programs.

Team with at least four other tourism marketing organizations to promote visitation to our area. Potential partners include: Orlando/Orange County CVB, Visit Florida, Busch Entertainment Corporation, the Tampa Bay CVB, Greater Fort Lauderdale CVB and Walt Disney World.

Establish working relationships with four previously untapped web journalists, who sometimes have different needs and expectations than print journalists.

Conduct three CVB individual Media Missions making personal media calls to travel and consumer publications in three of our top feeder markets.

GOAL

Showcase the destination to 30 travel media from our top key markets, as well as print, on-line and broadcast.

STRATEGIES:

Work with our international PR agencies to develop CVB media missions in the US, UK and Central Europe. Develop carefully-targeted lists of media outlets to go after, with special attention given to placement in publications that have yet to feature the area.

As an enticement to secure coverage, offer “plus one” press trips to appropriate high-end or high-circulation publications (i.e.: a journalist and a significant other).

Invite high-value travel media from national publications and publications in our top feeder markets to make individual visits during the year. We will conduct several themed press trips for travel writers, both in groups and on an individual basis.

Promote the area’s best and newest assets at 15 trade shows and media missions throughout the United States and internationally.

GOAL

Generate 75 media stories in local publications that promote CVB efforts and the value of tourism to St. Petersburg/Clearwater

STRATEGIES:

Integrate new video podcast initiative into E-News, with links directly to videos hosted on the PR Website, FloridasBeachMedia.com.

Regularly feature CVB staff members on the PR web site with photos and “favorites” lists of things they love about the destination. Possible use of videos in this initiative as well.

Maintain a local media presence for the CVB through radio appearances on programming through Pinellas County Communications and city-sponsored television.

Work with Hospitality Education Department to assist in publicizing local education initiatives as part of the continuing “Value of Tourism” campaign.

Work with all local governmental bodies and Chambers of Commerce to coordinate promotion and publicity of newsworthy festivals, events and additions.

2009/2010 Public Relations Action Plan

(Note: entries highlighted in yellow are new for 2010)

October 2009

- UK Media: Sunrise to Sunset Media Fam with Fort Lauderdale CVB
- Digital Media conference: NYC
- Clearwater Jazz Holiday 30th Anniversary Press Trip
- Domestic Golf Trip
- SATW Annual Convention
- VF Vancouver Media Reception

November 2009

- PRSA International Conference Nov. 7-10 (\$1,100)
- Attend World Travel Market (WTM) in London
- Joint pre-or-post WTM German Media Tour with Orlando and other Florida-based tourism agencies (tentatively planned)
- Video podcast production workshop
- International Golf Fam with Disney

December 2009

- Advance publicity for Outback Bowl media/press kits and B-Roll footage
- Bowl Beach Day--Clearwater Beach TV/individual media opportunities
- Pending press support for proposed ESPN Bowl at Tropicana Field
- Visit Florida Media Mission: ATLANTA (DATE TBD)
- CVB Individual Media Mission - major market TBD

January 2010

- PR Mission/Event in Toronto/Canada
- TWIGS (Travel Women International Golf Society)
- Post Huddle Co-FAM with Tampa Bay and Company
- Professional Golf Association (PGA) Merchandise Show in Orlando

February 2010

- PR/media event in New York with Meetings and Sales
- Visit Florida: Media Reception NYC
- Multicultural press visit (one or two writers)
- Individual boat-centered media fam visit (UK)

March 2010

- ITB Trade Show in Berlin
- Transitions Press event – Joint Golf FAM with Disney
- March 7-10 Travel Media Association of Canada Conference, Cardiff Wales (TMAC) **\$900**
- Media Mission with NYC PR Firm to U.S. Top Feeder Market
- Photography FAM tour

April 2010

- CVB Wedding Specialist press release and media outreach
- Water, Water Everywhere Press Trip
- St. Pete Grand Prix Press Trip: Brazil and Argentina
- PRSA Travel & Tourism Section Conference

- POW WOW trade show

May 2010

- National Tourism Week Community Relations opportunities
- North American Travel Journalists Association (NATJA) Annual Conference and Media Marketplace
- Visit Florida Media Reception, Toronto: \$950
- CVB Individual Media Mission: Washington DC
- Luxury & Dining Press Trip with Disney

June 2010

- Society of American Travel Writer's (SATW) Chapter Meeting/Associates Conference
- MediaBistro podcasting workshop and seminar in NYC
- German media mission with Central European PR agency
- Tampa Bay Rays & Blue Jays Press Event in Canada

July 2010

- PR Mission to TBD Midwest city with FLA USA
- DMAI Annual Conference in Atlanta
- Emerging PR technologies workshop TBD
- Media Training for PR staff and Senior CVB staff
- Visit Florida: In state media mission (DATE TBD)

August 2010

- Visit Florida Governor's Conference on Tourism

- Visit Florida Media Mission: Washington DC
- Family Press Group (with magazine writers)
- ESTO Conference (Travel Industry Association Conference)

September 2010

- UK Press Group (with BA Holidays or other carrier)
- Visit Florida Media Mission: Chicago
- Media Mission to key U.S. Market