

PUBLIC RELATIONS DEPARTMENT

2007/2008 Public Relations Plan

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GOAL

Generate 550 stories that promote St. Petersburg/Clearwater in domestic and international newspapers and magazines as well as on radio and television programs

STRATEGIES:

Work with our domestic New York City-based PR Agency -- Development Counsellors International (DCI) -- to conduct our annual media luncheon and/or reception mission in New York and possibly two other major feeder markets. Conduct three CVB individual Media Missions making personal media calls to travel and consumer publications in three of our top feeder markets. This would also include doing our partner press reception in NYC with industry partners from our destination to top NYC travel media. DCI will continue to proactively market story ideas on an ongoing basis throughout the year.

Maintain our contract with News Plus, our PR agency in Germany (Central Europe) and continue to work with them to send out regular releases and bring media over to our area individually and on press trips. Also, work with the new public relations agency in the UK (and Scandinavia).

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 minimal and covers a completely separate market for our area.

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

Pitch travel trade publications such as Travel Agent magazine and Travel Trade Gazette both in person on media missions and by 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 (Las Vegas) and Florida Huddle trade show (Tampa).

In the event that Caladesi Island State Park becomes the #1 Beach in America, we will capitalize on the #1 rated beach in America named by Dr. Beach. This would include an all-out satellite media tour coordinated and arranged by DCI, our NYC PR Firm. We would also invite Dr. Stephen Leatherman (aka Dr. Beach) to travel with us on a European Media Mission.

We would also contract with NAPS (North American Precis Syndicate) to help us distribute a special press release about Caladesi Island.

Identify and host members of the media to the major area attractions (Fort De Soto and Caladesi Island as top-rated U.S. beaches, the Salvador Dali Museum, Tarpon Springs and others) to generate media exposure. We also will promote the area through special interest travel to magazines catering to these items.

Create 12 targeted press releases that will be sent to special mailing lists in order to generate additional articles in domestic and regional media. We will also invite these media to our press trips and individual visits. Niche publications we will target include Audubon magazine, Spa Finder, Black Meetings & Tourism and Southern Living Gardens.

Identify and host three travel television crews to the area. Work domestically and in our international markets to generate stories on travel TV programs.

Pursue national/syndicated travel media to visit the destination on individual visits.

Continue to grow interest and increase participation in our CVB Public Relations committee. We hope to increase membership to have more than 30 different area tourism entities represented in order to engage more area industry members in our PR program.

Team with at least four other tourism marketing organizations to promote visitation to our areas (potential partners include: Orlando/Orange County CVB, Visit Florida, Busch Entertainment Corporation, the Tampa Bay CVB, Greater Miami CVB, Sarasota CVB and the Lee County VCB)

Work with tour operator and/or airline partners to bring media to the area domestically and internationally.

Partner with outside agencies, web databases and travel writing organizations to conduct several press trips to the area.

Incorporate at least 20 area attractions into CVB press trips, individual media visits and press releases. The trips will reflect a geographic balance of attractions, accommodations and restaurants throughout the 24 communities that make up Pinellas County.

Generate media coverage of St. Petersburg/Clearwater in 50 Internet outlets. We will accomplish this by updating the PR section of our own website with new information on attractions, accommodations and events; by including Internet media in our press release and alert mailings; and by e-mailing press releases to websites and travel databases that accept destination information such as Frommers.com, Travelocity, Family Travel Forum and About.com.

GOAL

Personally showcase the entire destination to 30 travel media including our top key markets, as well as print, on-line and broadcast.

STRATEGIES:

Work with our domestic PR agency to develop national TV and print media coverage of our area. We will showcase the best and newest activities in our area for these major media markets.

Work with our international PR agencies to develop CVB media missions in the US, UK and Central Europe. We will showcase the best and newest activities in our area.

Invite top travel media from national publications and publications in our top feeder markets to make an individual visit during the year. We will conduct several themed press trips (nature, history, fitness, arts/culture, girlfriend's getaway and man-cations, family vacations, and luxury travel etc.) for travel writers.

With the opening of several major spas in our area in 07-08, we will team with The Sandpearl Resort, The Don CeSar Beach Resort, The Renaissance Vinoy and Golf Club, Safety Harbor Resort & Spa and other area spas, to showcase these spas to our beauty, luxury travel writers. With the Sandpearl Resort being the first of several new luxury resorts to be completed on Clearwater Beach, we will target some high-end publications with an affluent readership to inform them of the upscale product in our area.

In the event that Caladesi Island State Park is not named the #1 Beach in America, we would still prepare one informational mail out to newspapers and magazine through NAPS (North American Precis Syndicate). This pre-formatted mailing will reach middle- and small-market newspapers and magazines throughout the United States. Previous placements have generated hundreds of stories with circulation in the millions.

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:

Edit and distribute 22 issues of the CVB E-News to area media and community leaders. This electronic newsletter informs our audience of all the ongoing projects from every department in the CVB.

Work with the CVB Internet Marketing Manager to design a more appealing format and look for our E-News.

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

Arrange 10 scheduled alerts to local media informing them of CVB programs, activities and accomplishments. We will also create 12 full stories on CVB projects for distribution in smaller circulation publications such as the Gulfport Gabber, Pinellas News and Beach Leader/Bee.

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

2007/2008 Public Relations Action Plan

October 2007

- * German Media Mission with Orlando CVB
- * Nature-based press trip (Kayaking/Fishing)
- * Clearwater Jazz Holiday TV/individual media opportunities
- * Individual Media Calls to major domestic markets
- * Attend Public Relations Society of America (PRSA) International Conference
- * Annual media luncheons in New York, and other markets TBD

November 2007

- * Attend World Travel Market (WTM) and the British Guild of Travel Writers dinner with special press releases and interview opportunities
- * Individual Media Calls to major domestic markets
- * Attend Travel Media Showcase trade show in Palm Springs, CA

December 2007

- * Advance publicity for Outback Bowl media/press kits and B-Roll footage
- * Bowl Beach Day--Clearwater Beach TV/individual media opportunities
- * CVB Individual Media Mission - major market TBD
- * Holiday theme other Press Group theme

January 2008

- * PR event in New York with FLA USA
- * PR Mission to Toronto/Canada with FLA USA
- * TWIGS (Travel Women International Golf Society)
- * Florida Huddle trade show in Tampa
- * Post-Huddle Press Group

- * Professional Golf Association (PGA) Merchandise Show in Orlando

February 2008

- * Travel Media Association of Canada Conference in Halifax, Nova Scotia
- * PR Mission with FLA USA to city TBD
- * Press luncheon with the Toronto Blue Jays/Philadelphia Phillies
- * Multicultural Press Group

March 2008

- * ITB Trade Show; attend and participate in joint press conference with Orlando CVB and attractions
- * PODS PGA Tour Press event – Joint Golf FAM with Disney
- * IACVB Development Conference
- * Dr. Beach's Beach Management and Tourism Conference
- * Media Mission with NYC PR Firm to U.S. Top Feeder Market

April 2008

- * Tampa Bay Blues Festival TV/individual media opportunities
- * FLA USA Latin American press group
- * PR Mission to TBD Northeast city with FLA USA
- * PRSA Travel & Tourism Section Conference
- * POW WOW trade show
- * Media Mission with DCI, our NYC PR Firm, to U.S. Top Feeder Market

May 2008

- * National Tourism Week Community Relations opportunities
- * German press trip with CVB Central European PR agency
- * UK Media Mission planned with CVB UK PR office
- * Tampa, St. Pete/Clearwater domestic press group
- * North American Travel Journalists Association (NATJA) Annual Conference and Media Marketplace
- * Outdoors/Eco activities Press Group
- * CVB Individual Media Mission - Canada
- * CVB Individual Media Mission - Florida

June 2008

- * Society of American Travel Writer's (SATW) Chapter Meeting/ Associates Conference
- * See America FLA USA Media Day in London/St. Petersburg/Clearwater to be represented by UK office.
- * Public Relations Society of America (PRSA) Travel & Tourism Conference
- * German media mission with Central European PR agency

July 2008

- * International Association of Convention & Visitors Bureau (IACVB) Annual Convention
- * PR Mission to TBD Midwest city with FLA USA
- * PRSA Sunshine State District Conference

August 2008

- * FLA USA Governor's Conference on Tourism

- * Visit FLA Canadian Media Mission (Toronto, Montreal)
- * Family Press Group (with magazine writers)

September 2008

- * UK Press Group (with BA Holidays or other carrier)
- * German promotional program with Central European PR agency
- * German press group with MartinAir/ Orlando CVB
- * Society of American Travel Writers (SATW) Convention
- * Media Mission with FLA USA to Key U.S. Market