

PUBLIC RELATIONS

November 2009

David Downing

Assistant Director

MEDIA VISITS, TRADE SHOWS, PROFESSIONAL DEVELOPMENT:

Daily Express & Press Association UK Writers Visit – Oct. 30-Nov. 7

Two high profile journalists picked St. Pete/Clearwater as the place to focus on for upcoming feature articles in the *Daily Express* and the *Press Association* – two top-notch, widely read publications in the United Kingdom. Louise Barnett of the Daily Express and Jane Kirby of the Press Association, spent more than a week experiencing all the area has to offer, including fishing for snook, a visit to see Winter the dolphin at the Clearwater Marine Aquarium, kayaking the mangrove tunnels at Caladesi Island State Park, and trips to Tarpon Springs and Dunedin. A special thanks to the Don CeSar Beach Resort, a Loews Hotel and to the Sandpearl Resort, for hosting this dynamic duo. Coverage is expected in the coming months.

Wedding TV – UK Crew – Nov. 8

VSPC's PR Team worked in conjunction with the crew of Wedding TV UK to organize a day-long television shoot focused on all things romantic in the destination. The crew worked diligently to capture the best of St. Pete/Clearwater, from St. Pete Beach all the way up to Honeymoon Island State Park, including a boat tour of Shell Key Preserve and the intercoastal waterway. The segment will begin airing in the UK market the first week of January 2010 and will air 32 times over the course of six months.

Public Relations Society of America International Conference — Nov. 6-10

VSPC's Senior Public Relations Manager Mary Haban, who is President of the Tampa Bay Chapter of the Public Relations Society of America (PRSA), traveled to San Diego to represent both the CVB and her chapter at the 2009 International Conference & Assembly. While there, Haban participated in a two-day Assembly, which brought together more than 400 delegates from across the nation to help craft and set forth a brand new set of bylaws.

Florida Encounter – Nov. 15-18

VSPC's Public Relations Division teamed up with the Meetings & Conventions Department to help host Florida Encounter. The PR Team provided media support to more than half a dozen meetings journalists, by showing them several key meeting spaces and area highlights on a daylong "mini fam" of the area.

Southern Living Magazine Research Visit – Nov. 20

Annette Thompson, Travel Editor of Southern Living Magazine, spent the day kayaking the mangrove tunnels of Caladesi Island State Park for an upcoming story on Florida's Secret Beaches. While there, she also took in the fabulous stretch of sand and surf, as she walked the island to see what makes it so special. She'll be returning in the coming months to finish her research, write the story and send a team of photographers to do the photos.

Christopher Elliott Visit, MSN.com & National Geographic Traveler – Nov. 21-23

Sunset Vistas Beachfront Suites played host to Christopher Elliott and his family over the Thanksgiving Holiday and gained some great publicity for it. The property was featured on Elliott's blog, which is read by thousands of people across the country every day.

Cigar Aficionado & Wine Spectator Consumer/Media Showcase – NYC – Nov. 23-25

VSPC's PR Team brought some much needed warmth to the chilly Big Apple by attending the Cigar Aficionado/Wine Spectator Show. The event drew more than three thousand affluent consumers with a big interest in two of our best assets: beaches and golf. Former New York City Mayor Rudy Giuliani made a special appearance at the show and took time to soak in the sunshine and ambiance of a spectacular event. With New York being one of our top feeder markets, the show proved to be a huge success. While in NYC, we also made one-on-one visits with top media from *Travel + Leisure Magazine*, and select golf media.

MEDIA ASSISTANCE PROVIDED:

Media efforts will be compiled every other month.

ASSISTING VISIT FLORIDA:

During the month of November the Public Relations Team provided editorial assistance to Visit Florida Offices in Canada, South America, and the domestic office located in Tallahassee. The Public Relations team was also actively involved in the Visit Florida Marketing Retreat discussions and the PR Committee/Communications Committee planning.

ASSISTING THE INDUSTRY & THE CVB & OTHER COUNTY DEPARTMENTS:

November 2 – Email/calls to Peg's Cantina in Gulfport to arrange German Fam.

November 3 – Attended the PRSA Professional Development Day & Awards Ceremony.

November 4 – Attended the CVB Marketing Debut at Safety Harbor Resort & Spa.

November 10 – Worked with Jessica Weidensall of Ironman to craft press release for event.

November 10 - Worked with Deborah Holland in the Internet Marketing Department on consumer newsletter.

November 20 – Sent VSPC’s boilerplate to Ashley Norman of Cheryl Andrews Marketing & Public Relations (who reps the new Hyatt Regency on Clearwater Beach.)

November 18 – Field email from Kelly Prieto regarding the Tradewinds Island Resorts black Friday specials and referred her to the Hot Deals page of our www.pinellascvb.com site.

SOCIAL MEDIA INITIATIVES:

Throughout the month of November, the VSPC Public Relations Team continued to monitor and post updates on Facebook, Twitter, PressSuite and YouTube pages to promote the destination to our ever-growing fan base. We are also monitoring news coverage on a daily basis, and forwarding positive coverage to our industry partners via email. In addition, we continued to conduct extensive conversations with Cision, our clip monitoring service, regarding renewing their contract.

We posted the following press releases on Facebook, PinellasCVB.com, Press Briefs, and FloridasBeachMedia.com: VSPC’s Marketing Debut, Ironman, and Dixieland Jazz.

In addition, we also did extensive training and input in the new SimpleView system, updating partner and media information, as well as designing a variety of headers.

We also worked on creating Exact Target templates for press releases and e-news.

PRESS RELEASES & E-NEWS & INDUSTRY ALERTS:

November 5 – Press Release entitled, “**VSPC Advertising Goes Guerilla in 2010...** *Office elevators, big-city subways, delivery trucks used to push area tourism,*” was sent to the media and the industry.

November 10 – E-News sent to industry.

November 12 – Press Release entitled, “**World-Class Athletes, NBC Converge on Clearwater for Ironman 70.3...** *Fourth annual event draws national spotlight, \$100K prize purse,*” was sent to the media and the industry.

November 20 – Press Release entitled, “**Dixieland Jazz Classic Swings into Clearwater Beach** *Annual event touts three days of music, 20 bands and special guests,*” was sent to the media and the industry.

UK PR Firm and German Media Activities:

Please refer to separate reports from each office.

Outdoor/Nature PR Activities: November 2009

Bill AuCoin & Associates, Inc.

- The November 5 issue of The Miami Herald, which has a circulation of 240,000 carried a major feature in the Sports section headlined "Pinellas County offers model for protecting marine habitat." The 42-column inch article with color photo of a big redfish caught near Fort DeSoto was written by outdoor writer Sue Cocking following a visit here in September. Cocking wrote and published another major article in the Miami Herald in October about the superior bass fishing in Lake Tarpon.
- Bill AuCoin arranged and hosted two British writers on fishing expeditions. One, Louise Barnett of the Daily Express (circulation 700,000), plans a feature about the fishing, especially the possibility of catching and eating a snook of a certain size caught during the season.
- The Nature/Outdoors PR office has made arrangements for a Dec. 7 fishing expedition on Lake Tarpon for two writers from Bassmaster magazine which plans a major destination feature about the big bass potential from this lake which, for a time, held the Florida largemouth bass record for a bass weighing more than 19 pounds.

UPCOMING MEDIA VISITS - TRADE SHOWS - PRESS GROUPS:

- 1- Visit Florida Marketing Retreat – Nov. 30-Dec. 2
- 2 – Bassmaster Magazine Visit – Dec. 7-8
- 3 – Eric Sharp Visit (Outdoors Writer), Detroit Free Press - Dec. 8-9
- 4 – Bob Kornegay Visit (Outdoors Writer), Albany Herald – Dec. 8-11
- 5 – Familia Mueller Visit (Brazilian Travel Media) –Dec. 19-21