

PUBLIC RELATIONS

October 2010

Prepared by:
Mary Haban
Senior Manger, Public Relations

MEDIA VISITS, TRADE SHOWS, PROFESSIONAL DEVELOPMENT:

VISIT FLORIDA NYC Media Reception, New York – Oct. 5

VSPC's commitment to our domestic feeder markets remains stronger than ever with our annual participation in the VISIT Florida media receptions and events that take place in the big apple. The evening reception brought out some of New York's top writers and editors and proved to help the destination gain traction in an ever-competitive arena for coverage. Future events, planned for the spring, are also on our list as we continue to grow this segment.

Society of American Travel Writers (SATW) Canadian Chapter Luncheon & VIP Travel Trade Media Event with Dali' Executive Director, Toronto – Oct. 14

Seeking to capitalize on the enormous news that's about to break this coming January, VSPC jumped at the opportunity to bring Dr. Hank Hine, Executive Director of the Dali' Museum to some very big media events in Toronto. Dr. Hine was the keynote speaker at the SATW Canadian Chapter's monthly luncheon, as well as the guest of honor at an exclusive dinner with the top travel trade editors. Both events were extremely successful with immediate results. The strong relationships VSPC's Mary Haban has developed over the past five years paid off in spades with media welcoming Dr. Hine for desk-side appointments with open arms.

Discover America Day Canada, Toronto – Oct. 17-18

This yearly show brings the best of the best when it comes to Canadian Media and VSPC's Mary Haban was front and center to promote the destination, conduction one-on-one appointments with the key editors from Canada's most highly circulated publications. Since the show, several high-profile placements have been secured and more are on the horizon.

VISIT FLORIDA Canada Media Reception, Montreal – Oct. 20

Senior PR Manager Mary Haban addressed scores of the French Canadian press during the VISIT FLORIDA media reception. Several high-end travel trade publications were in attendance, taking detailed notes on the new offerings in the destination, namely the incredible new Dali' Museum -- which will open to the public on January 11, 2011. Coverage from this event was immediate; with VSPC being featured in the headlines of the most widely read trades.

Salon International Tourisme' Voyages (SITV), Montreal, Oct. 22-24

More than 37,000 consumers in Montreal got a taste of what's it's like to vacation in the St. Petersburg/Clearwater during a three-day show that VSPC's Mary Haban attended. The sky-high attendance confirmed what we already knew; Canadians love the area and are hungry for

pertinent information regarding how they can maximize their dollars to spend even more time here. With Canada being our #2 International feeder market, this show proved to be a lucrative way to showcase the area to thousands of consumers; at one time. Our partnership with VISIT FLORIDA allowed us to garner a fabulous spot in their booth.

Steve Waters Visit - South Florida Sun-Sentinel – Oct. 17-20

See below in Bill AuCoin's Nature & Outdoor's Report.

South American Media/Trade Event, San Paulo/Buenos Aires – Oct. 23- Nov. 2

David Downing accompanied VSPC Leisure Sales Director Rosemarie Payne and representatives from Tampa Bay and Company to Brazil and Argentina for trade shows, meetings with tour operators and hosted VIP events in Sao Paulo and Buenos Aires in support of our joint representation in those markets. Both Brazil and Argentina are among the fastest growing markets for tourism to the US, a fact which was evident by the international presence at these events, and a joint FAM is planned for March 2011.

MEDIA ASSISTANCE PROVIDED:

October 2010 Media Assistance:

October 1 – Provided editorial assistance on upcoming events, attractions or major draws in the area to Laura Reiley of the *St. Pete Times*.

October 4 – Met with Lyn Collier, writer with *Allegiant Airline's SunSeeker Magazine* to discuss area highlights.

October 4 – Interviews with DT Minich were provided to: Huettel (*St. Petersburg Times*) and Carson Chambers (*ABC Action News*) about proximity being removed from consideration for BP oil spill claims.

October 6 – Provided information on the new Dali' Museum to freelance travel writer, Chelle Koster Walton for an article she's writing for *GO Magazine*.

October 7 – Compile information on what's new in the area for *New York Times* freelancer Andy Bill to be featured in an upcoming advertorial in the paper.

October 7 – Provided image assistance to Nancy McGoff, *The New York Times* Marketing Promotion Coordinator.

October 7 – Assisted Patricia Letakis, Executive Editor/TASTES Editor *FLORIDA TRAVEL + LIFE Magazine* with her request for places to eat for guests of the Don CeSar Beach Resort. Referred her to Sarah Murov of Loews Hotels.

October 8 – Corresponded with journalist from *Passport to Explore* about providing B-roll of the destination for an upcoming feature.

October 8 – Sent new photos to Annessa Pogson of IGTLA for a destination profile.

October 8 – Worked with Bill AuCoin on getting Fort De Soto aerial photos to Jim Sutton for publication in the *Florida Times Union*.

October 8 – Provided interview about Ironman competition to Mike Brassfield of the *St. Petersburg Times*.

October 11 – Interviews with DT Minich were provided to Steve Huettel of the *St. Petersburg Times* regarding hotel bed tax uses

October 13 – Interviews with David Downing and DT Minich provided to the *St. Petersburg Times* and the *Tampa Tribune* regarding the TDC Meeting.

October 13 – Responded to email from Canadian freelance travel writer, Bryen Dunn regarding the destination and added him to our press list.

October 13 – Sent link to our Cleanpix image gallery to Dave Kelly of *RVers Guide to Florida*.

October 18 – Sent link to our Cleanpix image gallery to Joshua Kinser of *Moon Handbook guide to the Florida Gulf Coast*.

October 18 – Interviews were provided to: Margaret Cashill of the *Tampa Bay Business Journal* regarding the oil spill perception/new studies; and Roy DeJesus of *Bay News 9* regarding the Underwater Updates: New Grouper Video.

October 19 – Provided interview to Sharon Parker of *970 WFLA-AM* regarding outlook for tourism for the fall.

October 19 – Fielded call from Bruce Vittner of *Ocean State Golf Newspaper* regarding an upcoming visit to the area to feature golf offerings.

October 20 – Responded to a fact-checking request from Lesley Abravanel of *Frommer's Guide to Florida* for the 2012 issue.

October 20 – Provided interview to Margaret Cashill from *Tampa Bay Business Journal* regarding the latest research findings from the Walter Klages report

October 21 – Assisted Trish Riley of the *American Society of Journalists and Authors, Inc.* with information on the area for her group's upcoming meeting in St. Petersburg.

October 21 – Followed up with Andrea Tamboer of *Grand Rapids Press* about her recent story on the area; request a correction for a typo she listed for the CVB’s url.

October 21 – Fielded call from Steve Fontaine of *Canadian Traveller* regarding meeting with the Toronto editor to feature a story about the new Dali’ Museum in an upcoming issue.

October 26 – Call from travel writer Diane Daniel, asking for information on Sunken Gardens.

October 26 – Sent out our “What’s New” press release to Meredith Maxwell of *CAA Niagara*.

October 26 – Sent out our “What’s New” press release and link to our E-Newsletter archive to Michael Lowe of *Meetings & Conventions Magazine*.

October 27 – Sent information on Hyatt Regency Clearwater Beach Resort & Spa and Post Card Inn on the Beach to Michael Lowe of *Meetings & Conventions Magazine*.

October 27 – Provided photo and editorial assistance on the Pinellas Trail to Kim Cross of *Southern Living Magazine*.

October 27 – Responded to a media query from *Toronto Life Magazine* about Torontonians living in Florida; emailed several times with freelance writer Mercedeh Sanati.

October 28 – Provided information on area golf courses and accommodations at resorts to Bruce Vittner of *Ocean State Golf* for his upcoming visit to the area.

October 29 – Correspond to media from *Tour Heddo* to let them know Tradewinds Island Resorts will be hosting them during their visit to the area.

October 29 – Assisted Steve Waxman of *Canadian Golfer* with information on area golf courses and provided him the names of public relations contacts at various resorts per his request.

ASSISTING VISIT FLORIDA:

The Public Relations Team continues to provide 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 several partnerships, including public relations and media relations initiatives, to lure top notch media to the area. We received and respond to, on a regular basis, Quick Lead’s and writer inquiries to promote both the destination and the State of Florida as a whole. We also participated on several committee conference calls, and webinars to keep up to date on the latest news and upcoming events to assist in our strategic planning.

October 19 – Participated in conference call for the Great American Beach Walk.

October 21 – Provided fact-checking assistance to Christine LaPlaca for a piece she was writing on our area for VISIT Florida.

October 26 – Compile “Things to do/itinerary” for Tour Hebdo journalists; referred to us by VISIT Florida’s PR Team.

October 26 – Sent all chamber contacts to Ms. Rebecca Davis; county host for the VISIT Florida Great American Beach Walk.

ASSISTING THE INDUSTRY & THE CVB & OTHER COUNTY DEPARTMENTS:

October 5 – Assisted Melissa from Safety Harbor Resort & Spa with email addresses of all staff members at VSPC so she could invite them to an open house at the property.

October 11 – Fielded call from Lynn Fuller of the Palm Pavilion on Clearwater Beach regarding how we can work together to promote an event happening there in November.

October 11 – Send accommodations request for outdoor travel writer Steve Waters to industry.

October 11 – Sent Cleanpix image gallery link to Mark Cornish of the St. Petersburg Chamber of Commerce.

October 12 – Add Katee Tully and Paul Carder of the Chihuly Collection to our industry distribution list.

October 15 – Email to Kathleen McDole of the Friendly Fisherman at John’s Pass to let her know the video the PR Team shot at the restaurant was up and running on social media platforms.

October 19 – Assisted the Sports Commission by proofreading Big East/Big Ten press release.

October 19 – Attended PR team meeting with Adel Grobler of Imagine Global Communications and Joelle Castelli of the City of Clearwater.

October 21 – Correspond with Kelly Prieto of Hayworth Creative about hosting the VISIT Florida (*Tour Hebdo* media) at the Tradewinds Island Resorts.

October 21 – Give social media presentation to Pinellas County Volunteer Services.

October 27 – Liaised with Kathy White of the Dali’ Museum regarding hiring a photographer to shoot images of the new Dali’ Museum.

October 27 – Call from Alyssa of the Ironman organization in regard to running one of our commercials in the broadcast.

October 27 – Send information in the Great VISIT Florida Beach Walk to Chamber presidents.

October 27 – Assisted Patrick Harrison of Paradise Advertising in St. Petersburg with information he was seeking on names of attendees from our organization for the Tony Jannus awards dinner.

SOCIAL MEDIA INITIATIVES:

Throughout the month, 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.

Posted the following press releases on Facebook, PinellasCVB.com, PressSuite, and FloridasBeachMedia.com: *“Local Chart-Topping Sax-Man Headlines Jazz Holiday;” “Local Grouper Flourishing From Gulf to Grills;” “Seafood Festival Features Fresh Fish, Halloween Costume Contest,” “Haunted Houses, Costume Contests Highlight Halloween Weekend.”*

Continue to work on images for new press release template in SimpleView.

Continue to work on creating template in simpleview for industry communications.

Continue training on the new SimpleView system, updating partner and media information, as well as designing a variety of headers. We are also preparing to migrate from Q-Tools to Simpleview for press release distribution. Training on Exact Target.

PRESS RELEASES & E-NEWS & INDUSTRY ALERTS:

October 6 – Industry Update titled, *“Visit St. Pete/Clearwater's 2011 Sales and Marketing Kick Off;”* was sent to media and the industry.

October 11 – Edition of E-News sent to media and industry highlighting: *“VSPC Continues Canadian Push with Giveaway, Media Reception.”*

October 13 – A TDC Meeting Re-cap was sent to the industry and media.

October 13 – Press Release titled, *“Local Chart-Topping Sax-Man Headlines Jazz Holiday Thousands expected at this weekend’s free festival in Clearwater’s Coachman Park,”* was sent to the media and the industry.

October 14 - Press Release entitled, *Local Grouper Flourishing From Gulf to Grills: Underwater Update chronicles popularity of area seafood favorite,*” sent to media and industry.

October 25 – Industry Update titled: “***FINAL REMINDER; Visit St. Pete/Clearwater's 2011 Sales and Marketing Kick Off,***” sent to the industry and media.

October 28 - Press Release entitled, “***Seafood Festival Features Fresh Fish, Halloween Costume Contest: John’s Pass celebration returns this weekend with culinary delights, family fun ,***” was sent to media and the industry.

October 29 – Press Release entitled, “***Haunted Houses, Costume Contests Highlight Halloween Weekend; Frightening family-friendly activities abound in the St. Pete/Clearwater area,***” was sent to the media and industry.

UK & German Public Relations Firms Media Activities:

Please refer to separate reports from each office.

NYC PR Firm Activities:

Please refer to separate reports from each office.

Outdoor/Nature PR Activities: October 2010

Bill AuCoin & Associates, Inc.

- Hosted Jim Sutton, outdoors writer for the ***Florida Times-Union***. Waters visited Oct. 4-6 to research a feature-article about Fort De Soto Park. His visit included one night at The Postcard Inn on the Beach and one camp-out night at the the park's campground. Sutton's article -- headlined "Fort De Soto Park quite a destination" -- appeared [online](#) and in Sunday, October 24 editions of the paper, which has a Sunday circulation of approximately 200,000.
- Helped Steve Waters, outdoors writer for the ***South Florida Sun-Sentinel***, research an article about the Honeymoon Island and Caladesi Island State Parks. Hosted by the Barrett Bungalows in Indian Shores, Waters fished, kayaked, hiked, and met with Terry Fortner, granddaughter of Myrtle Scharrer, who grew up on Caladesi Island as the daughter of a homesteader and later lived there with her husband. Waters plans a major feature.
- Supplied information and images about birding opportunities to travel writer Myscha Theriault for an article in AOL's Cities Best website.
- Supplied information and images about the Pinellas Trail to Kim Cross, travel editor of ***Southern Living Magazine***, for a feature on bicycle trails.
- Worked on identifying photographers to share images of wildlife and birds arriving at St. Petersburg parks, preserves and beaches for use on the bureau's social media sites.

UPCOMING MEDIA VISITS - TRADE SHOWS - PRESS GROUPS:

- 1 –Florence Le Mehauté & Paul-Etienne Bonnet visit - *Tour Hebdo* – Oct. 29-Nov. 4
- 2 –World Travel Market, London – November 7-13
- 3 - VISIT FLORIDA Media Reception, Washington, D.C. – November 8-10
- 4 –Ivo Weyel - *Financial Times*, Netherlands – November 10-12
- 5 –*Discovery Channel Canada* TV Crew – November 15-17
- 6 –VUSA (Visit USA Shows) – Munich & Hamburg, Germany – November 29-Dec. 4