MEDIA VISITS, TRADE SHOWS, PROFESSIONAL DEVELOPMENT:

Florence Le Mehauté & Paul-Etienne Bonnet visit - Tour Hebdo – Oct. 29-Nov. 4
As a result of a lead from VISIT FLORIDA, we were pleased to welcome Florence and Paul to St. Pete/Clearwater during a whirlwind tour of the state. These dynamic travel journalists spent three nights at the Tradewinds on St. Pete Beach, gathering information on kid-friendly hotels and attractions in the area. This research was for a ten-page spread in Tour Hebdo, a leading trade publication for top tourism professionals in France. In addition to sourcing their accommodations, we provided Florence and Paul with a compilation of things to do in St. Pete/Clearwater that would appeal to the whole family.

World Travel Market, London – November 7-13
David Downing accompanied VSPC's UK representative, Venessa Alexander, and VSPC’s Executive Director DT Minich for this major travel tradeshow, which is the world's second-largest. While there, Downing also met with the account managers from VSPC's UK-based public relations firm, Fleishman Hillard, and conducted interviews with multiple media outlets, in addition to staging photo ops in support of the upcoming opening of the new Dali Museum. A meeting with VIP journalists from the Times of London and El Pais, the national newspaper of Spain, led to those journalists traveling to a destination in December for advance coverage of the museum’s January opening.

VISIT FLORIDA Media Reception, Washington, D.C. – November 8-10
USA Today, The Washington Post, AARP, The Washington Informer, National Geographic Traveler, Heart & Soul Magazine, and Boat U.S. Magazine. These are just a few of the top-notch publications that Senior PR Manager Mary Haban had the chance to meet with during the VISIT FLORIDA Media event in Washington, D.C. – one of VSPC’s top feeder markets. The reception, held in our Nation’s capitol, brought together several Florida destinations and gave the state as a whole a chance to shine to the best of the best.

Ivo Wevel - Financial Times, Netherlands – November 10-12
The Sandpearl Resort & Spa on Clearwater Beach played host to a journalist who writes for a top newspaper in the Netherlands called Reiskrant; www.reiskrant.nl. The article will be published in the weekend section of the Financial Times of the Netherlands in the weekend lifestyle section (full color, glossy) which has a circulation of nearly 800,000 – the demographic of the readers are top professional with high incomes who look for quality. Areas visited on the trip included the Dali’ Museum, the beaches and a personal tour of the Sandpearl to highlight the “green” angle of the property. Anticipated date for the article to be published is January 22, 2011.
**Discovery Channel Canada TV Crew – November 15-17**
As a direct result of October’s media tour in Toronto, the Discovery Channel Canada came to the area to produce a 10 minute segment on the new Dali’ Museum and feature it’s architect, Yann Weymouth of HOK. The piece, which is currently in production, will run in the next few months and could reach nearly 5 million viewers throughout Canada.

**VUSA (Visit USA Shows) – Munich & Hamburg, Germany – November 29-Dec. 4**
Two shows…two cities…One important country for VSPC’s media efforts. Mary Haban traveled to Germany to participate in two Visit USA Media events, and made individual visits to some of the country’s top travel publications along the way. As a result of this visit, many high circulation golf publications and magazines such a Glamour Germany, will be featuring the destination in upcoming issues.

**MEDIA ASSISTANCE PROVIDED:**

**November 2010 Media Assistance:**

November 1 – Helped arrange interview between *W Magazine* writer and Dr. Hank Hine of the Dali Museum.

November 1 – Provided media assistance to Mercedeh Sanati of *Toronto Life Magazine*.

November 1 – Assisted Elske Doets of *Jandoets Tours* with media trip planning for two writers from the Netherlands.

November 1 – Provided information to Alan Troop of *New Mobility Magazine*.

November 1 – Worked with *Discovery Channel Canada*, HOK, the Dali’ Museum to coordinate shooting/production schedule for the TV segment.

November 1 – Fielded call from Steve Huettel of the *St. Pete Times* with an interview request and information on the new marketing campaign.

November 1 – Provided B-Roll footage and high-res images for *Budget Travel TV* Segment to the production company for the show – Morris-King Agency.

November 1 – Assisted Canadian editor Jen Savedra with information to complete her article on the area and the Dali’ launch in *Travel Industry Today*.

November 1 – Provided B-Roll of the area to the Outback Bowl for their Jan. 1 game.
November 1 – Assisted in getting the correct photos of the new Dali’ for use by *Conde’ Nast Traveler Magazine*.

November 2 – Corresponded with Diane Slawych of the *Toronto Sun* on an upcoming visit to the area to feature the Pinellas Trail, Tarpon Springs and the new Dali’ Museum.

November 2 – Spoke with Maria Visconti | Rights Clearance Coordinator for *Discovery Channel Canada* about getting final approval to shoot segment at new Dali’ Museum.

November 2 – Assisted Annarosa Sábbadini, travel editor for The *Doctor’s Review Magazine* in Montreal, with several tidbits of info on the area to feature in the magazine.

November 2 – Assisted Steve Huettel of the *St. Pete Times* with pdf images and in garnering an interview with DT Minich to include in the article.

November 2 – Fielded email from *Meetings & Conventions Magazine* re: group venues.

November 2 – Corresponded with travel writer Michael Schuman regarding assistance from the Dali’ Museum in terms of photos, story ideas and interviews.

November 3 – Worked with James Dunnicliff of CTV – Canadian TV – to secure hotel rooms for the crew of the Discovery Channel Canada. James coordinates travel for the network.

November 3 – Send high-res images from the VSPC marketing launch to Ted Jackovics of the *Tampa Tribune*.

November 3 – Assisted Steve Waxman of *CanadianGolfer.com* with details on area golf courses and accommodations at each property for an upcoming stay.

November 8 – Worked to edit bumper footage for Outback Bowl programming.

November 8 – Provided high-res images of the new Dali’ Museum to Marc Archison, Editor-in-Chief of *Travelife Magazine*.

November 9 – Assisted Yesha Hayes of *MarinaLife.com* and directed her to CleanPix gallery for high-res images.

November 9 – Send images of the new Dali’ Museum, PIC, Winter the Dolphin and St. Pete to Mike Baginski of *Travel Press*.

November 9 – Follow-up with Canadian travel writers Barb and Ron Kroll; *www.KrollTravel.com* regarding the new Dali’ Museum.

November 11 – Correspondence with Greg Wires of *Golf Minnesota* on advertising and a future visit to the area.
November 12 – Scheduling, logistical assistance to Larissa Moore of Discovery Channel Canada for their upcoming TV segment on the new Dali’ Museum.

November 12 – Assisted Dennis Pavlok of 970-WFLA with Ironman event and helped facilitate interview with VSPC’s Sports Commission.

November 12 – Provided high-res images of the new Dali’ and Winter the Dolphin to Alessa Horwich of the London Sunday Times.

November 12 – Assisted Johnene Granger of Woman’s World with a variety of offerings in our area for an upcoming article she is writing.

November 15 – Worked with Angela Rossi of Novum Structures to help coordinate the Discovery Channel Canada TV segment.

November 17 – Provided photos to Paul Love of Paul Love, Photo Editor, Florida Travel + Life.

November 18 – Sent info and photos to Liz Webber of ShermanTravel.com for annual feature on the Top 10 Value Destinations for 2011.

November 19 – Interview with Sharon Parker of 970-WFLA regarding new ad campaign.

November 19 – Assisted Florence Trouillard of JetSet Voyages with information and images on the Chihuly Collection.

November 19 – Correspondence with Canadian Travel writers Dave and Kathy Hunter regarding a trip to the area in January 2011.

November 20 – Provided info on the new Dali’ Museum to Andy Schrader of Southern Living Magazine for an upcoming article.

November 22 – Correspondence and trip planning for Peter Goddard of the Toronto Star.

November 22 – Provided media assistance to the follow news outlets:
- Danny Valentine, St. Pete Times re: state of tourism post-oil spill
- Erica Pitzi 10 Connects News re: new Dali Billboard
- Ted Jackovics, Tampa Tribune: Dali Billboard
- Tina Karagiannis, Bay News 9: re Dali Billboard

November 23 – Assisted Chelle Walton of the Miami Herald with info on the upcoming press trip for the new Dali’ Museum.
November 24 – Assisted Jill Emeny - London of *Frommer’s Florida Guide Book* with a photo release for an article she was writing on our area that would appear in the book.

November 29 – Assisted Kristen Manieri of *Florida Guides* with information on paddle boarding, kayaking, segway tours and Dunedin.

November 29 – Provided media assistance to Julie Matus with *Zoomer Magazine*: Dali’ images.

November 29 – Submitted outdoor story ideas to Lisa Simundson of *Undiscovered Florida*.

**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.

November 2 – Fact check article for VISIT FLORIDA freelancer, Christine LaPlaca.

November 4 – Draft and distribute press release for Great VISIT FLORIDA Beach Walk.

November 15 – Assisted Henny Groenendijk of VISIT FLORIDA Canada with a question on events in our area during November. Also, provided details on upcoming press trips so a writer from the Toronto Sun, Diane Slawych, could visit.

November 16 – Fielded VISIT FLORIDA lead for *Small Market Meetings*.

November 19 – Fact check submission from VISIT FLORIDA freelancer Christine LaPlaca.

**ASSISTING THE INDUSTRY & THE CVB & OTHER COUNTY DEPARTMENTS:**

November 1 – Worked with Angela Geml of the Columbia Restaurant to get press release information uploaded to our partner and social media sites.

November 4 – Worked with Paul Carder of the Morean Arts Center to arrange a tour of the Chihuly Collection for Ivo Weyel, a travel writer from the Netherlands.

November 9 – Assisted Diane Shelly of Florida Craftsmen with information on the Winter the Dolphin ornament.

November 10 – Assisted Alissa Hopkins of the Morean Arts Center with a VSPC logo.
November 10 – Provided social media and press release assistance to Megan Gardner of the Legends Tour.

November 19-24 – Provided staffing assistance to the Leisure Sales department for their German Fam that was in town.

November 23 – Assisted Peter Krulder of Caladesi Island State Park with information on Spring Break numbers; saying we don’t track them.

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: “Florida Beach Walk, New Ad Campaign Features Dali’ & Winter, Ironman Race, Winter the Dolphin Ornament, LPGA Legends Tour at Innisbrook, Dixieland Jazz, and New Billboards featuring Dali Museum.”

Worked with our outdoors pr firm on crafting a note on the arrival of the white pelicans at Fort De Soto for use on our social media platforms.

Continue work on images for new press release template in SimpleView. Continue work on creating template in simpleview for industry communications.

PRESS RELEASES & E-NEWS & INDUSTRY ALERTS:

November 2 – Industry Update: International Federation of Association Football (FIFA) -- World Cup bid announcement, sent to media.

November 3 – Industry update: PSTA Asks Industry for Help with Fare Change.


November 9 – Press Release titled, “Ironman Brings Top Athletes, NBC Sports to Clearwater: This weekend’s popular triathlon draws national spotlight, $100K prize purse,” sent to industry and media.”

November 12 – Press Release titled, “Winter the Dolphin Ornament to Adorn White House Tree: St. Pete artist Lee West’s stained glass celebrates upcoming release of major motion picture,” sent to media and industry.

November 18 – Press Release titled, LPGA Legends Tour to Tee Off at Innisbrook: More than 40 golfers will compete for this weekend’s Open Championship, $300,000 purse,” sent to media and the industry.

November 19 – Press Release titled, “Dixieland Jazz Classic Touts 20 Bands, Three Days of Music: Annual celebration swings into Clearwater Beach’s Sheraton, Marriott this weekend,” sent to media and the 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: November 2010
Bill AuCoin & Associates, Inc.

- Wrote profiles on three major visitor attractions -- St. Petersburg museums, Beaches (focus:Fort De Soto Park) and Tarpon Springs -- for the Undiscovered Florida insert for National Geographic Traveler, which will be distributed at Florida Welcome Stations.

- Wrote a Facebook feature and secured original photos of white pelicans that had just arrived at Fort De Soto Park to wait out the icy winters up north.

- Researched and provided information and images about the Pinellas Trail to Kim Cross, travel editor of Southern Living Magazine, for a coming feature on bicycle trails.

- Researched and sent information and images to writer Myscha Theriault for CitysBest.com. St. Petersburg-Clearwater attractions were rewarded in her features about birding, sea turtles, arrival of white pelicans, walking tours, bike trails, kite surfing, historical places, and butterflies.

UPCOMING MEDIA VISITS - TRADE SHOWS - PRESS GROUPS:
1 – VISIT FLORIDA Marketing Retreat, Daytona Beach – Dec. 6-8
2 – Ian Belcher Visit, Times of London; Rebecca Ivatts, El Pais’ Visit – Dec. 15-18