

PUBLIC RELATIONS

May 2011

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MEDIA VISITS, TRADE SHOWS, PROFESSIONAL DEVELOPMENT:

Dirk Baumgartl & Oswaldo visits - Post-IGLTA FAM– May 15-17

We were pleased to co-host this pair of international travel writers for a brief, but informative, FAM tour following the International Gay & Lesbian Travel Association annual convention. Both Baumgartl (Germany) and Luiz (Brazil) stayed at the Renaissance Vinoy Resort & Golf Club, soaking in all that downtown St. Pete has to offer. Following two days of sight-seeing in St. Pete/Clearwater, the writers visited with Tampa Bay & Company representatives for a tour of attractions across the Bay.

POW WOW – San Francisco, CA – May 21-26

David Downing traveled to San Francisco to attend the US Travel Association's Pow Wow, which is the largest tourism show in America. VSPC was one of the sponsor's of this year's event, as well as hosting receptions for the Brazilian delegation with Tampa Bay and Company and a major tour operator/media reception together with Lee County CVB. Downing also represented the CVB at the Media Marketplace, liaising with media representatives from travel and trade publications from around the world,

International Network of Golf Conference – Innisbrook Resort & Golf Club – May 22-26

Mary Haban represented the bureau at the International Network of Golf's annual conference at Innisbrook Resort & Golf Club. While there, she had the opportunity to participate in a day-long media marketplace and talk one-on-one with top golf publications from across the country. Haban also appeared on several broadcast and radio outlets, dedicated specifically to golf, where she promoted the variety of activities offered to families and golfers.

Diane Bair Visit – Miami Herald – May 23-26

As part of a press visit sponsored by the Tradewinds Island Resorts, this talented reporter decided to stay a few extra days to explore the area on her own. The result will be a travel feature in the Miami Herald touting the area's offerings, including the outstanding new additions to the arts scene in downtown St. Pete and the amazing family experiences provided by the Tradewinds.

MEDIA ASSISTANCE PROVIDED: *(Due to the expansive list of media inquiries, we will include both May & June's requests from media in next month's report.)*

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.

May 5 – Conference call with Kenneth Morgan (PR Manager) to discuss satellite media tour.

May 9 – Participated in the VF Communications Committee Webinar to preview the State's rollout for their Marketing and PR plan.

May 13 – Fielded e-mail from Laura Cassels (PR Rep) requesting information on summer travel; reply with blurbs on '100 Days of Summer' and Winter the Dolphin.

May 5 – Follow-up call with Kenneth Morgan (PR Manager) to discuss satellite media tour.

May 25 – Attended VISIT FLORIDA satellite media tour at the Loews Don Cesar Hotel.

ASSISTING THE INDUSTRY & THE CVB & OTHER COUNTY DEPARTMENTS:

May 2 – Assisted Cheryl Anne Finnerty of Travel Resort Services, Inc. with updating the picture on the TRS Facebook page.

May 3 – Worked with Education Director Rhonda Sanborn on National Travel & Tourism Week rally at Tampa International Airport; hold conference call with co-sponsors at Tampa Bay & Company.

May 3 – Fielded call from Stacy Sirmans with the American Real Estate Society regarding upcoming convention; direct him to Meetings & Conventions Director Suzanne Scully.

May 5 – Conversated with Darlene Kole of the Clearwater Beach Chamber about promoting their Restaurant Week.

May 5 – Fielded e-mail from Sandra Pinto with D!amond Public Relations; as requested, added her to press blast list.

May 6 – VSPC National Travel & Tourism Week luncheon.

May 9 – E-mail with Jessica Eilerman with the St. Pete Chamber about promoting their National Travel & Tourism Week event.

May 9 – Supplied Kelly Prieto from Hayworth Creative with links to pet-friendly articles on VisitStPeteClearwater.com.

May 10 – Participated in Travel Rally at Tampa International Airport.

May 11 – Attended Tampa Bay & Company Tourism Week Luncheon.

May 12 – Drafted TDC recap copy for industry distribution.

May 16 – Worked with Robert Danielson of the city of St. Pete on media alert announcing Rock n' Roll Marathon taking place in St. Pete.

May 23 – Edited language for Leisure Travel mailing asking for deals for '100 Days Summer.'

May 23 – Responded to e-mail from Michael Sordan, an intern with the St. Pete Chamber, asking for advice on social media.

May 26 – Attended the Big East Baseball Championship; took photos for Sports Commission.

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.

The following press releases were posted on Facebook, PinellasCVB.com, PressSuite, and FloridasBeachMedia.com:

May 4 – *'Film Producer, Red Carpet Welcome put Power of Tourism on Display'*

May 13 – *'Pirates Invade John's Pass for Buccaneer Bash'*

May 19 – *'Bonnie Raitt, Third Eye Blind to Headline Taste of Pinellas'*

May 23 – *'BIG EAST Baseball Tourney, ESPN Comes to Clearwater'*

PRESS RELEASES & INDUSTRY ALERTS:

May 4 – Press release entitled, ‘*Film Producer, Red Carpet Welcome put Power of Tourism on Display,*’ was sent to media and industry.

May 5 – Press release entitled, ‘*VSPC Sports Commissioner Appointed to National Leadership Team,*’ was sent to media and industry.

May 9 – Announcement entitled, ‘*Area Tourism Industry Stands Up for Travel Tomorrow,*’ was sent to media and industry.

May 12 – TDC Recap entitled, ‘*Bed Tax Nears Record as Oil Fears Recede,*’ was sent to media and industry.

May 13 – Press release entitled, ‘*Pirates Invade John's Pass for Buccaneer Bash,*’ was sent to media and industry.

May 16 – Media alert entitled, ‘*Mayor Bill Foster and the City of St. Petersburg are Ready to Rock ‘n’ Roll,*’ was sent to media.

May 19 – Press release entitled, ‘*Bonnie Raitt, Third Eye Blind to Headline Taste of Pinellas,*’ was sent to media and industry.

May 23 – Press release entitled, ‘*BIG EAST Baseball Tourney, ESPN Comes to Clearwater,*’ was sent to 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: May 2011 -- Bill AuCoin & Associates, Inc.

- Submitted feature for the Facebook site alerting readers that *Yachting Magazine* had accepted our nomination and selected St. Petersburg as one of its top 50 yachting towns in the world. The Best Yachting Town in the World will be named on the basis of votes to the Yachting Magazine website. The Nature/Outdoors PR office forwarded information on the voting process to the marketing department at the City of St. Pete which has subsequently generated more publicity and organized a strong local voting effort.
- Submitted Facebook entry inviting readers to volunteer for a reef-cleanup event organized by Reef Monitoring, Inc. June 4. Volunteer boat drivers and scuba divers were needed to

help pick up plastics, boat anchors and other debris that had been left behind at Dunedin Reef, a popular shallow-water reef in the Pinellas County artificial reef system.

- Collaborated with the PR department on the development of 2011 media feature ideas rewarding the major nature and outdoor opportunities in the St. Petersburg-Clearwater area. In April thousands of beautiful tropical songbirds land and rest at Fort De Soto Park after winters in South America. In November large flocks of white pelicans from the upper Midwest and the Rockies arrive in our area to wait out the icy winter. Clearwater Beach is acquiring a reputation as the dolphin watching capital of the U.S. even as it is the home of Winter, star of *The Dolphin Tale* movie, which premieres in 2011. St. Petersburg is acquiring a reputation as the American Robin Capital of the U.S. based on Cornell University's Great Backyard Bird Count held each year.
- Set up a half-day guided fishing expedition for two winners of one of the *100 Days of Summer* campaign. The winners will fish with Captain C. A. Richardson of St. Petersburg, a well-known professional guide who is also host of Flats Class TV.

UPCOMING MEDIA VISITS - TRADE SHOWS - PRESS GROUPS:

- 1 – PRSA/SATW Travel & Tourism Conference, San Antonio, Texas - June 5-9
- 2 – Luca Centori visit – *Travel Score Guide* - June 16-17
- 3 – Aurelie Resch Visit - *L'Express* (Montreal) – June 18-22
- 4 – Claude-Yves Reymond visit - *Traveltip and Wellness & Sante* – June 24-27
- 5 – Society of American Travel Writers Media Marketplace – Pittsburgh, PA- June 26-30
- 6 - Gary Garth, *Louisville Courier* /Bryan Hendricks, *Arkansas Democrat Gazette* – June 27-30