

Media & Interactive

October 2014

Prepared by: Paradise Advertising & Marketing

VISITING MEDIA & INDUSTRY MEETINGS

Survivor FAM: October 14-19

VSPC developed an international, Survivor-style FAM for six journalists – Raul Cubilla (Panama), Rafael Teixeira (Brazil), Martin Regenass (Switzerland), Brigitte Bonder (Germany), Sophie Tighe (UK) and James Downham (UK). In collaboration with partners, VSPC developed a unique itinerary and hosted the journalists throughout the week with visits to such attractions as The Dali, Tarpon Springs, Clearwater Marine Aquarium, the Tampa Bay Rowdies and Clearwater and St. Pete beaches. VSPC hosted the media at TradeWinds Island Resorts and Hilton Clearwater Beach.

China FAM (Visit Florida): October 29

VSPC hosted a Chinese group for breakfast (including Visit Florida reps from Tallahassee and China) at the Hangar Restaurant and coordinated a media interview with Fox 13.

FAM FOLLOW-UP and PREPARATION

- Developed/Updated itineraries for Survivor and Dali/Picasso FAMs
- Provided on-site support for China FAM and Survivor FAM participants
- Liaised extensively with Visit St. Pete/Clearwater partners
 - Developed and revised itineraries
 - Developed production script for Survivor FAM
 - Secured accommodations and attraction tickets for China FAM, Survivor FAM and Dali/Picasso FAM, Sam Boykin (*National Geographic Traveller*)
 - Coordinated FAM details among VSPC agencies and partners
 - Helped source journalists
 - Coordinated travel logistics for journalists
 - Hosted journalists throughout FAMs
 - Communicated with journalists following their visits

MEDIA RELATIONS

- Provided follow-ups to journalists following their visit (Survivor FAM)
- Communicated with journalists in advance of their trips - Raul Cubilla and Val D'Elia
- Hosted China FAM participants
- Coordinated WFLA (NBC) coverage of George Takei visit to The Dali Museum
- Pitched baby white sea turtle story to national media, including *Today* show
- Updated media site on an ongoing basis with clips and press releases
- Coordinated editorial details for *US Airways* article
- Coordinated Florida Huddle press opportunity

- Researched story angles for Sam Boykin, *National Geographic Traveller* freelancer

PARTNER COMMUNICATIONS

- Contacted various partners (including The Dali, Chihuly Collection, Sundial St, Pete, and Fort De Soto Park) regarding media access to premises
- Communicated with Warner Bros. regarding behind-the-scenes photos from *Dolphin Tale*
- Contacted major venues (including Hotel Zamora, TradeWinds Island Resorts and the Loews Don CeSar) regarding media accommodations and meal arrangements
- Helped coordinate Dali and Blue Ocean Film Festival presence at Clearwater Jazz Holiday
- Communicated with Visit Florida regarding World Travel Market VSPC-sponsored dinner
- Developed Manaphin video for VSPC Annual Marketing Meeting

TWITTER (@VSPC)

- Interactions (engagement): 5,675
- Potential Impressions: 16,470,492
- Potential Reach: 2,986,293
- Retweets: 1,185

INSTAGRAM (@VSPC)

- Posts: 53
- Interactions (engagement): 8,748
- 3 most popular uploads:
 1. <http://instagram.com/p/ttWVHYKsUu/>
 2. http://instagram.com/p/t0xsEdKsQ_/
 3. <http://instagram.com/p/toMCumqsR0/>

FACEBOOK

- Potential Reach: 1,062,366
- Potential Impressions: 2,102,604
- New Likes: 1,012
- Interactions (engagement): 111,212

YOUTUBE

- Views: 270,983
- Estimated Minutes Watched: 242,163