NJFPR
NEW YORK LOS ANGELES

Memo

To: David Downing; Leroy Bridges

From: Nancy J. Friedman Public Relations

Date: February 8, 2016

Subject: Account Activity January 2016

We are pleased to provide highlights of public relations activities undertaken by NJFPR during the month of January 2016.

MEDIA PLACEMENTS

***Metro New York* & Metro.us**
January 28, 2016
Circulation: 160,866
Advertising Value: $6,169
Unique Monthly Visitors: 250,128
NJFPR secured coverage of the Disney/Dali exhibit and the museum's virtual reality experience as a result of our work with Editor Rachel Vigoda and meeting with Editor-in-Chief Frank Burgos. Photos and quotes from Kathy accompany the piece.

CraveOnline.com
January 23, 2016
Unique Monthly Visitors: 1,011,739
As a result of our work with freelance writer John Scott Lewinski, NJFPR secured coverage of the Disney/Dali exhibit in St. Petersburg/Clearwater. Photos are included throughout the piece.

TravelPulse.com
January 23, 2016
Unique Monthly Visitors: 143,133
NJFPR secured coverage of the Disney/Dali exhibit and groundbreaking virtual reality experience as a result of the deskside appointment and interview coordinated with freelance writer Charu Suri.

Associated Press
January 22, 2016
Unique Monthly Visitors: 2,104,132
NJFPR secured coverage of the Disney/Dali exhibit and virtual reality experience as a result of our work with Editor Beth Harpaz, who attended the event on January 14. Quotes from Jeff Goodby and Dr. Hank Hine are included in the piece as well as exhibit images and a link to the video component. The piece was syndicated on travel, entertainment, technology, and Florida lines and was also translated at the Spanish desk for Latin audiences. The article was picked up by the below regional and national publications:

- **NYTimes.com (96,473,879 UMV)**
- **USAToday.com (27,638,325 UMV)**
- **ABCNews.com (24,742,535 UMV)**
- **NBCNews.com (23,457,970 UMV)**
- **USNews.com (18,396,687 UMV)**
- **StarTribune.com (7,755,867 UMV)**
- **SeattleTimes.com (2,253,320 UMV)**
- **OrlandoSentinel.com (2,036,718 UMV)**
- **NewsObserver.com (1,760,351 UMV)**
- **FOX10TV.com (1,292,093 UMV)**
- **SunHerald.com (745,292 UMV)**
- **WFSB.com (658,696 UMV)**
- **Richmond.com (633,464 UMV)**
- **WAFB.com (510,511 UMV)**
- **NJ1015.com (404,953 UMV)**
- **Skift.com (400,902 UMV)**
- **Pantagraph.com (365,896 UMV)**
- **Bradenton.com (301,806 UMV)**
- **ActionNewsJax.com (250,586 UMV)**
- **StAugustine.com (158,741 UMV)**
- **RapidCityJournal.com (148,139 UMV)**
- **HeraldCourier.com (95,273 UMV)**
- **Cumberlink.com (89,976 UMV)**
- **WiscNews.com (87,688 UMV)**
- **Register-Herald.com (78,657 UMV)**

Beth submitted a smaller piece on January 15 following the event, which was distributed across the wire and was syndicated to the below publications:

- **NYTimes.com (96,473,879 UMV)**
- **Yahoo.com (88,367,890 UMV)**
- **DailyMail.co.uk (25,384,326 UMV)**
- **ABCNews.com (24,742,535 UMV)**
- **WashingtonPost.com (23,672,840 UMV)**
- **StarTribune.com (7,755,867 UMV)**
- **News-Herald.com (695,536 UMV)**
- **Richmond.com (659,561 UMV)**
- **DailyHerald.com (523,596 UMV)**
- **KTAR.com (290,358 UMV)**
- **PressofAtlanticCity.com (166,082 UMV)**

Parents.com
January 22, 2016
Unique Monthly Visitors: 2,508,849
As a result of our continued work with Editor Karen Cicero, NJFPR secured coverage of St. Petersburg/Clearwater in a round-up of spring break destinations for families. The piece highlights the destination's pristine beaches, including Fort DeSoto Park, and attractions such as the Clearwater Marine Aquarium and the kid-friendly activities available at the Dali Museum.

BLOUINARTINFO.com
January 15, 2016
Unique Monthly Visitors: 1,054,794
NJFPR secured coverage of the Disney/Dali exhibit and the museum's virtual reality experience as a result of our work with Editor Michelle Tay, who attended the event in NYC. Quotes from Dr. Hank Hine and Kathy Greif are included throughout the piece.

USAToday.com
January 4, 2016
Unique Monthly Visitors: 13,716,850
As a result of our continued work with freelance writer Susan Barnes, NJFPR secured coverage of St. Petersburg/Clearwater in a roundup of pet-friendly hotels and destinations. The piece highlights the special amenities offered at Loews Don CeSar as well as the dog friendly parks and beaches in St. Pete.

UPCOMING MEDIA PLACEMENTS

Private Clubs
Winter 2016
Circulation: 184,386
NJFPR secured upcoming coverage of the Disney/Dali exhibition as a result of our work with freelance writer Elaine Glusac. **NJFPR is awaiting copy.**

The Boston Globe
February 7, 2016
Circulation: 274,538
NJFPR secured upcoming coverage of St. Petersburg/Clearwater and Hubbard's Marina as a result of the coordinated media visit for freelance writer Pam Wright. The piece will focus on "catch and eat" experiences in the area.

American Way
March 2016
Circulation: 341,658
NJFPR secured upcoming coverage of St. Pete/Clearwater as a result of the coordinated media visit for freelance writer Kimberley Lovato.

Philadelphia Magazine
March 2016
Circulation: 117,688
NJFPR secured upcoming coverage of St. Pete/Clearwater as a result of the coordinated media visit for Editor Brian Howard. The area will be featured in the magazine's Florida Travel Guide.

Vegan Health & Fitness
March 2016
Circulation: 35,000
As a result of the media visit we coordinated for freelance writer Robin Soslow, NJFPR secured upcoming coverage of St. Pete/Clearwater's food scene.

The New York Times
TBD
Unique Monthly Visitors: 40,869,441

As a result of our work with freelance writer Rose Maura Lorre, NJFPR secured upcoming coverage of Locale Market in St. Petersburg/Clearwater.

Hospitality Design
TBD
Circulation: 30,148
NJFPR secured upcoming coverage of hotel development taking place in St. Pete/Clearwater as a result of the coordinated media stay for freelance writer JoAnn Greco. NJFPR worked with VSPC to gather hotel contacts for interviews and also coordinated an interview between JoAnn and David Downing for additional insight.

Forbes.com
TBD
Unique Monthly Visitors: 49,287,061
NJFPR secured upcoming coverage of the St. Pete/Clearwater beer scene as a result of pitching freelance writer Karla Alindahao and coordinating an email interview with Tom Scherberger.

VegNews Magazine
TBD
Circulation: 240,000
As a result of the media visit we coordinated for freelance writer Robin Soslow, NJFPR secured upcoming coverage of the destination's food scene and vegan restaurants and offerings.

PITCHING AND OUTREACH

- NJFPR invited top-tier media for the Disney/Dali event on January 14 and secured the below to attend. NJFPR is continuing to correspond on the destination and the exhibit.
    - ***Artforum***, Don McMahon
    - ***Artforum***, Julian Rose
    - **Art Space,** Lilia Ziamou
    - **Associated Press,** Beth Harpaz
    - **BlOUIN ARTINFO**, Michelle Tay
    - **Fodor's Travel,** Michael Connelly
    - Freelance, Mike Albo (***New Yorker, New York Post, New York Magazine***)
    - Freelance, Jeryl Brunner (***National Geographic Traveler, T+L, Delta Sky,*** **Elle.com**)
    - Freelance, Carrie Buckle (***Harper's Bazaar, Cosmopolitan, New York Post***)
    - Freelance, Alexandra Peers (***New York Observer,*** **VanityFair.com,** ***W Magazine***)
    - Freelance, Sarah Rose (***The Wall Street Journal, Men's Fitness***)
    - Freelance, Vanita Salisbury (***New York Magazine*****, Fodor's Travel**)
    - Freelance, Royal Young (***New York Post, T Magazine, Interview Magazine***)
    - ***MetroSource***, Jeffrey James Keyes
    - ***Resident***, Hillary Latos
    - **Skift**, Dan Peltier
    - **StyleCartel**, Tillie Eze
    - **Thrillist**, David Perry
    - ***Time Out New York***, Rebecca Fontana

- NJFPR secured the below desk-side appointments for David Downing while he was in NYC to showcase the destination and the virtual reality experience.
    - Lila Battis – Associate Editor, ***Travel + Leisure***
    - Erin Florio – Senior Associate Editor, ***Condé Nast Traveler***
    - Charu Suri – Freelance, ***T Magazine, Worth,*** **TravelPulse.com**

- NJFPR worked with freelance writer Jane Levere to coordinate interviews and gather additional information on the Disney/Dali exhibit and virtual reality experience for a piece in ***The New York Times***. NJFPR is following up with Jane to determine a run date.

- NJFPR pitched hotel development in St. Pete/Clearwater including the Opal Sands Resort and Treasure Island Beach Resort, both opening in February, to short-lead travel and lifestyle outlets including (but not limited to):
    - **CNTraveler.com**
    - **Forbes Travel Guide**
    - **TravelandLeisure.com**
    - ***USA Today***
    - **Yahoo! Travel**

- NJFPR coordinated a media stay for freelance writer Robin Soslow (***Washington Post, Los Angeles Times, Chicago Tribune, Dallas Morning News)*** from January 12-15 to experience the destination. NJFPR is continuing to correspond with Robin about coverage plans in addition to already confirmed upcoming placements.

- NJFPR pitched and secured interest with Richard Bradley, Editor-in-Chief of ***WORTH***, on the Disney/Dali exhibit, virtual reality, and the destination. NJFPR is continuing to correspond with Richard to set up a potential visit to St. Pete/Clearwater for the emerging cities issue of the magazine.

- NJFPR pitched St. Pete/Clearwater to freelance writer Christina Perez for potential inclusion in a piece on up-and-coming travel destinations in the June issue of ***Glamour***. NJFPR is following up to determine interest.

- NJFPR connected with freelance writer Michelle da Silva Richmond, who recently took over as ***USA Today***'s local "expert" for St. Pete/Clearwater. NJFPR will continue to correspond with Michelle on the destination's news and initiatives.

MISCELLANEOUS

- NJFPR continued coordinating a media preview event on January 14 for the Disney/Dali exhibit at the Dali Museum.
    - NJFPR finalized a list of top-tier media to invite and conducted outreach.
    - NJFPR liaised with the event coordinator on additional logistics and assisted with event set-up.
    - NJFPR coordinated hotel and dinner arrangements for David Downing at the Roxy Hotel in Tribeca.

- NJFPR drafted a 2016 PR strategy plan.

- NJFPR participated in bi-weekly conference calls with the client and discussed upcoming initiatives and pitching strategies.

- NJFPR compiled St. Petersburg/Clearwater coverage from 2015 in a clipbook and provided the team with corresponding metrics.

ROOSTER PR

GLOBAL BRAND COMMUNICATORS

REPORT	PR Activity Report
CLIENT	Visit St. Pete/Clearwater
MONTH	January 2016

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Monthly Report: January 2016

Programme Highlights

Coverage

Broadsheet (KPI 8-10; Achieved 1; Pending 1)

Date of publication	Publication	Journalist	Article
16/01/16	The Times	Aaron Millar	50 dream holidays in America

Expected date of publication	Publication	Journalist	Article
TBC	The Independent	Simon and Susan Veness	Florida's 'Bohemian hideaway'

Tabloid (KPI 8-10; Achieved 3; Pending 3)

Date of publication	Publication	Journalist	Article
17/01/16	The Mail on Sunday	Simon and Susan Veness	Trip to St. Pete/Clearwater
23/01/16	Daily Mirror	Angela Wormald	Fam media trip to St. Pete/Clearwater
30/01/16	Daily Star	Jason Rowbottom	Fam media trip to St. Pete/Clearwater

Expected date of publication	Publication	Journalist	Article
TBC	The Sun	Ruth McDiarmid	Fam media trip to St. Pete/Clearwater
TBC	The People	Jason Martin Doyle	Fam media trip to St. Pete/Clearwater

Regional (KPI 10-15; Achieved 1; Pending 2)

Date of publication	Publication	Journalist	Article
16/01/16	The Times Ireland	Aaron Millar	50 dream holidays in America

Expected date of publication	Publication	Journalist	Article
TBC	Belfast Telegraph	Nicky Cahill	Individual press trip to St. Pete/Clearwater
TBC	Express & Star	Rachael Harrison	Fam media trip to St. Pete/Clearwater

Trade/B2B (KPI 20-25; Achieved 1)

Date of publication	Publication	Journalist	Article
1/01/16	Selling Travel	Laura Gelder	Fam media trip to St. Pete/Clearwater

Consumer Magazine (KPI 8; Achieved 0; Pending 2)

Expected date of publication	Publication	Journalist	Article
TBC	Sport Magazine	Sarah Shepherd	Individual press trip to St. Pete/Clearwater
TBC	GO Magazine	Nicky Cahill	Individual press trip to St. Pete/Clearwater

Online (KPI 40; Achieved 4; Pending 1)

Date of publication	Publication	Journalist	Article
16/01/16	Times.co.uk	Aaron Millar	50 dream holidays in America
22/01/16	Dailymail.co.uk	Simon and Susan Veness	Trip to St. Pete/Clearwater
23/01/16	Mirror.co.uk	Angela Wormald	Fam media trip to St. Pete/Clearwater
30/01/16	Dailystar.co.uk	Jason Rowbottom	Fam media trip to St. Pete/Clearwater

Expected date of publication	Publication	Journalist	Article
TBC	Bahighlife.com	Phil Heard	Hotel review of the Hyatt Regency Clearwater Beach Resort and Spa

Broadcast (KPI 1-3; Achieved 0)

Activity

- Rooster pitched St. Pete/Clearwater for the following features:
    - Tamara Hinson, Daily Express – Art and Culture
    - Hannah Summers, Escapism – Craft Beer and Culture
    - Laura Holt, Aspire Magazine – New hotels opening in 2016
    - Sarah Marshall, Independent – Where to go in 2016
    - Katie Mcgonagle, Travel Weekly – Family friendly beach destinations
    - Roshina Jowaheer, AOL Travel - Best Beaches

- Rooster met the following journalists to discuss upcoming features and opportunities:
    - Tamara Hinson, Daily Mail
    - Hugh Morris, The Telegraph
    - Becky Ward, new!

- Rooster discussed press trip opportunities:
    - Greg Dickinson, Rough Guides – interested in breweries and a press trip following the U-Brew event in October
    - Lela London – visiting St. Pete in March
    - Hannah Summers, Escapism/Guardian – interested in a trip taking in the craft beer and food scene

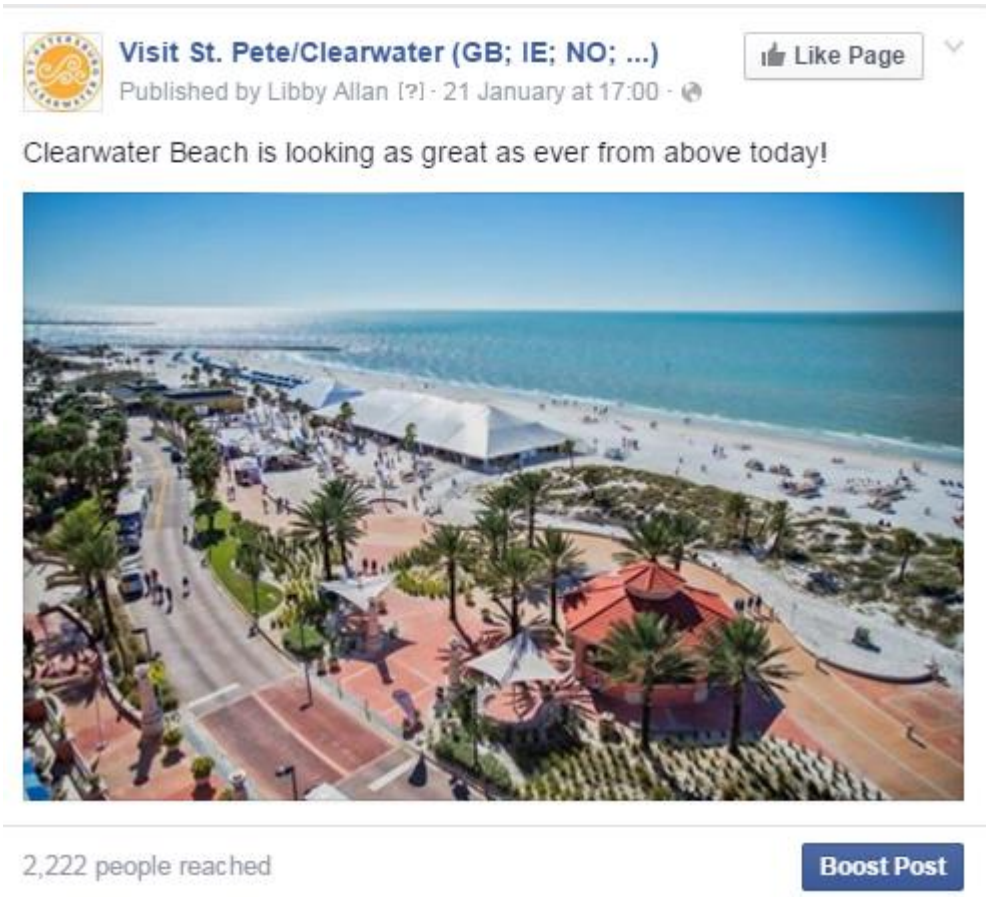
- Rooster worked on the February PR campaign and started the five day PR Stunt with the yetis in London
    - Liaison with Hel's Angels regarding actors
    - Preparation brief with yeti actors
    - Liaison with film crew and filming locations – looked around Canary Wharf
    - Liaison with journalists to transport in the VSPC taxi
    - Accompanied the yetis around different locations in London
    - Monitored social media channels and saved all coverage generated from the #LondonYeti campaign

- Rooster generated a weekly Facebook editorial calendar and posted the approved content

Social Media

Facebook

- Facebook activity continued through January with weekly editorial calendars submitted and then implemented
- Rooster continued with customer responses and general management of the page
- Total pages likes (UK) decreased from **4,646** on **1 January** to **4,605** on **31 January**, a decrease of **41**
- Total engagement (clicks) rate: **1,304** Total reach of our posts: **16, 812** Total impressions including shares/likes/news feed placement: **28,712**
- The most popular post was the sharing of an image of Clearwater Beach (below)
- The post received **108 likes**, **8 comments** and **4 shares** leading to a **reach of 2,222.** There were also **113 clicks** on the post



KPIs

KPI	Target over 12 months (Jan 2016 – Dec 2016)	Amount Achieved in January 2016	Amount Achieved to date	KPI's Remaining
Press releases	15-18	0	0	15-18
Media visits	10-15	0	0	10-15
Media briefings	25-35	3	3	22-32
Coverage	Broadsheet: 8-10 Tabloid: 8-10 Regional: 10-15 Trade/B2B: 20-25 Consumer: 8 Online: 40 Broadcast: 1-3	Broadsheet: 1 Tabloid: 3 Regional: 1 Trade/B2B: 1 Consumer: 0 Online: 4 Broadcast: 0	Broadsheet: 1 Tabloid: 3 Regional: 1 Trade/B2B: 1 Consumer: 0 Online: 4 Broadcast: 0	Broadsheet: 7-9 Tabloid: 5-7 Regional: 9-14 Trade/B2B: 19-24 Consumer: 0 Online: 36 Broadcast: 0

Potential Activity for February

February 2016 Campaign

- Continue to liaise with Leroy and Venessa to discuss key messaging and campaign structure throughout February campaign
- Accompany the yetis each Wednesday

Family Press Trip

- Arrange a press trip for a family with young children who could write destination content from both the adult journalist's perspective and that of a young child. Publications to be approached would have a family focus and a strong social/digital offering, e.g. Family Traveller, Nat Geo Traveller Family, The Guardian, Telegraph Travel or family-focused blogs. The parent would write about their experience with content accompanied by a video blog from the child

Miss Peregrine's Home for Peculiar Children

- Contact the studio's UK PR representatives to discuss angles and opportunities to cross-promote the film and its location
- Draft a press release for UK travel media highlighting the locations in St. Pete/Clearwater used to film

Forward features

- Rooster to prepare forward features list to target for 2016:
  - Selling Travel – February/April – Florida
  - Stan – 7 March – Florida
  - TTG – March – Hotels

Contact Rooster PR

If you have any questions regarding this report, please do not hesitate to get in touch.
Your Rooster VSPC team is:

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Activity Report

Market:	Germany, Austria and Switzerland
Month:	01 – 31 January 2016
Submitted by:	Axel Kaus, Managing Director
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ST.PETE CLEARWATER FLORIDA

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1. MONTHLY ACTIVITY HIGHLIGHTS

- KMS drafted a press release with the title "St. Pete/Clearwater – Arts and Culture in St. Pete/Clearwater" and distributed it to qualified media contacts in Germany, Austria and Switzerland.
- In addition, we also wrote the bi-monthly media newsletter and distributed it to qualified media contacts in Germany, Austria and Switzerland after approval from VSPC.
- KMS started preparations for ITB 2016, registered VSPC for several industry events, scheduled media appointments and booked accommodations for the KMS team.
- KMS wrote the monthly activity report and sent it to VSPC.
- KMS finalized the preparations for the individual press trip of Mr. Holger Jacobs (fvw), Florian Kinast & Dietmar Denger (abenteuer und reisen) and Andreas C. Coreth (EXTRAgolf).

2. NEWS RELEASES AND NEWSLETTERS

2.1 NEWS RELEASE

KMS drafted and distributed the following news release:

"St. Pete/Clearwater – Arts and Culture in St. Pete/Clearwater"

KMS also distributed the press release via TravMedia in the German speaking countries and provided photos and a video to the media via Dropbox.

2.2 NEWSLETTER

KMS drafted and distributed a newsletter for VSPC that included the following topics:

- Treasure Island Beach Resort opens Weedgras
- Beach Suites at Loews DonCesar reopen
- Introduction of St. Pete Youtube Channel

2.3 CVBeat Newsletter

KMS started drafting a text for the next CVBeat newsletter.

3. MEDIA RELATIONS AND MEDIA LIAISON

Mr. Rainer Wilken Inside America Magazin	KMS assisted Mr. Wilken with the requested detailed information on our destination as well as high-resolution photos after he received our January 2016 newsletter. We will follow up on the expected media coverage.
Ms. Ilse Romahn Frankfurt-Live.com	KMS assisted Ms. Romahn with the requested high-resolution photos after she received our latest press release about "Arts and culture in St. Pete". As a result we received her article and added it to this report.
Ms. Stephanie Arndt anBord Magazine	KMS assisted Ms. Arndt with the requested high-resolution photos after she received our press release about "Diving for luck – Epiphany celebration in St. Pete/Clearwater". We will follow up on the planned media coverage.
Ms. Karin Ochenbauer Canadareisen.at	KMS assisted Ms. Ochenbauer with the requested high-resolution photos after she received our latest press release about "Arts and culture in St. Pete". As a result we received her article and added it to this report.
Ms. Vera Sattler zwei-S Medien	KMS pro-actively contacted the journalist and pitched SPC story ideas. She was interested in everything about watersports in St. Pete and we followed up with a press kit and further detailed information. We will stay in contact with the journalist.
Mr. Wolfgang Schuhmann Schumann+Stingl GbR	KMS pro-actively contacted the journalist and pre-scheduled an appointment at ITB Berlin 2016 in order to discuss potential opportunities for celebrity press trips.
Ms. Marion Brandstetter HOMES & GARDENS HOLIDAY & LIFESTYLE	KMS assisted Ms. Brandstetter with the requested high-resolution photos after she received our latest press release about ""Diving for luck – Epiphany celebration in St. Pete/Clearwater". Furthermore she requested general hig-res photos from our region for an upcoming article. We sent her a Dropboxlink and will follow up on the media coverage.

Mr. Christian Fischer blue | mate	KMS pro-actively contacted the journalist and pre-scheduled an appointment at ITB Berlin 2016.
Mr. Daniel Krahn Urlaubsguru.de	KMS pro-actively contacted the journalist and invited him to an appointment at ITB 2016. He is interested in an appointment but was not able to schedule a time. We will follow up with him.
Ms. Brigitte Jurczyk Freelance Journalist	KMS pro-actively contacted the journalist and invited her to an appointment at ITB 2016. She is interested in an appointment but was not able to schedule a detailed time. We will follow up with her in order to finalize a meeting.
Mr. Elke Weiler MEERBLOG	KMS pro-actively contacted the journalist and invited her for an appointment at ITB 2016. Her answer is pending.
Mr. Gerald W. Huft ICJ mice magazine	KMS pro-actively contacted the journalist and pre-scheduled an appointment at ITB Berlin 2016. He plans to visit Florida in the first half of 2016 for a report about meeting opportunities in Florida. We encouraged him to consider St. Pete / Clearwater in his publication and now he wants to discuss opportunities to visit SPC during his trip to Florida.
Mr. David Renner Imagine	KMS pro-actively contacted the journalist and pre-scheduled an appointment at ITB Berlin 2016.
Ms. Sigrun Lüddecke Bonnes Vacances	KMS pro-actively contacted the journalist and pre-scheduled an appointment at ITB Berlin 2016.
Mr. Ulrich Clef Reisegenuss	KMS pro-actively contacted the journalist and invited him for an appointment at ITB 2016. His interest in a meeting was mutual. We will follow up with him.
Mr. Eike Knall Antenne Frankfurt	KMS pro-actively contacted the journalist and pre-scheduled an appointment at ITB Berlin 2016.

Mr. Nuno Miguel Sobral Alves travelbook	KMS pro-actively contacted the journalist and pre-scheduled an appointment at ITB Berlin 2016.
Mr. Karl Teuschl VISTAPOINT | Geo Saison	KMS pro-actively contacted the journalist and pre-scheduled an appointment at ITB Berlin 2016.
Mr. Andreas C. Coreth EXTRAgolf	KMS pro-actively contacted the journalist and pre-scheduled an appointment at ITB Berlin 2016.
Mr. Peter Pfänder Abenteuer und reisen	KMS pro-actively contacted the journalist and invited him for an appointment at ITB 2016. He is also interested in an appointment but was not able to schedule the time yet. We will follow up with him in order to finalize the time for the meeting.
Mr. Christian Umschaden OSCARS	KMS pro-actively contacted the journalist and pre-scheduled an appointment at ITB Berlin 2016.
Mr. Tobias Sauer Spartacus Traveler	KMS pro-actively contacted the journalist and pre-scheduled an appointment at ITB Berlin 2016.
Ms. Maren Anita Metoja Blogwalk.de	KMS pro-actively contacted the journalist and invited her for an appointment at ITB 2016. Her answer is pending.
Mr. Matt Muencheberg Meer & Yachten Yachting Swissboat	KMS pro-actively contacted the journalist and pre-scheduled an appointment at ITB Berlin 2016.
qualified media professionals	KMS pro-actively contacted a large number of qualified media professionals in order to arrange an appointment at ITB Berlin 2016. Unfortunately, some of them were not able to confirm an appointment at the show and we are still waiting for several replies.

Ms. Sylvia von Lichem Gesundheit.com	KMS assisted Ms. Von Lichem with the requested high-resolution photos after she received our press release about "Diving for luck – Epiphany celebration in St. Pete/Clearwater". As a result we received her article and added it to this report.
Mr. Ralph Bloemer Schwulissimo	KMS liaised with the journalist who requested a press trip in July 2016. Due to several other media fam trips this year he wants to push back his trip to 2017. KMS will stay in contact with the journalist in order to finalize his request.
Mr. Klaus Vogt Freelance Journalist	KMS followed up with the journalist after he requested support for an individual press trip after his group press trip to Fort Myers at the beginning of 2016. He wants to include St. Pete/Clearwater after this trip. Mr. Vogt told us that the group press trip was postponed from January to April 2016 and we will liaise with him once the new travel dates are fixed.

4. PUBLIC RELATIONS ACTIVITIES

- KMS continued uploading postings and photos on VSPC´s German facebook page.
- KMS supported several media professionals with high-resolution photos, specific information on our area and press kits.
- KMS evaluated and categorized all media clippings on VSPC that we received from the media monitoring service.
- VSPC and KMS discussed the idea of a media mission in Germany and we sent recommendations for dates and cities in 2016.
- VSPC and KMS discussed organizing editorial visits in Zurich, Switzerland on March 14, 2016 since VSPC will host a trade event during that evening. Unfortunately, we were informed that the trade event will take too much attention so that we will do such a promotion in the future.
- KMS completed conference calls with VSPC and the Central European Marketing Office in order to synchronize our PR and marketing efforts.
- KMS started with preparations for VSPC´s participation at ITB 2016 including conference calls, media appointments, registrations, and travel management. Furthermore KMS started preparing information for the media like press releases and media kits e.g.

4.1 FAM TRIPS	
Mr. Florian Kinast and Mr. Dietmar Denger abenteuer und reisen February 11-12, 2016	In coordination with VSPC we finalized the itinerary for the journalists. We will follow up on the media coverage after they returned to Germany.
Mr. Andreas C. Coreth EXTRAgolf January 9 – 13, 2016	In coordination with VSPC we finalized the itinerary for the journalist. We will follow up on the media coverage and his invoice once he is back.
Ms. Sandra Mueller-Hofner Trips4kidz March 15-19, 2016	KMS liaised with the journalist after meeting her at the VISIT Florida Media Event in Hamburg in November and finalized her MAF and her request for support and will send an adequate request for support to VSPC. She requested accommodation for herself and her family (3 people), activities and meals.
Mr. Holger Jacobs fvw January 22-26, 2016	KMS finalized the itinerary for Mr. Jacobs who attended the Florida Huddle in Miami and will follow up on his media coverage and the invoice for his rental car after he returned to Germany.

5. MISCELLANEOUS ACTIVITIES

- KMS prepared agendas for fortnightly conference calls, completed the calls with VSPC and the Central European Marketing Office in order to synchronize our PR and marketing efforts.
- KMS forwarded all requests for marketing and advertising co-operations to the VSPC Central European Marketing Office.
- KMS completed an ITB conference call with VSPC in order to coordinate all the VSPC activities during the travel trade Show 2016.

6. KEY PERFORMANCE INDICATORS ACHIEVED

KPI	Target of 12 months (Oct. 2015 – Sep. 2016)	Amount Achieved in January 2015	Amount Achieved to date	KPIs Remaining
News Releases	12	1	4	8
Newsletters	6	1	2	4
Media Calls	15 – 20 p.m.	14	98	82 - 142
Media Visits	10 – 15	2	4	6 - 11

7. JANUARY 2016 MEDIA COVERAGE Generated

Print

Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation/ Visit	Media Value in US-$
December 5, 2015	Enjoy the life in the sunshine state	Leipziger Volkszeitung	German daily newspaper	group press trip Lufthansa, September 25-30, 2015	189,409	135,422
December 5, 2015	Enjoy the life in the sunshine state	Kieler Nachrichten	German daily newspaper	group press trip Lufthansa, September 25-30, 2015	139,537	24,723
December 5, 2015	Enjoy the life in the sunshine state	Torgauer Zeitung	German daily newspaper	group press trip Lufthansa, September 25-30, 2015	8,804	14,560
December 5, 2015	Enjoy the life in the sunshine state	Hannoversche Allgemeine Zeitung	German daily newspaper	group press trip Lufthansa, September 25-30, 2015	490,303	205,462
December 5, 2015	Enjoy the life in the sunshine state	Dresdner Neuste Nachrichten	German daily newspaper	group press trip Lufthansa, September 25-30, 2015	23,078	14,047
December 5, 2015	Enjoy the life in the sunshine state	Neue Presse Hannover	German daily newspaper	group press trip Lufthansa, September 25-30, 2015	174,541	171,642

December 5, 2015	Enjoy the life in the sunshine state	Hannover-sche Allgemeine Zeitung	German daily newspaper	group press trip Lufthansa, September 25-30, 2015	490,303	16,509
December 5, 2015	Couple of the week	Prisma	German TV Guide	KMS Press Release "culture in St. Pete"	4,171,861	10,587
December 5, 2015	One trip through the quite different Florida	OÖ Nachrichten	German daily newspaper	VISIT USA Austria Group Fam Trip September 14-16, 2015	127,330	22,315
December 12, 2015	The Diving for fortune	General Anzeiger	German daily newspaper	KMS press release December "The Diving for fortune"	123,802	1,899
December 12, 2015	The Diving for the cross	Nordsee Zeitung	German daily newspaper	KMS press release December "The Diving for fortune"	70,682	2,378
December 12, 2015	The Diving for the cross	Weser Kurier	German daily newspaper	KMS press release December "The Diving for fortune"	233,687	4,606
December 12, 2015	Test of courage at the Epiphany cel ebration in Florida	Nordwest Kurier	German daily newspaper	KMS press release December "The Diving for fortune	117,351	7,968

December 12, 2015	At January 6 diving for the white cross	Hamburger Abendblatt	German daily newspaper	KMS press release December "The Diving for fortune"	117,351	8,909
December 12, 2015	Test of courage at the Epiphany celebration in Florida	Wilhelms-havener Zeitung	German daily newspaper	KMS press release December "The Diving for fortune"	19,335	872
December 12, 2015	Diving in Florida	Oldenbur-gische Volkszeitung	German daily newspaper	KMS press release December "The Diving for fortune"	21,529	605
December 15, 2015	At January 6 diving for the white cross	Rhein Zeitung	German daily newspaper	KMS press release December "The Diving for fortune"	186,851	15,293
Dezember 13, 2015	Diving for the white cross	Berliner Morgenpost	German daily newspaper	KMS press release December "The Diving for fortune"	97,161	6,153
December 13, 2015	Liquid sunshine	Welt am Sonntag	German daily newspaper	Group press trip September 25.-29., 2015	437,386	107.731
December 14, 2015	Paradise with pool	Rhein Ruhr Magazin	German magazine	Assisted with infor-mation	25,200	50,122
December 20, 2015	In Tampa is Florida cubanic	Sonntag Aktuell	German daily newspaper	Group press trip September 25.-29., 2015	461,675	135,141

December 20, 2015	The Dipping for fortune	Sonntag Morgen-magazin, Wetzlar	German weekly newspaper	KMS press release December "The Diving for fortune"	81,755	1,893
December 23, 2015	Fish Tacos and beer. Let's go to St. Pete	20 Minuten	Daily newspaper from Switzerland	Constant contact with the publication and the airline	476,638	411,372
December 24, 2015	Osthüringer Zeitung	Don't forget Flip Flops and bug spray	German daily newspaper	Assisted with infor-mation	76,283	28,852
January 25, 2015	Marrying in St. Petersburg/ Clearwater	Touristik Aktuell	German tourism magazine	KMS press release November "Marriage and honey-moon at the beach"	30,855	1,177
Total Print					**8,392,707**	**$1,400,238**

Online						
Publication Date	Title	**Media Title**	**Type of Media**	**Agency Assist**	**Circula tion/ Visit**	**Media Value in US-$**
December 05, 2015	Epiphany cele bration in Florida: The diving for fortune	http://www.gt-worldwide.com/ny.de	German tourism website	KMS press release December "The Diving for fortune"	34.052	676

December 8, 2015	Test of media coverage: Tips for tourists	dpa	German news-wire agency	KMS press release December "The Diving for fortune	-	Media value will Be provided whenever the article appears in a media outlet.
December 10, 2015	Diving for the white cross in Florida	www.ka-news.de	German news website	KMS press release December "The Diving for fortune"	280.000	5.631
December 16, 2015	The diving for fortune	http://fineartreisen.de	German tourism website	KMS press release December "The Diving for fortune"	860.800	25,692
December 31, 2015	The diving for fortune	www.mortimer-reisemagazin.de	German tourism website	KMS press release December "The Diving for fortune	171.246	3,443
January 1, 2016	Florida allures with snow white beaches	www.gesundheit.com	German health website	KMS press release	2000	41
January 25, 2016	Florida: culture in St. Pete / Clearwater	www.canadareisen.at	Travel website	KMS Newsletter January	9,985	200
January 27, 2016	The unofficial cultural capital of Florida	www.frankfurt-live.com	German news website	KMS press release January	72,000	1,447

Total Online **1.430.083** **$37,130**

TOTAL PRINT + ONLINE **9.822.790** **$1.437.368**

8. TIME BILLING

Consultant	Hours
Axel Kaus	16:30
Marcus Feuerstein	46:45
Carmen Flicke	30:15
TOTAL	**93:30**

Visit St. Pete/Clearwater
Public Relations Report
January 2016

PR Activities

- Monitored media leads on behalf of the destination and identified suitable press opportunities
- Maintained targeted media lists for local, regional and national markets
- Handled incoming media requests and inquiries
- Followed up with all appropriate media leads on behalf of the destination/ leads submitted by client
- Secured clip and metrics from *Watermark Online* story covering IGLTA Convention
- Clipped coverage from *Silver Travel Advisor* story on St. Pete and The Hollander Hotel and shared with client and hotel property
- Shared *Grown Up Travels* Article from writer Jane Canapini with mentioned partners
- Liaised with Marina Villatoro of *Travel Experta* following her visit to the destination
- Arranged Access to The Dali Museum for Will Tang of *Going Awesome Places (Canada)*
- Submitted Adrian Award entries for Grouper Week and Survivor
- Assisted with coordination/planning for Disney/Dali event in NYC
- Submitted pitch for LGBT offerings in destination for VISITFLORIDA
- Secured RSVPs for VSPC team to Disney/Dali opening press conference
- Assisted NJFPR team to arrange email interview with Hank Hine of The Dali Museum for *Metro*
- Pitched destination to *HOG Magazine* writer
- Liaised with Marie Poupart, Canadian writer, regarding a possible upcoming FAM trip
- Pitched Uber story to local media to set up phone interviews with David Downing

FAM Preparation/Coordination

- Drafted and coordinated itinerary for Andreas Coreth of *ExtraGolf* (Germany) **(January 9-13, 2016).** Secured access to attractions and restaurants such as The Dali Museum, The Vinoy Renaissance Resort, Innisbrook, Farm Table Kitchen and more. Accompanied Mr. Coreth to lunch at Farm Table Kitchen.

- Drafted and coordinated travel itinerary for Jim Byers, Canadian Freelance writer **(January 18-20, 2016)**. Secured access to attractions and restaurants including The Hollander Hotel, Hyatt Regency Clearwater Beach, SHOR, The Mill, Sunsets at Pier 60 and more. Accompanied Mr. Byers to lunch at The Mill and dinner at SHOR.
- Drafted and coordinated itinerary for Robin Soslow, freelancer writer (*The Houston Chronicle and more)* **(January 19-22, 2016)**. Robin visited area partners such as The Dali Museum, The Museum of Fine Arts, The Chihuly Collection The Vinoy Renaissance Resort, Cider Press Cafe and more. Accompanied Ms. Soslow to brunch at The Vinoy (gave site tour) as well as at dinner at Cider Press Cafe. Invited Ms. Soslow to Dali/Disney media preview.
- Drafted and coordinated itinerary for Christina Friedrichsen-Truman, founder of IntimateWeddings.com **(January 20-24, 2016)**. Arranged access to area partners such as Clearwater Marine Aquarium, The Dali Museum, Chihuly Collection and Frenchy's Rockaway.
- Drafted and coordinated travel itinerary for Holger Jacobs **(January 22-26, 2016).** Secured access to attractions and restaurants such as Hotel Indigo, The Mill, Chihuly Collection, The Dali Museum, Fort De Soto and more. Accompanied Mr. Jacobs to lunch at Birch and Vine at the Birchwood.
- Drafted and coordinated itinerary for Huddle Fam **(January 31- February 1, 2016)**. Participants visited destination partners such as Dunedin, Old Bay Cafe, the Sheraton Sand Key, Clearwater Marine Aquarium, Caretta on the Gulf and more. Paradise escorted the FAM for the entirety of the visit.

Press/Written Materials

- FADMO write up on Detours initiative
- FADMO write up on The Mill

Miscellaneous

- Held client meetings as scheduled
- Updated media site