



**ST.PETE
CLEARWATER
FLORIDA**

Activity Report

Market: Germany, Austria and Switzerland
Month: 01 – 31 July 2016
Submitted by: Axel Kaus, Managing Director
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**KAUS
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SERVICES**



Marketing
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**ST.PETE
CLEARWATER
FLORIDA**

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1. MONTHLY ACTIVITY HIGHLIGHTS

- KMS drafted a press release with the title "Challenging golf courses lure people to St. Pete/Clearwater" and distributed it to qualified media contacts in Germany, Austria and Switzerland.
- KMS continued making preparations for the individual press trip of Ms. Anja Gross (Badisches Tagblatt).
- KMS continued making preparations for the individual press trip of Mr. Ingo Wibbecke (Deltapark publishing house)
- KMS published new posts on Facebook at least twice a week.
- KMS monitored all VSPC media clippings that we received in July 2016 and evaluated them based on different categories.
- KMS wrote the monthly activity report and sent it to VSPC.

2. NEWS RELEASES AND NEWSLETTERS

2.1 NEWS RELEASE

KMS drafted and distributed the following news release:

"Challenging golf courses lure people to 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:

- Gulfport celebrates Gecko Fest
- St. Pete/Clearwater organize Bright House Clearwater Super Boat National Championship
- Souvenir Shopping in St. Pete/Clearwater
- Conservation areas in St. Pete/Clearwater
- Tarpon Springs celebrates Sponge Dock Arts & Crafts Festival



3. MEDIA RELATIONS AND MEDIA LIAISON

Mr. Rainer Wilken Inside America Magazin	KMS assisted Mr. Wilken with the requested high-resolution photos after he received our newsletter from July 2016. We received one article about the Shine Festival and added it to this month's media clipping report. We will follow up on further media coverage.
Mr. Florian Renner VISIT USA	KMS assisted Mr. Renner and sent him our VSPC Newsletter and high-resolution photos for the upcoming VISIT USA newsletter. We will follow up on the expected media coverage.
Ms. Claudia Hilmbauer Reiselust	KMS pro-actively contacted Ms. Hilmbauer to pitch St. Pete/Clearwater story ideas. As a result, Ms. Hilmbauer published an article about Dunedin. We received the media coverage and added the article to this month's media clipping report.
Ms. Libby Allen Rooster	KMS assisted Ms. Libby Allen with some food photos from St. Pete/Clearwater for an upcoming article about the Ferran exhibition. We will follow up on the media coverage.
Mr. Frank Stoerbrauck Reisenexklusiv.com	KMS supported Mr. Stoerbrauck with the requested high-resolution photos after he received our July 2016 newsletter. As a result, we received two articles and added them to this month's media clipping report.
Mr. Frank Schwaibold Stuttgarter Nachrichten	KMS liaised with the journalist and requested a high-resolution version of his article resulting from his press trip to SPC. Furthermore, we pitched news and updates about the region. Mr. Schwaibold is interested in SPC and upcoming press trips and will send us the article soon.
Mr. Andreas Coreth EXTRAgolf	KMS liaised with the journalist and requested a high-resolution version of his article resulting from his press trip to SPC. Furthermore, we pitched news and updates about the region and especially Golf in St. Pete. Mr. Coreth sent us the article and we will stay in contact with him.



<p>Mr. Klaus Nadizar Die Golfrevue</p>	<p>KMS pro-actively contacted Mr. Klaus Nadizar and pitched SPC story ideas. He is interested in golf and we sent him our July 2016 St.Pete press release. As a result, he requested high-resolution photos as he plans an article about the golf courses in St. Pete/Clearwater. Furthermore, Mr. Nadizar is interested in an individual press trip in our region. We will prepare an adequate request and finalize his MAF and will send it to VSPC.</p>
<p>Ms. Natalia Muler Agentur belmedia GmbH</p>	<p>KMS assisted Ms. Muler with the requested high-resolution photos following our July 2016 press release about Golf in St.Pete. We will follow up on the media coverage.</p>
<p>Ms. Eva Weber Blackpaper.ch</p>	<p>KMS pro-actively contacted Ms. Weber and pitched SPC story ideas. She is interested in news and updates on our region. We followed up with a German VSPC press kit and additional story ideas. We will maintain the contact with the journalist.</p>
<p>Mr. Frank Pawlak AFA Architektur Magazine</p>	<p>KMS pro-actively contacted Mr. Pawlak and pitched SPC story ideas. He is interested in an architecture related press trip to St. Pete / Clearwater in the future in order to feature the region as an interesting destination for architects. His readership is affluent and interested in design, style and interesting buildings such as the Dalí Museum. We will follow up with him in order to finalize a request for an individual press trip.</p>
<p>Mr. Herbert Worm Adventure Magazin</p>	<p>KMS pro-actively contacted Mr. Worm and pitched SPC story ideas. He is interested in news and updates on our region and especially outdoor activities and nature. We followed up with a German VSPC press kit, our latest newsletter that included information about outdoor activities in SPC. We will maintain the contact with him.</p>
<p>Mr. David Renner PRESTIGE & IMAGINE</p>	<p>KMS followed up with Mr. Renner after the appointment at ITB Berlin 2016. He informed us that he and his editor in chief Ms. Yvonne Beck will leave the magazine soon and maybe they will establish their own travel magazine similar to Prestige. In this regard, Ms. Beck may also continue working for Prestige. No decision has been made if Mr. Renner would work for her new business as well. He will let us know as soon as decisions are made.</p>



<p>Ms. Dagmar Kluthe Freelance Journalist</p>	<p>KMS pro-actively contacted Ms. Kluthe and sent her our new VSPC press release about golf and golf courses. She is interested in a press fam trip and is still looking for editorial assignments. KMS will finalize her MAF and an adequate request for a press trip and will send it to VSPC.</p>
<p>Mr. Gerald H. Ueberscher ReiseTravel</p>	<p>KMS pro-actively contacted Mr. Ueberscher and pitched SPC story ideas. He is interested in a press trip to our region and sent us detailed information for a possible itinerary. We ask for the expected media coverage and finalize an adequate request for support with a press fam trip that we will forward to VSPC.</p>
<p>Ms. Anita Deckers Clever reisen! fliegen & sparen</p>	<p>KMS pro-actively contacted Ms. Deckers and pitched SPC story ideas. She is generally interested in our region and especially on news and updates for her magazine. We followed up with a German VSPC press kit and additional story ideas. We will maintain the contact with the journalist.</p>
<p>Ms. Elsa Maria Honecker connoisseur circle</p>	<p>KMS pro-actively contacted Ms. Honecker, sent her our July press release on Golf in St. Pete/Clearwater and pitched further story ideas. We will follow up with her on a possible press trip and any media coverage.</p>
<p>Mr. Uwe Jan Heuser Zeit Golfen</p>	<p>KMS pro-actively contacted the journalist, pitched SPC story ideas and followed up with our latest press release about golf in the region and additional destination information. KMS will follow up with the journalist.</p>
<p>Ms. Katharina Gering Prestigenews</p>	<p>KMS assisted Ms. Gering with the requested high-resolution photos following our July 2016 press release about golf in St.Pete. As a result, we received an article and added it to the monthly clipping report.</p>
<p>Mr. Carli Underberg GOLFERLEBEN</p>	<p>KMS pro-actively contacted the journalist, pitched SPC story ideas and followed up with our latest press release about golf in the region and additional destination information. KMS will follow up with the journalist.</p>



Mr. Markus von Bentzel GOLF Aktuell	KMS pro-actively contacted Mr. von Bentzel, pitched SPC story ideas and followed up with our latest press release about golf in our area as well as additional destination information. KMS will follow up with the journalist.
Mr. Stefan Waldvogel Golf Suisse	KMS pro-actively contacted Mr. Waldvogel, pitched SPC story ideas and followed up with our latest golf related press release as well as additional SPC destination information. KMS will follow up with the journalist and offer further assistance with his potential media coverage.
Mr. Jochen Tensch Golf spielen	KMS pro-actively contacted Mr. Tensch, pitched SPC story ideas and followed up with our latest press release about golf in our area as well as additional destination information. KMS will follow up with the journalist.
Ms. Heike Loew Golf Ticker	KMS pro-actively contacted Ms. Loew, pitched SPC story ideas and followed up with our latest golf related press release as well as additional SPC destination information. KMS will follow up with the journalist and offer further assistance with her potential media coverage.
Mr. Christoph Payer EXTRAGolf	KMS pro-actively contacted the journalist, pitched SPC story ideas and followed up with our latest press release about golf in the region. KMS will follow up with the journalist.
Mr. Erik Moelbert Golf Punk	KMS pro-actively contacted Mr. Moelbert, pitched SPC story ideas and followed up with our latest press release about golf in our area as well as additional destination information. KMS will follow up with the journalist.
Mr. Goetz Schmiedehausen Golftime	KMS pro-actively contacted Mr. Schmiedehausen, pitched SPC story ideas and followed up with our latest golf related press release as well as additional SPC destination information. KMS will follow up with the journalist and offer further assistance with his potential media coverage.
Ms. Cornelia Bruckner GolfWomen	KMS pro-actively contacted the journalist, pitched SPC story ideas and followed up with our latest press release about golf opportunities and courses in SPC. KMS will follow up with the journalist.



<p>Several Golf publications in Germany, Austria and Switzerland</p>	<p>KMS pro-actively contacted several special interest media focused on golf and travel and pitched SPC as one of the best golf destinations in Florida. We also forwarded our latest press release. KMS will follow up with all journalists and their respective media outlets.</p>
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4. PUBLIC RELATIONS ACTIVITIES

- KMS continued uploading postings and photos on VSPC’s German facebook page at least twice per week.
- KMS, VSPC and the Central European Marketing Office discussed an editorial calendar for the FY 16/17 in order to synchronize our media communication.
- KMS supported several media professionals with high-resolution photos, specific information on our area and our German VSPC press kit.
- KMS evaluated and categorized all media clippings on VSPC that we received from the media monitoring service.
- KMS completed conference calls with VSPC and the Central European Marketing Office in order to synchronize our PR and marketing efforts.

4.1 FAM TRIPS

<p>Mr. Ingo Wibbecke Deltapark publishing house August 2-4,2016</p>	<p>KMS continued with the organization of the press trip of Mr. Wibbecke who will be coming to Florida with his family in August 2016. We sent him his final itinerary and offered further assistance. We will follow-up with him after his return.</p>
<p>Mr. Klaus Vogt Freelance Journalist September/October/November 2016</p>	<p>KMS liaised again with Mr. Vogt and asked for an update on his travel dates for a SPC press trip in 2016. His answer is pending and we will follow up with him.</p>
<p>Mr. Tobias Sauer Spartacus traveler November 2-11, 2016</p>	<p>We followed up with Tobias and worked on the itinerary and activities for his upcoming press trip in November 2016. We will follow up with the journalist and Lufthansa.</p>



<p>Ms. Anja Gross Badisches Tagblatt August 8 – 20, 2016</p>	<p>Ms. Anja Gross, the deputy editor in chief of the daily newspaper "Badisches Tagblatt", wants to travel to Florida from August 08-20, 2016 with her family. She will stay on Treasure Island and requested support in form of activities and tickets for her and her family. We work in cooperation with the Paradise PR team to develop an itinerary and activities for the journalist.</p>
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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.
- Axel Kaus with KMS met with Mr. Leroy Bridges with VSPC in SPC in order to discuss details of upcoming press trips and media promotions.
- KMS forwarded all requests for marketing and advertising co-operations to the VSPC Central European Marketing Office.

6. KEY PERFORMANCE INDICATORS ACHIEVED

KPI	Target of 12 months (Oct. 2015 – Sep. 2016)	Amount Achieved in July 2016	Amount Achieved to date	KPIs Remaining
News Releases	12	1	10	2
Newsletters	6	1	5	1
Media Calls	15 – 20 p.m.	22	221	0 - 19
Media Visits	10 – 15	1	7	3 – 8



7. JULY 2016 MEDIA COVERAGE Generated

Print

Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation/Visit	Media Value in US-\$	
1	June 16, 2016	Where I like it	Reise Tipps	Austrian travel magazine	KMS supported with information and photos	69,300	1,979
2	June 25, 2016	Routes for explorer	Hannoversche Allgemeine Zeitung (HAZ)	German daily newspaper	KMS supported with information	174,442	91,398
3	June 25, 2016	Routes for explorer	Neue Presse	German daily newspaper	KMS supported with information	134,537	37,541
4	June 25, 2016	Routes for explorer	Kieler Nachrichten	German daily newspaper	KMS supported with information	137,031	46,436
5	July 19, 2016	Scotland in Florida	Reiselust	Austrian travel magazine	KMS press release March 2016	95,000	3,094

Total Print

610,310

\$ 180,448



Online

Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation/ Visit	Media Value in US-\$
1 June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.bsozd.com	German news website	KMS press release June 2016	52,000	305
2 June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.business-panorama.de	German economic news website	KMS press release June 2016	7,257	41
3 June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.caravan-news.de	German news website	KMS press release June 2016	5,280	30
4 June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.fair-news.de	German news website	KMS press release June 2016	52,464	307
5 June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.freie-pressemitteilung.de	German news website	KMS press release June 2016	166,667	1,095



6	June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.go-with-us.de	German news website	KMS press release June 2016	3,500	19
7	June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.hotellerie-nachrichten.de	German travel website	KMS press release June 2016	50,000	980
8	June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.inar.de	German news website	KMS press release June 2016	807	5
9	June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.internet-news-123.de	German news website	KMS press release June 2016	1,159	7
10	June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.my-pr.de	German news website	KMS press release June 2016	6,450	37
11	June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.newsfenster.de	German news website	KMS press release June 2016	1,087	6



12	June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.onlinezeitung.de	German news website	KMS press release June 2016	23,000	135
13	June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.onprnews.com	German news website	KMS press release June 2016	5,766	32
14	June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.openbroadcast.de	German news website	KMS press release June 2016	44,500	261
15	June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.pr-echo.de	German news website	KMS press release June 2016	3,744	21
16	June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.pressemitteilung.ws	German news website	KMS press release June 2016	200,000	1,177
17	June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.presseportal.co.uk	German news website	KMS press release June 2016	3,500	19



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18	June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.presseportal.org	German news website	KMS press release June 2016	2,204	12
19	June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.presseschleuder.de	German news website	KMS press release June 2016	5,593	31
20	June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.prmitteilung.de	German news website	KMS press release June 2016	1,000	6
21	June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.prnews24.com	German news website	KMS press release June 2016	2,453	14
22	June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.reisen.pr-gateway.de	German travel website	KMS press release June 2016	200,000	3,925
23	June 27, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.weltjournal.de	German news website	KMS press release June 2016	103,000	605



24	June 29, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.fineartreise.n.de	German travel website	KMS press release June 2016	860,800	25,467
25	July 11, 2016	Believers celebrate Feast of Epiphany with trail of courage	www.schwaebische.de	German news website	KMS supported with information and photos	1,285,000	15,132
26	July 15, 2016	Shine Festival in St. Pete / Clearwater celebrates the most beautiful Street Art Gallery in the U.S.	www.inside-america.de	German travel website	KMS press release June 2016	4,000	78
27	July 18, 2016	St. Pete / Clearwater to go	www.reisenexclusiv.com	German travel website	KMS newsletter July 2016	28,000	551
28	July 18, 2016	Gulfport celebrates the Gecko Festival	www.tomontour.com	German travel website	KMS newsletter July 2016	3,000	58
29	July 19, 2016	Gulfport celebrates the Gecko Festival	www.reisenexclusiv.com	German travel website	KMS newsletter July 2016	28,000	551
30	July 22, 2016	St. Pete / Clearwater - paradise for golfer	www.reiseziele.ch	Swiss travel website	KMS press release July 2016	8,385	163
31	July 25, 2016	Dream destination Orlando	www.schwilissimo.de	German gay website	KMS supported with information	111,020	279



32	July 27, 2016	Challenging golf courses attract visitors from all over the world to St. Pete / Clearwater	www.onlinezeitung.de	German news website	KMS press release July 2016	23,000	135
33	July 27, 2016	Challenging golf courses attract visitors from all over the world to St. Pete / Clearwater	www.unternehmen-heute.de	German news website	KMS press release July 2016	501,447	4,428
34	July 27, 2016	Challenging golf courses attract visitors from all over the world to St. Pete / Clearwater	www.tourismusnews.com	German travel website	KMS press release July 2016	500,000	14,725
35	July 27, 2016	News St. Pete / Clearwater	www.inside-america.de	German travel website	KMS newsletter July 2016	4,000	78
36	July 27, 2016	Golfing in St. Pete/Clearwater	www.usa-reisetraum.de	German travel website	KMS press release July 2016	4,985	96
37	July 27, 2016	Challenging golf courses attract visitors from all over the world to St. Pete / Clearwater	www.hotel-info-247.de	German travel website	KMS press release July 2016	2,201	42
38	July 27, 2016	Challenging golf courses attract visitors from all over the world to St. Pete / Clearwater	www.reisen.pr-gateway.de	German travel website	KMS press release July 2016	200,000	3,925



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39	July 27, 2016	Challenging golf courses attract visitors from all over the world to St. Pete / Clearwater	www.pressemitteilung.ws	German news website	KMS press release July 2016	200,000	1,177
40	July 27, 2016	Challenging golf courses attract visitors from all over the world to St. Pete / Clearwater	www.freie-pressemitteilung.de	German news website	KMS press release July 2016	166,667	1,095
41	July 27, 2016	Challenging golf courses attract visitors from all over the world to St. Pete / Clearwater	www.prestigenews.com	Swiss lifestyle website	KMS press release July 2016	4,000	2,063

Total Online

4,875,936 \$ 79,113

TOTAL PRINT + ONLINE

5,486,246 \$ 259,561



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8. TIME BILLING

Consultant	Hours
Axel Kaus	6:30
Marcus Feuerstein	48:15
Carmen Flicke	35:30
TOTAL	90:15

ROOSTER^{PR}

GLOBAL BRAND COMMUNICATORS

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

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Monthly Report: July 2016

Programme Highlights

Coverage

Broadsheet (KPI 8-10; Achieved 0; Pending 1)

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

Tabloid (KPI 8-10; Achieved 0; Pending 1)

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

Regional (KPI 10-15; Achieved 0; Pending 1)

Expected date of publication	Publication	Journalist	Article
TBC	Belfast Telegraph	Nicky Cahill	Individual press trip to St. Pete/Clearwater

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

Date of publication	Publication	Journalist	Article
21/07/16	Travel Weekly	Aby Dunsby	June Trade FAM

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

Date of publication	Publication	Journalist	Article
01/08/16	BBC Good Food Magazine	Sarah Barrell	A culinary revolution in Florida
August	Sunday Times Travel Magazine	Lucy Thrackray	Gulf Coast underrated versus theme park overrated

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

Online (KPI 40; Achieved 1; Pending 1)

Date of publication	Publication	Journalist	Article
04/07/16	Heroandleander.com	Emily Georgiou	America's Most Unusual Romantic Destinations
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:
 - Barry Johnson, Travelmole - Romantic breaks
 - Barry Johnson, Travelmole - Family destinations
 - Adam Potter, Travel Bulletin - Winter Sun
 - Nick Boulos, Metro - New openings
 - Anya Browne, Made In Chelsea - filming locations
 - Kate Hockenhull, Sunday Times Travel Magazine - Cultural attractions
- Rooster met the following journalists to discuss upcoming features and opportunities:
 - Tracey Davies, Freelance - Metro/Family Traveller/Daily Express/Sainsbury's Mag - Visited the destination before – very impressed with the beaches. Interested in family travel & culture angle.
- Rooster met the following partners to discuss partnership opportunities:
 - Meeting with Kissimmee
- Rooster discussed and followed up press trip opportunities:

August

- Mummy blogger Laura Driver and family visiting Kissimmee/St. Pete twin-centre trip (15/08/15 - 18/08/16). Rooster organising accommodation (Postcard Inn on the Beach) and Paradise organising activities.
- Tom Mcconigley and partner, The Scottish Sun, combining a twin-centre visit to Dunedin and St. Pete/Clearwater (27/08/16 – 09/09/16). Rooster has secured flight support, Airbnb and hotel partners and Paradise to organise an itinerary.

September

- Sarah Drew Jones, Freelance (7-9 September). Paradise to organise kayaking, lunch and a speedboat tour.
- Simon and Susan Veness (The Telegraph) hotel reviews (first half of September). Rooster liaising with hotels.

November

- Georgina Wilson-Powell, Good Things Magazine, visiting St. Pete and featuring a foodie/craft beer/beach angle (8/11/16 – 13/11/16). Rooster has secured flight support and is liaising with hotel partner. Paradise to organise an itinerary.

2017

- Jenny Green, The Sun, interested in visiting St. Pete and featuring new hotels and the craft beer scene.
- Rooster arranged for VSPC to attend TravMedia IMM 2017
- Rooster discussed ongoing activity on a fortnightly conference call
 - Rooster discussed press trips and marketing campaigns
- Rooster generated a weekly Facebook editorial calendar and posted the approved content

Social Media

Facebook

- Facebook activity continued through July with weekly editorial calendars submitted and then implemented
- Rooster continued with customer responses and general management of the page
- Total pages likes (UK) increased from **5,051** on 1 July to **5,079** on 31 July, an increase of **28**
- Total engagement (clicks) rate: **1,327** Total reach of our posts: **21,459** Total impressions including shares/likes/news feed placement: **34, 725**
- The most popular post was an image of Indian Rocks Beach (see below)
- The post received **181 likes, 16 loves, 20 comments** and **14 shares** leading to a **reach of 4,607**. There were also **136 clicks** on the post:



KPIs

KPI	Target over 12 months (Jan 2016 – Dec 2016)	Amount Achieved in July 2016	Amount Achieved to date	KPI's Remaining
Press releases	15-18	0	2	13-16
Media visits	10-15	0	3	7-12
Media briefings	25-35	1	15	10-20
Coverage	Broadsheet: 8-10 Tabloid: 8-10 Regional: 10-15 Trade/B2B: 20-25 Consumer: 8 Online: 40 Broadcast: 1-3	Broadsheet: 0 Tabloid: 0 Regional: 0 Trade/B2B: 1 Consumer: 2 Online: 1 Broadcast: 0	Broadsheet: 1 Tabloid: 6 Regional: 10 Trade/B2B: 4 Consumer: 4 Online: 18 Broadcast: 0	Broadsheet: 7-9 Tabloid: 2-4 Regional: 0-5 Trade/B2B: 16-21 Consumer: 4 Online: 22 Broadcast: 0

Potential Activity for August

Press Trips

- Organise and finalise individual press trips
- Work with Kissimmee to arrange a joint FAM trip
- Arrange a family/mummy blogger trip

Miss Peregrine's Home for Peculiar Children/ Infiltrator

- 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:
 - September - Selling Travel - USA – Florida

Contact Rooster PR

If you have any questions regarding this report, please do not hesitate to get in touch.

Your Rooster VSPC team is:

Stuart Fyfe, Account Director

Nick Wheywell, Head of Digital

Katie Raby, Account Manager

Libby Allan, Account Executive

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Tw: @RoosterPR

NJFPR

NEW YORK LOS ANGELES

Memo

To: David Downing; Leroy Bridges
From: Nancy J. Friedman Public Relations
Date: August 5, 2016
Subject: Account Activity July 2016

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

MEDIA PLACEMENTS

Forbes.com

July 31, 2016

Unique Monthly Visitors: 25,236,993

As a result of our work with freelance writer Lea Lane, St. Petersburg/Clearwater was included in a round-up of alternative destinations, encouraging travelers to skip Miami and try St. Pete.

WineMag.com

July 27, 2016

Unique Monthly Visitors: 292,362

As a result of our work and coordinated media visit for Editor Alexis Korman, NJFPR secured St. Petersburg/Clearwater as one of the “Top 5 Under-the-Radar Food Towns” for 2016 in *Wine Enthusiast*. Spotlighting the destination’s food scene, multiple spots throughout downtown St. Pete were highlighted including The Mill, Sea Salt, FarmTable Kitchen and Il Ritorno.

BLOUIN ARTINFO

July 26, 2016

Unique Monthly Visitors: 747,136

NJFPR secured coverage of the Dali/Ferran Exhibit as a result of our work with Editor Michelle Tay. The popular website for art enthusiasts and professionals featured details of the upcoming exhibit alongside multiple images.

USA Today’s 10Best.com

July 18, 2016

Unique Monthly Visitors: 940,725

As a result of our continued work with Michelle de Silva Richmond, NJFPR secured an additional feature on the best Cuban cuisine in St. Petersburg/Clearwater, spotlighting everything from newer spots to hole-in-the-wall favorites. An image of each restaurant was included in the slideshow.

UPCOMING MEDIA PLACEMENTS

Wine Enthusiast

August 2016

Circulation: 178,648

As a result of the coordinated media visit for Editor Alexis Korman, NJFPR secured coverage of St. Petersburg/Clearwater in the magazine's "Top 5 Under-the-Radar Food Towns" feature. NJFPR is awaiting a hard copy.

InStyle Germany

August 13, 2016

Circulation: 333,001

NJFPR shared images and information on the Loews Don CeSar Hotel with Editor Sophie Gruetzner for inclusion in an "all pink" travel piece.

Passport

TBD

Circulation: 164,000

NJFPR secured upcoming coverage of St. Petersburg/Clearwater's numerous LGBT offerings as a result of the media visit coordinated for freelance writer Jason Heidemann.

Hospitality Design

TBD

Circulation: 30,143

NJFPR secured upcoming coverage of St. Petersburg/Clearwater's hotel development as a result of the coordinated media visit for freelance writer JoAnn Greco. NJFPR coordinated interviews for additional insight.

MEDIA STAYS

- NJFPR pitched and secured interest on the destination from Assistant Editor Meg Lappe for potential inclusion in upcoming travel stories in ***SELF***. NJFPR is following up to share additional information on St. Petersburg/Clearwater and coordinate a possible media visit.
- NJFPR continued to coordinate a potential media visit to St. Petersburg/Clearwater for freelance writer Blane Bachelor in exchange for a feature in ***New York***. NJFPR is following up to provide additional information on the destination and determine timing.
- NJFPR pitched and secured interest on the destination from Freelance Writer Andrew Villagomez for potential inclusion in upcoming travel stories for his outlets (***Delta Sky, Travel + Leisure, OUT***). NJFPR is following up to share additional information on St. Petersburg/Clearwater and coordinate a possible media visit in November or December.
- NJFPR continued to discuss a media visit to the destination this September with Editor Lauren Finney in exchange for a feature in the "Easy Trips" section of ***Lonely Planet***. NJFPR is following up to confirm dates.

PITCHING AND OUTREACH

- NJFPR continued to pitch the Ferran Adria Exhibit at the Dali Museum to targeted lifestyle, travel, and food publications. NJFPR received interest from the below publications and is following up to provide additional images/information to confirm inclusion:
 - ***Bon Appetit***
 - ***Food & Wine***
 - ***MANHATTAN***
 - ***Town & Country***
 - ***Travel + Leisure***
 - ***WSJ. Magazine***
- NJFPR continued to pitch the Horst P. Horst Exhibit at the Dali Museum to targeted short-lead lifestyle and fashion outlets including (but not limited to):

- **InStyle.com**
 - **The New York Times**
 - **USA Today**
 - **VOGUE.com**
 - **WMagazine.com**
- NJFPR pitched Salt Tequila Bar and Tap Room in Clearwater in honor of National Tequila Day (July 24) to short-lead lifestyle, travel, and general interest outlets including (but not limited to):
 - **ABCNews.com**
 - **Liquor.com**
 - **PasteMagazine.com**
 - **The Huffington Post**
 - **TravelandLeisure.com**
 - NJFPR continued to pitch St. Petersburg/Clearwater as a multi-generational destination to long- and short-lead travel and lifestyle outlets including (but not limited to):
 - **AFAR**
 - **Conde Nast Traveler**
 - **Family Circle**
 - **FOXNews.com**
 - **TODAY.com**
 - NJFPR pitched St. Petersburg/Clearwater and the upcoming exhibits at the Dali Museum to Travel Editor Beth Harpaz for potential inclusion in upcoming stories on the **Associated Press**. NJFPR shared statistics on the Disney/Dali Exhibit and virtual reality and is following up to confirm coverage.
 - NJFPR pitched and secured interest from Travel Editor Karen Cicero on St. Petersburg/Clearwater as a multi-generational destination for inclusion in an upcoming story in **Parents**. NJFPR is following up to ensure the destination is top-of-mind for the feature.
 - NJFPR pitched the Horst P. Horst Exhibit at the Dali Museum to Editor Sarah Maiellano for inclusion in a piece on new museums and exhibits on **USAToday.com**. NJFPR is following up to determine interest.
 - NJFPR pitched the destination and the Clearwater Marine Aquarium to Editor Mia Taylor for potential inclusion in a story on movie sites in the U.S. worth visiting on **TheStreet.com**. NJFPR is following up to determine interest.
 - NJFPR continued to share updates on St. Petersburg/Clearwater's virtual reality experiences with **Skift.com**, including St. Petersburg/Clearwater as the first DMO in the U.S. to launch a 360-Degree video portal.

MISCELLANEOUS

- NJFPR participated in bi-weekly conference calls with the client and discussed upcoming initiatives and strategies including:
 - Hotel Week St. Pete/Clearwater
 - NYC Shuffleboard Event
 - Upcoming Dali Exhibits
 - Virtual Reality
 - Hotel Development
- NJFPR confirmed September 29, 2016 for St. Petersburg/Clearwater's fall media event at the Royal Palms Shuffleboard Club and is continuing to coordinate event details.

- NJFPR continued to assist with a destination visit for Jack & Julie Bluni's family, the giveaway winners at the National Lesbian & Gay Journalists Association (NLGJA) New York Benefit.



**Visit St. Pete/Clearwater
Public Relations Report
July 2016**

PR Activities

- Provided television clips from Grouper Week Appearances on local news channels
- Participated in bi-weekly calls with NJFPR
- Upheld bi-weekly in person meetings
- Provided June Report
- Conducted training on onboarding for new Paradise staff member
- Provided additional information to Marie Poupart of Montreal Journal for article
- Pitched story on Olympic Sailors to local broadcast stations
- Provided updated stats on Dreams of Dali to NJFPR for Beth Harpaz, Travel Editor for the Associated Press
- Created document detailing "Top 10 things to do in St. Pete" for media request from Southern Living, also provided images

FAM Preparation/Coordination

- Drafted and provided itinerary for Anja Gross with activities including MFA, the Dali Museum, a Mural Tour, CMA, etc.
- Two Paradise Representatives hosted 25 Beer Bloggers on Craft Beer Trail FAM on 7/10/16
- Arranged admission to The Dal Museum & The Chihuly Collection for VISIT FLORIDA Chinese VIP FAM
- Drafted and provided itinerary for Ingo Webbecke with activities including the Tarpon Spring Boat Tour, Frenchy's, the Dali Museum, CMA and more.
- Drafted and provided itinerary for NatGeo China with activities including Sea Screammers, CMA, Honeymoon & Caladesi islands, the Dali Museum, Private Mural Tour, etc.

- Followed up with Form Submission from blogger “My Sentiment ExactLee” (Later denied trip request)
- Reviewed request from Richard Basch, Examiner.com and The Daily Meal, for flights, meals and accommodations in St. Pete/Clearwater - declined visit due to low stats

Press/Written Materials

- Provided FoxNews Travel Clip on VW Vans
- Pitched Olympic Sailors story to local media
- Pitched Walt’s Fish Shak for Fish Shacks media lead from USA Today
- Submitted information about Vintage VW Vans from Florida VW Rentals and Fort de Soto Park for VisitFlorida lead on RV vacations
- Pitched Olympic-themed vacations for a lead from Bravo TV
- Pitched Glamping in Fort de Soto / VW Vans to Allure Magazine