

PUBLIC RELATIONS

January 2009

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MEDIA VISITS, TRADE SHOWS, PROFESSIONAL DEVELOPMENT:

Jim Byers Visit – Toronto Star –January 2-5

The PR Team worked in conjunction with Visit Florida's Canadian Office to host Mr. Jim Byers, the new travel editor for the Toronto Star. While here, he played golf at the Dunedin Country Club and Innisbrook Resort & Golf Club's famed Copperhead Course. He also made time to explore the quaint town of Dunedin. His article, about Dunedin, was published in the February 7, 2009 travel section of the Toronto Star.

Barry Whitehead – Kerby Centre News (Vancouver) –January 9-12

Visit St. Pete/Clearwater welcomed the editor of a plus 50 age group monthly news and lifestyle newspaper based in Calgary, Alberta, called Kerby Centre News. More than 30,000 copies are published per month. Mr. Barry Whitehead enjoyed all the area had to offer and will do a full color travel feature up of the St. Petersburg/Clearwater area in an upcoming newsletter. A special thanks to Nila Postupack of JC Resorts who hosted Mr. Whitehead in the Ramsea Resort.

Debbie Nowlin – Gulfscapes Magazine – January 11-15

The PR Team worked with a staff writer from this brand new national publication, to provide media assistance during a three-day stay in our area. The magazine selected the St. Pete/Clearwater area to spotlight for a waterfront wedding section. This issue is slated to come out this Spring.

Bernd Stoertebek – German Golf Journalist; Piazza Golf – Jan. 15-20

Both Innisbrook Resort & Golf Club and the Renaissance Vinoy Resort & Golf Club were gracious enough to roll out the red carpet for this very high profile German golf writer who was in town to preview our area's best courses. Mary Haban initially met this high-profile writer in Hamburg, Germany, during a joint media mission with Disney World and the Orlando CVB.

Bernd has 25 years business experience as journalist and has worked for a long time as editor for several consumer magazines of the leading German publishing house Gruner + Jahr in Hamburg. He is a passionate golfer and globetrotter and has published a large amount of golf articles/travel features in German magazines and national newspapers. He is very well connected in the German media landscape and well known as golf expert (handicap 6). Since 1 May 2008 he is the editor in chief and co-publisher of the German online community www.teeoff24.com - a

website dedicated to golfers, managed by golfers. In addition to his work for teeoff24.com he also works as freelancer for several print publications.

Philippe Médioni – French Media – City Magazine – Jan. 23-25

Visit Florida's European office teamed up with Visit St. Pete/Clearwater's PR Team to bring Mr. Philippe Médioni, writer, and Ms. Jill Hanon, photographer, to the area. Both work for City Magazine, a French publication that is distributed throughout several major cities in the European region. This trip was part of Mr. Medioni's multi-city swing through the State of Florida. He also made stops in Key West, Naples, Fort Myers, Orlando, and Miami. A special thanks goes out to the Renaissance Vinoy Resort & Golf Club for their hospitality in hosting these writers and treating them to a very nice dinner.

Annette Thompson – Southern Living Magazine – January 23-25

For the second time in less than a year, acclaimed travel editor Annette Thompson visited the area. Her goal this time --- to experience all that Tarpon Springs has to offer. And with the help of Mr. George Billiris - it was a tremendous success. Annette spent the day exploring the sights, sounds, and delicious smells of this authentic Greek city. Her article is scheduled to appear in an upcoming issue of Southern Living Magazine which has a circulation of over 2 Million.

Super Bowl Media Center – January 25-31

Senior PR Manager, Mary Haban, teamed up with the PR team from Tampa Bay & Company and the Tampa Bay Super Bowl Host Committee, to man the Media Center booth for both destinations during Super Bowl 43. Media from all across the country and world descended on the Tampa Convention Center for the week-long event, which provided the perfect opportunity to talk one-on-one with a variety of writers and broadcasters. Mary was able to work with several national television crews, including The Today Show, and the ever popular international radio and TV crews from BBC and Sky Sports.

Ian Belcher, London Sunday Times Travel Magazine, January 29- Feb 2 –

This talented travel writer from the United Kingdom received a stellar assignment: feature the St. Petersburg/Clearwater area in one of the most respected publications in the region: The Sunday Times, circulation 1,155,589. Mr. Belcher explored the area and participated in a number of excursions including: KaYoga, a trip to Caladesi Island State Park, the Salvador Dali Museum, and a variety of other attractions that showcased the destination. Mr. Belcher's writing credentials include stories for The Guardian (circulation 343,010) and The Times (circulation 600,962).

MEDIA ASSISTANCE PROVIDED:

January 6 - Assisted Kay Long, a reporter with 970 WLFA-AM, with scheduling a talk show segment with DT Minich. This would be for their weekend public affairs show.

January 6 – Fielded a call Martha Robinson of Florida State Parks in Tallahassee who was in need of some destination video of our area to provide to The Weather Channel.

January 6 – Provided information on the best shelling in the area to Toronto-based freelance writer Katharine Fletcher.

January 6 – Provided Julie Booth, a freelance writer who is producing a web video for the University of South Florida, with our destination b-roll loop to promote Pinellas County to potential students.

January 7 – Provided an interview to Mr. Nick Fortuna, a freelance writer from the Florida Motor Coach Association Magazine for a destination/travel piece he is writing on the area.

January 7 - Provided travel editor Christine Marks with updated information for the 4th edition of her book; I-75 Guide (The I-75 and the 410: A traveler's guide between Toronto & Miami.)

January 7 – Provided area information to Marcos Craveiro, a journalist in Brazil, for a travel website he is updating.

January 7 – Assisted UK travel editor Simon Veness with logistics and information on the Super Bowl media center and related media events surrounding the game.

January 9 – Worked with editor and publisher Victoria Rogers of Gulfscapes Magazine on a visit to the area by her writer, Debbie Nowlin. They are writing a special weddings feature.

January 9 – Assisted Debbie Davis Nowlin of Gulfscapes Magazine with area information so she could plan her trip here to write the weddings feature.

January 9 – Fielded a call from Robin Adkins Vosler regarding publicity for the Super Bowl parties and the possibility of being featured on The Today Show.

January 9 – Assisted Amanda Holt, PR Director for the Tampa Bay Super Bowl Host Committee, with information on five scenic places in the destination for incoming TV crews.

January 12 – Provided information on Tarpon Springs to Annette Thompson of Southern Living Magazine for an upcoming visit to the area to write a feature.

January 15 – Fielded a call from Don Gremise of ABC Action News in Tampa regarding some economic impact information relating to Super Bowl.

January 15 – Helped Spanish language TV reporter Gonzalo Alvarado of Univision obtain an interview with someone here regarding the impact of Super Bowl on the area.

January 16 – Received a call from Chris Atkins of WKFN Radio regarding a visit to the area with his radio show during the week of March 23.

January 16 – Fielded a call from Karl Baumann, executive producer of Sky Sports in the UK, regarding his crew being in the area for Super Bowl. Also conveyed that the Super Bowl pregame show that he shot in our area back in July of 2008; was complete and would air.

January 16 – Provided content for an advertorial to be featured in Conde Nast Traveler.

January 19 - Tom Michalski of the Pinellas Park Beacon in need of tourism info.

January 21 – Provided Brock Stephen of Allegiant Air with assistance on image use.

January 21 – Received a call from Kay Long of 970 WFLA-AM regarding a new person to speak with at the station for the public affairs show since she is no longer working there.

January 21 – Fielded a call from Matt McLean of 970 WLFA-AM regarding a new day and time for the public affairs radio show.

January 21 – Helped facilitate advertorial copy for West Jet Golf & Travel publication.

January 21 – Received correspondence from Ben March and Don Flynn of Sky Sports in the UK to say they would be in the area for Super Bowl week and would be shooting segments to be televised on the Super Bowl pre-game show.

January 22 – Provided Laszlo Buhasz of the Globe & Mail with a roundup of information of things to do during Super Bowl.

January 22 – Steve Nichols of FOX 13 News was at the CVB for an interview DT Minich about Super Bowl preps.

January 22 - Yuki Makino from Japan Broadcasting Corp. called regarding Super Bowl.

January 22 –Assisted Mr. Philippe Medoini, the French journalist of City Magazine, with directions and details for his hotel and dinner that evening at the Renaissance Vinoy Resort.

January 22 – Spoke with Brian Kendall of the Globe and Mail Newspaper in Toronto magazine regarding his attendance at the media luncheon in February.

January 23 – Provided Karl Baumann of Sky Sports UK with the name and title of Russ Bond for the Super Bowl preview show they shot.

January 23 – Provided destination b-roll to Doug Stoddart of NBC News for a Today Show segment that would be running on Super Bowl.

January 26 – Mary Haban appeared as a guest on Ad 2 Tampa Bay's advertising webcast, AdCast, along with Brooke Maynard of Tampa Bay and Company – to promote both destinations and Super Bowl.

January 30 – Provided Portia Johnson of ABC Action News in Tampa with quotes from DT Minich relating to room blocks and the Super Bowl.

ASSISTING THE INDUSTRY & THE CVB & OTHER COUNTY DEPARTMENTS:

January 7 – Assisted Laura Tearney of C-News (C-VIEW TV) in Clearwater with details of DT Minich's interview in the studio.

January 8 – Informed Nicole Elko, Ph.D., Coastal Coordinator for Pinellas County of details and logistics for her presentation at the Toronto Media Luncheon in February.

January 8 – Fielded a call from Margaret Herman of Fairhaven Estates on Super Bowl deals.

January 12 – Provided details on German golf writers to Ramona Hurley of Innisbrook Resort & Golf Resort in order to secure accommodations for them.

January 15 – Assisted Tom Iovino of Pinellas County Communications Division with media assistance for Univision television reporter, Gonzalo Alvarado.

January 21 – Assisted Chuck Pomerantz of Innisbrook Resort & Golf Club with information on how to obtain access to the Super Bowl media center.

January 29 – Fielded a call from Doreen Moore of TRS regarding accommodations for BBC.

ASSISTING VISIT FLORIDA:

January 12 – Followed up on a lead from VISIT FLORIDA regarding seaside inns. Travel editor Lisa Cheng needed of information for an article she is writing for Travel + Leisure Magazine.

January 14 – Responded to a Quick Lead from VISIT FLORIDA regarding the best honeymoon on a budget and asked for detailed information on the writer, the publication and the credentials of the writer.

January 22 – Assisted Jay Schleuning of VISIT FLORIDA with media leads in the Chicago market for an up

January 26 – Assisted Jay Schleuning of VISIT FLORIDA with a couple of quick questions he had regarding future shows.

PRESS RELEASES & INDUSTRY ALERTS:

January 22 – Send out an industry alert regarding Super Bowl events, promoting the area, and the Super Bowl micro-site, where they can post their deals.

January 27 – Send out a press release to the local and national media and in the key markets for Super Bowl teams regarding Super Bowl Hot Hotel and Condo deals.

New York PR Firm, UK PR Firm, and German Media Activities:

Please refer to separate reports from each office.

Outdoor/Nature PR Activities:

Bill AuCoin & Associates, Inc.

Here is our outdoor/nature PR report for January 2009.

- Caladesi Island, Fort DeSoto Park and all the Pinellas beaches glowed in a collection of articles that dominated the Sunday, January 18 Detroit Free Press travel section, including the entire front page. There were four staff-written articles, two about the number one beach by travel writer Ellen Creager and two others, covering shelling and wade fishing at Fort DeSoto Park, by outdoor writer Eric Sharp. Bill AuCoin hosted Sharp in early January. The Detroit Free Press has a Sunday circulation of 600,000. Other newspapers, including the Chicago Tribune and Orlando Sentinel, also posted some of the Free Press articles on their own websites.
- The outdoors section of the Saturday, January 10 St. Louis Post-Dispatch carried a major article about kayak fishing in our area. Headlined "Kayaking flats for redfish is a rush," the photo feature measured 57 column inches and was the second by outdoor writer

Kathy Etling and photographer Bob Etling about fishing in our area. Bill helped Kathy and Bob Etling research the area in early December.

- Bill hosted freelance writer Soc Clay in January for an assigned article about backcountry kayak fishing for Heartland USA magazine. This magazine is mailed to more than 1.2 million men it is expected to be published in the January 2010 issue.
- Bill helped the PR staff host Ian Belcher, a freelance writer for the Times of London and other major newspapers.
- Bill sent images and information to Canadian travel writer Katharine Fletcher to update her research on shelling at the Egmont Key beach.

UPCOMING MEDIA VISITS - TRADE SHOWS - PRESS GROUPS:

- 1 – Mike Souter, Eastern Daily Press UK – February 21-23
- 2 – Toronto Media Luncheon & Mission – February 23-27