

PUBLIC RELATIONS

December 2009

David Downing
Assistant Director

MEDIA VISITS, TRADE SHOWS, PROFESSIONAL DEVELOPMENT:

Visit Florida Marketing Retreat – November 30-December 2

Several team members from Visit St. Petersburg/Clearwater were honored this year by being selected to serve on a variety of VISIT FLORIDA Committees and were invited to attend the 2010 Marketing & Public Relations Retreat at Saddlebrook Resort. The once a year retreat, showcased what the State tourism agency has in store for its leisure sales, marketing, advertising and communications efforts in the coming year, and explained how important the contributions and talents were of each committee member. For more information on what the State has planned, visit www.VisitFlorida.org

Bassmaster Magazine Visit – December 7-8

Outdoor's editor James Hall and writer, David Smith, both from Bassmaster Magazine came to the area during December to sample the fabulous fishing. Lake Tarpon proved the perfect setting for this dynamic duo who are huge fans of the area. This is the second time this year the magazine has sent writers to cover the St. Petersburg/Clearwater area. And with the high circulation of this publication, the area will reel in some amazing coverage.

Eric Sharp Visit (Outdoors Writer), Detroit Free Press – December 8-9

He's a regular visitor to our area and lucky for us, a big fan of our area's fishing. So when the call came in that Eric Sharp was interested in covering fishing in St. Pete/Clearwater, we were thrilled. Since he was already in the State of Florida at the time of his visit, he drove over for the day and made a stop in our area. The resulting coverage was spectacular, and since this market is a prime feeder for us domestically, it was a win-win situation.

Bob Kornegay Visit (Outdoors Writer), Albany Herald – December 8-11

One of the top outdoor writer's from the Albany Herald made a special visit to our area to showcase the fantastic variety of fishing. A special thanks to the folks at Island's End Resort for hosting him. Mr. Kornegay also is a contributing writer for the Florida Fish and Game and many other sport and fishing publications, so our destination may get a double back for our buck from his visit this month.

Benoit Legault – Montreal Travel Writer - December 16-19

He's a talented travel show host with a popular radio show and a veteran travel writer who has coverage nearly every region around the globe, and he came to our area during December to sample our fabulous outdoor activities, namely canoeing/kayaking. While here, he quickly discovered many of the area's most prized assets like the Don CeSar Beach Resort, A Loews Hotel, and the splendor of downtown St. Pete. The resulting coverage was incredible, with a nearly 10 minute segment on the radio show, broadcast to nearly 1.5 million in Montreal area. Newspaper articles are also in the works. A special thanks to the Don CeSar Beach Resort for hosting Mr. Legault.

Familia Muller Visit – Brazil – December 19-21

VSPC's Public Relations division teamed up with VISIT FLORIDA's Latin American office to host Familia Muller, journalists from Brazil, Luciana & Ronny Muller. These respected travel writers/photographers were in the area to write about all aspects of family travel mostly related to adventure and ecotourism. They write for numerous consumer publications in Brazil such as *Ser Familia, Perfil Nautico, Brasil Travel News, Aventura & Acao, Jornal Diario do Comercio, Revista Ecoturismo, Ecoviagem* and more. During this visit they will also be gathering information for their first book, *Para onde nos vamos? Os roteiros de viagem da Familia Muller* (Where are we going? Familia Muller Trip Tours). You may also check-out their website at www.familiamuellerventura.com.br.

Brazil is currently at the top of the list in terms for Latin American visitors to the U.S and Florida. In fact, it is the market with the highest visitor growth up 30% from last year's numbers. A special thanks to the folks at Tradewinds Island Resorts for hosting them.

MEDIA ASSISTANCE PROVIDED:

Media efforts will be compiled every other month.

ASSISTING VISIT FLORIDA:

During the month of December the Public Relations Team provided editorial assistance to Visit Florida Offices in Canada, South America, and the domestic office located in Tallahassee. The Public Relations team was also actively involved in several partnerships, including public relations and media relations initiatives, to lure top notch media to the area. We received and respond to, on a regular basis, Quick Lead's and writer inquiries to promote both the destination and the State of Florida as a whole.

ASSISTING THE INDUSTRY & THE CVB & OTHER COUNTY DEPARTMENTS:

December 2 – Contacted Cindy Cockburn and Jeanette Rivera of the Renaissance Vinoy Resort & Golf Club for photos of Marchand's Restaurant for the Golden Spoon Awards.

December 2 – Contacted Steven Rodriguez of the Post Card Inn about Thierry Mugler event for inclusion on the Facebook page.

December 3 – Responded to Anita Treiser of the Clearwater Regional Chamber of Commerce about the area's holiday events being postponed; she also requested photos.

December 4 – Contacted Sarah Murov of the Don CeSar Beach Resort, A Loews Hotel, for information on the hotel's restaurant, The Maritiana Grille for the Golden Spoon Award press release.

December 4 – Phoned Robert Danielson of the City of St. Pete about a photo to use for Holiday Events press release.

December 4 – Emailed Kathy White of the Salvador Dali Museum about having Hank Hine speak at the Florida Huddle Media Breakfast in January.

December 15 – Attended Superior Small Lodging property tour.

December 17 – Attended Clearwater Marine Aquarium's press conference about \$1 Million gift.

December 17 – Worked with Canoe vendor at Fort De Soto Park to arrange an excursion for a Canadian Travel Writer in town to write about the area.

December 22 – Email Post Card Inn about sponsoring food and beverage at the press room at Florida Huddle.

December 30 – Provide Diane Dove of the Sirata Beach Resort & Conference Center with a link to the CleanPix Image Library to get photos of the area.

SOCIAL MEDIA INITIATIVES:

Throughout the month of December, the VSPC Public Relations Team continued to monitor and post updates on Facebook, Twitter, PressSuite and YouTube pages to promote the destination to our ever-growing fan base. We are also monitoring news coverage on a daily basis, and forwarding positive coverage to our industry partners via email. In addition, we continued to conduct extensive conversations with Cision, our clip monitoring service, regarding renewing their contract.

We posted the following press releases on Facebook, PinellasCVB.com, Press Briefs, and FloridasBeachMedia.com: Eight Area Eateries Named Best in State, Snow Forecast for Holiday Events and Area Events Set Stage for St. Pete Bowl.

In addition, we continue to train on the new SimpleView system, updating partner and media information, as well as designing a variety of headers.

We also continue working on creating Exact Target templates for press releases and e-news.

PRESS RELEASES & E-NEWS & INDUSTRY ALERTS:

December 3 – Press Release entitled, “**Eight Area Eateries Named Best in State; Florida Trend’s Golden Spoon Awards Honors Standouts New and Old,**” sent to media and industry.

December 11 – Press Release entitled, “**Snow Forecast for Holiday Events; Boat parades, cultural celebrations highlight winter-themed Holiday festivities,**” sent to media and industry.

December 12 – TDC Meeting Re-cap sent to industry.

December 15 – E-News sent to industry.

December 17 – Press Release entitled, “**Area Events Set Stage for St. Pete Bowl; Second annual matchup to be broadcast live on ESPN Saturday,**” sent to media and industry.

UK PR Firm and German Media Activities:

Please refer to separate reports from each office.

Outdoor/Nature PR Activities: December 2009

Bill AuCoin & Associates, Inc.

December

- James Hall and David Jones, Bassmaster magazine
 - Set up and hosted Lake Tarpon bass fishing excursion.
 - Bassmaster magazine plans destination feature on Lake Tarpon.
- Bob Kornegay, Albany (GA) Herald; Game and Fish Publications
 - Set up and hosted for three days of inshore fishing
 - Sunday, Dec. 20 issue published major feature with color photo.
 - Kornegay column about fishing our area appeared in Albany Herald and three other area newspapers

- Larry Larsen, freelance for Florida Sportsman magazine
 - Set up and hosted Larsen for one day of fishing Lake Tarpon
 - Lake Tarpon will be one of four lakes features in a future issue of FS
- Submitted contributions for Facebook and Twitter pages
 - Puppy Picasso event
 - Annual Battle of the Birders
 - Bird pictures wanted
 - Tampa Bay Watch organizing oyster dome construction parties
 - Mangrove treetop Saturdays
 - Nature photographer Carlton Ward at Brooker Creek Preserve

UPCOMING MEDIA VISITS - TRADE SHOWS - PRESS GROUPS:

- 1 - Lisa Martin visit – Metro Parent Magazine – January 1-6
- 2 – Lesley Anne Rose visit – Frommer's Guide to Florida UK Edition – January 10-12
- 3 – Roy Mooy visit - Kingston this Week – January 17-24
- 4 – Brian Searl visit - Insider Perks (InsiderPerks.com) – January 20-21
- 5 – TWIGS (Travel Women International Golf) – January 22-24
- 6 – Florida Huddle Press Events/Media Breakfast – January 24-26
- 7 - Maurice Krais Visit - UK Media; Intercontinental News – January 28-February 11
- 8 - Brad Wiegmann visit - outdoor writer (BradWiegmann.com) – January 28 – February 3