

PUBLIC RELATIONS

July 2010

Prepared by:

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MEDIA VISITS, TRADE SHOWS, PROFESSIONAL DEVELOPMENT:

Mike Schuman Visit – Freelance Travel Writer – July 5-8

The Hyatt Regency Clearwater Beach Resort & Spa played host to this talented travel writer and his family, who was in town to experience what most families are in search of: fun and relaxation. He got just that during his short stay, visiting several area attractions like Tarpon Springs, and the Dali Museum, and even catching a Tampa Bay Rays game while here. Mike has written for such prestigious publications as The Knoxville News-Sentinel, The Raleigh News and Observer, The Miami Herald and The Roanoke (Va.) Times in the South, as well as The Albany (NY) Times-Union, The Dallas Morning News, The Toronto Star and Newsday in other parts of the country. Mike's article on our area will most likely show up in one of these newspapers in the coming months so stay tuned.

Chihuly/Vinoy Press Trip – July 8-11

The CVB was pleased to assist New York-based Quinn & Co. and Marriott International on a joint press trip celebrating the opening of downtown St. Pete's newest worlds-class arts attraction: The Chihuly Collection. The group---which included representatives from *Florida Travel + Life*, *Reuters*, *Lexington Herald-Leader* and *Prevue Magazine*---stayed at the Renaissance Vinoy Resort and Golf Club, enjoying all the amenities that the legendary property has to offer. During a whirlwind three days, the journalists were treated to lunch at Cassis American Brasserie, a segway tour of downtown, grand opening festivities at the Chihuly, a sunset sail and dinner in Gulfport and a sneak peek at the new Dali Museum.

Gary Garth visit - *Louisville Courier-Journal* – July 12-15

Treasure Island's Sunset Vistas Beachfront Suites hosted Gary Garth, the nationally known outdoor writer for the *Louisville Courier-Journal*. Garth's full-page article with color pictures was about the terrific tarpon fishing in the St. Petersburg area. He fished for beach tarpon on one day and bay tarpon on another day. Garth's article ran prominently on the back page of the sports section in the Sunday, July 18 editions of the *Courier-Journal* which has a paid circulation of 270,000. Garth's feature included "if you go" contact information plus a sidebar noting that our area was unaffected by the oil spill.

Karen Rubin visit - *Travel Features Syndicate* – July 18-22

The Postcard Inn on the Beach had the opportunity to host this dynamic travel writer on her visit to the area. Reaching a combined audience of 150,000 readers, Karen Rubin is the editor and publisher of *Travel Features Syndicate*, a blogger and is featured in a weekly syndicated travel column found in a chain of Long Island newspapers. While visiting, Rubin was keen on delving

into cultural gems like the Salvador Dali Museum and the new Chihuly Collection. In addition, her interest in nature and the outdoors resulted in a kayak trip through the mangrove tunnels of Weedon Island Preserve.

Bryan Henrick's, Ron Strait, David Sikes Visit – Outdoor Editors – July 20-23

Madeira Bay Resort hosted three outdoor writers representing major dailies. The visiting journalists, here to sample our terrific summer tarpon fishing, were Bryan Hendricks, *Arkansas Democrat-Gazette*; David Sikes, *Corpus Christi Caller-Times*, and Ron Strait, *San Antonio Express-News*. The writers fished Boca Ciega Bay on day one and the St. Petersburg side of the bay on day two. Hendricks wrote and published a full-page feature in the July 25 Democrat-Gazette in Little Rock (Sunday circulation 275,000) His article included a sidebar—Headline: St. Pete-Clearwater Ideal – that mentioned Madeira Bay Resort and several nearby restaurants. Sikes published a very positive article with color pictures in Sunday, August 1 editions of the Corpus Christi Caller-Times that occupied more than one and a third pages.

Alan Troop Visit - New Mobility Magazine – July 23-29

A writer from *New Mobility Magazine*, the premier publication serving the wheelchair community, visited our area to work on a cover story. Since NM's focus is on living an active lifestyle, one that's integrated into Mainstream society, a number of the articles this travel writer has written have been on wheelchair accessible travel. Several hotels and attractions were extremely helpful in making Mr. Troop's visit a success, including the Hyatt Regency Clearwater Beach Resort & Spa. His article is forthcoming.

MEDIA ASSISTANCE PROVIDED:

July 2010 Media Assistance:

July 1 – Assisted travel writer/blogger Meryl Pearlstein with information on the Chihuly Collection for an article she is writing.

July 1 – Corresponded with Lorna Reeves of *TeaTime Magazine* about shopping in the area.

July 2 – Forwarded link of 30 second “Wide Open” TV spot to Steve Nichols of *FOX 13 News*.

July 2 – Forwarded link of billboard .jpg to Sara Gregory of the *St. Pete Times*.

July 2 – Provided on camera and/or phone interviews to the following media: Steve Huettel – *St. Pete Times*; Sara Gregory – *St. Pete Times*, and Steve Nichols – *FOX 13 News*.

July 4 – Forwarded email from Susan Pagán, Publisher, *Ahora Orlando Magazine*, to our advertising division, as she wanted information on ads.

July 7 – Compiled a list of things to do for Karen Rubin of *Travel Features Syndicate* to her upcoming visit to our area.

July 7 – Fielded call from Jaclyn Liechti of *SmarterTravel.com* regarding Treasure Island making “best sunsets’ list; contact Cathy Hayduke of Treasure Island for images of their sunset celebration.

July 7 – Sent information on the new Dali Museum and Chihuly to Valerie D’Elia, travel writer and correspondent with *New York 1*.

July 9 – Fielded call from Margaret Cashill of *Tampa Bay Business Journal* about the Chihuly opening; direct her to Morean Arts Center contacts.

July 12 – Conference call with Cathy Stapells from Society of American Travel Writer’s Canadian Chapter about Hank Hine’s speaking engagement at the October luncheon.

July 12 – Provided phone interview to Ray Reyes of the *Tampa Tribune*.

July 13 – Fielded call from Steve Huettel with the *St. Pete Times* regarding bed tax figures; direct him to statistics page on PinellasCVB.com.

July 13 – Send info on area beaches to Isabelle Kenis of Isabelles *TravelGuide.com*.

July 14 - Field call from Mike Brassfield of the *St. Pete Times* regarding Mayor Hibbard’s thoughts on BP sending money to the local level.

July 15 – Interview with Natalie Shepherd of *WFLA-TV* regarding the new ad campaign.

July 16 – Sent Marco Finazzi of *Conde Nast Italy* information on the New Dali Museum.

July 16 – On camera interview with Laura Kadechka, Reporter with *10 Connects News* regarding the new ad campaign.

July 19 – Provided information on the Chihuly Collection to Ellen Albanese of the *Cape Cod Budget Living Examiner*.

July 19 – Worked on holiday round-up for Bill Newcott of *AARP Magazine*.

July 20 – On camera interview with Erica Pitzi of *10 Connects News* regarding BP funding.

July 20 – On camera interview with John Couwels of *CNN*.

July 20 – Call from Joey West of *Bay News 9* to schedule a segment with DT and Al Ruechel.

July 21 – Phone interview with Jay Brady, Government Editor, *Gulf Coast Business Review* regarding what we’ve got in place to help the industry; our level of assistance received from the State and BP; and if we plan to ask for more.

July 21 – Phone interview with Steve Huettel of the *St. Pete Times* regarding “oil” and the claims process (what qualifies what doesn’t) and what you know about the county claim for lost bed tax.

July 23 – Fielded call from Ernest Hooper from the *St. Pete Times*. He wanted our thoughts on taking the monies we are using on advertising to get the message out about “no oil” – and spending it on promotions to entice visitors to come here.

July 23 – Phoned Russell Rhodes of *FOX 13 News’ “Your Turn”* to confirm David Downing’s appearance on the show; forward newest oil-free collateral.

July 27 – Correspondence with *Crain’s Cleveland Business* Editor to correct the fact that the Dali Museum is in St. Pete; not Sarasota.

July 27 – Phone interview DT Minich with Dan Reid of *USA Today* for a story on the impacts of the spill on beach communities that still remain untouched and what the perception has done to the tourism industry.

July 28 – Provided quote from DT Minich and fact checked copy for article to be submitted to a UK publication called *Selling the Long Haul*.

July 28 – Received call from Tonya Arja of *FOX 13 News* who was looking for story angles and hoped to interview someone regarding the latest on the spill.

July 29 – Provided on camera interview to Ellen McNamara of *ABC Action News* regarding latest with the oil spill.

July 30 - Provided interview to Kyle Kennedy of *Lakeland Ledger* regarding perception issues surrounding the oil spill.

ASSISTING VISIT FLORIDA:

During the month of July the Public Relations Team kicked into high gear to provide timely information that was accurate about the oil spill situation to the state tourism agency. In addition to this urgent situation, we continued to also provide 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 responded to, on a regular basis, Quick Leads and writer inquiries to promote both the destination and the State of Florida as a whole. We also participated on several committee conference calls, and webinars to keep up to date on the latest news and upcoming events to assist in our strategic planning.

July 21 – Fact checked VISIT FLORIDA blurb on Pier 60 for freelance writer from Miles Media, Christine LaPlaca.

ASSISTING THE INDUSTRY & THE CVB & OTHER COUNTY DEPARTMENTS:

July 1 – Contacted Cassis American Brasserie to arrange lunch for press group; contact Peg’s Cantina in Gulfport to coordinate dinner for Chihuly press group.

July 6 – Assisted Laura Lothridge of Seminole Lakes Golf & Country Club with information on how to upload press releases to the PinellasCVB.com industry site.

July 6 – Assisted Paul Carder of the Morean Arts Center, by sending out a press release to the media and industry about the Chihuly Collection and the grand opening.

July 7 – Contacted Captain Memo’s Pirate Cruise and the Clearwater Marine Aquarium to secure tickets for travel writer, Michael Schuman.

July 8 – Contacted Dave Baker at “All about Fun Tours” to arrange for segway rides for Chihuly/Vinoy press trip.

July 9 – Provided on camera interview to Steve Newborn from WUSF today regarding bed tax.

July 12 – Assisted Nila Ransom Postupack, General Manager of JCR Management, Inc. with information on how to use Hot Deals page on our site to let everyone know about their brand new website for the property.

July 14 – Participated in Exact Target conference call with Casey Canevari in the CVB’s Internet Marketing Division.

July 20 – Corresponded with Peg Wesselink of Peg’s Cantina about invoice and billing for the Vinoy/Chihuly press trip.

July 21 – Meet with Casey Canevari to discuss PR using Simple View system for “You Made the News” e-mails.

July 21 – Worked with Deborah Holland in the Internet Marketing Division on a consumer-submitted photo gallery for Facebook/public site.

July 22 – Fielded call from Liz LaJoy, Clearwater Beach Chamber of Commerce, regarding a local hotelier and a guest who wanted to know if the water was being tested for oil.

July 26 – Sent Lauren Crawford at U.S. Travel photos from our Tourism Rally.

July 27 – Sent out Social Media “Save the Date” to industry partners.

July 30 – Contacted Nate Huff at Miles Media to see if he would be available to speak at the upcoming social media summit.

July 30 – Sent our latest oil-free collateral to Linda Kinsey of the City of St. Pete.

SOCIAL MEDIA INITIATIVES:

Throughout the month, 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.

We posted the following press releases on Facebook, PinellasCVB.com, Press Briefs, and FloridasBeachMedia.com: ***“Advertising/Marketing Update on Oil Spill,” “BP’s Loss-of-Revenue Claims Process,” “Chihuly Collection Brings Touch of ‘Glass’ to St. Pete: Downtown’s newest world-class arts attraction set to open this weekend,” “Book Direct Info Sessions,” “TDC Re-Caps,” “New Videos from the Gulf Bring Viewers on Virtual Dives: Local oceanographer chronicles pristine waters, marine life off the coast of St. Pete/Clearwater,” “US Travel: BP Spill Could Cost Gulf Tourism \$22 Billion,”*** and ***“VSPC Responds to Misleading USA TODAY Story.”***

Uploaded files for the Underwater Updates #2 to FTP site for Miles Media.

Uploaded the 30 second TV spot entitled, *“Enough Said,”* to our website.

We continue training on the new SimpleView system, updating partner and media information, as well as designing a variety of headers. We are also preparing to migrate from Q-Tools to Simpleview for press release distribution. Training on Exact Target.

PRESS RELEASES & E-NEWS & INDUSTRY ALERTS:

July 2 – Sent an advertising/marketing update on the oil spill to industry/media.

July 7 – Industry Update titled, ***“BP’s Loss-of-Revenue Claims Process,”*** was sent to the media and industry.

July 9 – Press release titled, ***“Chihuly Collection Brings Touch of ‘Glass’ to St. Pete: Downtown’s newest world-class arts attraction set to open this weekend,”*** was sent to the media and industry.

July 9 – Sent advertising/marketing update on the oil spill to industry/media.

July 14 – Industry Update regarding our Book Direct info sessions was sent to the industry.

July 14 – TDC Meeting Re-Cap sent to the industry and media.

July 19 – Press release titled, ***“New Videos from the Gulf Bring Viewers on Virtual Dives: Local oceanographer chronicles pristine waters, marine life off the coast of St. Pete/Clearwater,”*** was sent to industry and the media.

July 22 – Industry Update titled, ***“US Travel: BP Spill Could Cost Gulf Tourism \$22 Billion,”*** was sent to media and the industry.

July 23 – An advertising/marketing update was sent to the industry and media to inform them how the CVB is handling the oil spill situation.

July 26 – Industry Update titled, ***“VSPC Responds to Misleading USA TODAY Story,”*** was sent to the media and industry.

July 30 – Sent oil spill update to the industry and media.

UK & German Public Relations Firms Media Activities:

Please refer to separate reports from each office.

NYC PR Firm Activities:

Please refer to separate reports from each office.

Outdoor/Nature PR Activities: July 2010

Bill AuCoin & Associates, Inc.

- Hosted Gary Garth, outdoors writer for the Louisville Courier-Journal, on two guided tarpon fishing expeditions. The result was a major feature on the back page of the sports section in all Sunday July 18 editions with a total paid circulation of 270,000. The feature included "If you go" contact information plus a sidebar headlined "Tampa Bay unaffected by oil spill." Including color photos, the feature measured 90 column inches. The open-rate for advertisers is \$397 per column inch which gives the feature an advertising equivalency of \$35,730, not including the editorial versus advertising premium.
- Hosted three outdoor writers for a two-day tarpon fishing expedition: Bryan Hendricks, Arkansas Democrat-Gazette; David Sikes, Corpus Christi Caller-Times, and Ron Strait, San Antonio Express-News. Hendricks wrote a positive article in the July 25 Democrat-Gazette (Sunday circulation 275,000) about the tarpon fishing. The feature included a sidebar, rewarding restaurants and Madeira Bay Resort, headlined "St. Pete-Clearwater Ideal." The feature, including photos, measured 80 column inches which, at the newspaper's open rate of \$376/column inch, gives it an advertising equivalency of \$30,080. Sikes' article, also very positive, appeared in the Sunday August 1 print and online editions of the Caller-Times. More information about the Caller-Times article will appear in the August report.
- Attended and took stills and video of the release of 32 brown pelicans from Louisiana, victims of the oil leak, at Fort De Soto Park. Wrote a short feature for the St. Pete-Clearwater Facebook site.
- Compiled and emailed information and images about sport fishing in the St. Pete-Clearwater area to Visit Florida or a news release about Florida's angling opportunities.

UPCOMING MEDIA VISITS - TRADE SHOWS - PRESS GROUPS:

- 1 – Toronto Media Mission & Beaches and Baseball Event – August 2-7
- 2 – Simon Veness Visit, Brit's Guide UK – August 3-5
- 3 – ESTO Conference, Savannah, Georgia – August 7-10
- 4 – John O'Hagan visit - *TeaTime Magazine* Photographer – August 16-19
- 5 – VSPC's 3rd Annual Social Media Summit – August 25
- 6 – Christine Marks Visit – *I-75 & the 401 Book* – August 28-31