

PUBLIC RELATIONS

January 2011

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MEDIA VISITS, TRADE SHOWS, PROFESSIONAL DEVELOPMENT:

Josh Noel – Chicago Tribune – January 7

Repeat media visits to the Chicago market resulted in a feature in this Chicago Tribune writer's column. Josh Noel travels the country and is a very sought-after member of the media due to the Chicago Tribune's robust circulation as well as this market's importance to our tourism numbers. He spent the entire afternoon visiting the new Dali', interviewing curators and viewing the amazing art. The result was an incredible feature story on our area that continues to draw in thousands of readers since it's also posted on his blog.

Dali' Grand Opening Press Trip – January 8-12

In honor of the opening of the new Dali Museum in downtown St. Pete, the Public Relations team hosted several groups of high-profile travel writers for FAM visits. This press group, which consisted of journalists from the United States, Canada and the United Kingdom, stayed at the Don CeSar Beach Resort throughout their stay in the area. In addition to dining at the resort's signature restaurant---Maritana Grille---the writers dined at a variety of spots from downtown St. Pete to Gulfport to Pass-a-Grille. Prior to the museum's 1-11-11 opening, the group was given a personal VIP tour of the striking new facility by Executive Director Hank Hine. A tour of the beaches, a walking tour of Gulfport, an activity at *Painting with a Twist* and a visit to the Chihuly Collection rounded out the itinerary.

FITUR, Madrid, Spain – January 16-24

David Downing attended FITUR, which is Spain's largest national travel show, to promote the opening of the Dali Museum and the establishment of a sister city relationship with Figueres, Spain, home of the (other) Dali Museum. While in Madrid he also met with various Spanish media outlets and trade publications to promote the area, as well as with the US Ambassador to Spain and other consular staff officials.

Brent Frazee Visit, Kansas City Star. Visit January 19-22

While Kansas City was freezing cold and swallowed up with snow, the outdoors editor of the Kansas City Star visited the St. Petersburg-Clearwater area and enjoyed a day of fishing St. Pete's residential canals. Brent Frazee's upbeat article headlined **Florida winter -- sunny side up --** was published in all Sunday, Feb. 6 editions and measured 90 column inches. Multiply that by the advertising rate, close to \$600 per inch, and you get \$54,437. That's what it would have cost to place an ad of the same size. Frazee's article also appeared online in the KC Star and several

other McClatchy newspapers including the Sacramento Bee, Ogden (Utah) Standard Examiner, OnGo.com, Wisconsin State Journal (Madison), Bellingham (Wash) Herald, and Riverside (California) Press Enterprise. A special thanks to the Tradewinds for extending Brent and his wife a media discount at The Sandpiper.

TWIGS (Travel Women International Golf Society) Conference – January 21-23

Mary Haban and Rosemarie Payne made the trek to Orlando for this annual pre-Florida Huddle gathering to network with some of the best in the travel industry. The event brings together top agents and tour operators from around the country in a casual setting that maximized one-on-one contact. After the event, Haban and Payne proceeded to the official Florida Huddle event, which took place in Daytona Beach and consisted of scheduled appointments and media meetings (see below).

Jennifer Merrick Visit - Montreal Families Magazine & Trip Atlas – January 23-26

The Tradewinds Island Resort hosted his Canadian travel writer and her family during January while she was on assignment for www.TripAtlas.com 500,000 monthly visitors and Montreal Families: 69,000. While here, she visited many local attractions and sampled restaurants. This lead came from the VISIT FLORIDA Canada office.

Florida Huddle, Daytona Beach – January 23-25

The PR and Leisure Sales divisions teamed up to take on Florida Huddle this year; complete with editorial, trade, and tour operator appointments with some of our key stakeholders. We also hosted a VIP event for our Canadian partners at a local restaurant to show our appreciation for their ongoing support of the destination and to update them on new initiatives for the coming year. While there, we also had the chance to liaise with the top management of VISIT FLORIDA to brainstorm about new ideas to increase visitation to the area and the State as a whole.

PGA Merchandise Show, Orlando – January 26-29

Senior PR Manager Mary Haban represented VSPC at this annual event, designed to attract the best and brightest in the world of golf. In addition to the wealth of opportunities to network with the top-tier golf media, this conference allowed Innisbrook to showcase its amazing golf offerings to the ING members (International Network of Golfers). The organization's yearly conference will be held at Innisbrook in May, so this event was the perfect pre-cursor.

GolfStyle Magazine Fashion Shoot – January 29-February 2

VSPC PR team pitched and organized a multi-day GolfStyle Magazine fashion and editorial shoot that took place at two unique venues in our destination. This project was the direct result of Mary Haban's recent visit to Toronto in October 2010 to attend the Discover America Day event; and participate in several editorial meetings with key media to promote the world-wide opening on the new Dali' Museum. A 16-page spread featuring the new Dali' and the Renaissance Vinoy Resort & Golf Club will hit the newsstands this spring. Special thanks to our partners at the Dali' and Vinoy for making this possible.

MEDIA ASSISTANCE PROVIDED: January 2011

January 3 – Replied to inquiry from Steve Huettel of the *St. Petersburg Times* regarding details of individual claims from local businesses; told him we really have no idea who might have been denied their requested reimbursements.

January 4 – Provided press release from marketing debut to Barbara Ritter of *Ad Fax*.

January 4 – Responded in inquiry from Chicago-based travel writer Andrea Guthmann regarding a potential visit to our area and the new Dali' Museum opening.

January 5 – Responded to inquiry from Pal Hansen with *Discover America Norway* and directed him to our online image gallery.

January 5 – Sent information and photos on the new Dali' Museum and paddleboarding to Abel Delgado for inclusion in *Loews Magazine*.

January 6 – Assisted golf writer Katharine Dyson with area restaurant information.

January 6 – Worked with Mike Baginski of Canadian *Travel Press* (Baxter Publications) on the 5 Questions segment featuring DT Minich for the profile.

January 6 – Provided follow up information on the Dali' Museum to Larissa Moore at *Discovery Channel Canada's Daily Planet*.

January 6 – Submitted information on area beaches, music events and the new Dali' Museum to *Canadian Traveler Magazine*.

January 6 – Provided information and interview assistance to Tara Slusher of *WEDU* regarding local businesses affected by the oil spill.

January 7 – Sent information and photos on new Dali' Museum to JD Rinne of *Budget Travel*.

January 7 – Provided details and photos on Clearwater Marine Aquarium and the Suncoast Seabird Sanctuary to April Orcutt for *Travel +Leisure's* Best Family Spring Break Trip's. Also provided accommodations information on Tradewinds Island Resorts for her article.

January 10 – Responded to request from Kimberly J. Smith, *Bay News 9* Assignment Editor, regarding her television crew covering the Dali' Museum grand opening. Referred her to Cindy Cockburn who is handling publicity and media room for the event.

January 11 – Provided images of the new Dali Museum to Peter Goddard for his article in the *Toronto Star*.

January 12 – Provided photos of the Spanish Royalty at the Dali’ Grand Opening to Andrew Davis, a writer we networked with at FITUR, the Spanish travel show.

January 13 – Coordinate details of upcoming French Press Trip with Florence Trouillard of *JetSet Voyages*.

January 13 – Correspond via phone calls and emails with freelance travel writer Paul Rubio about the possibility of a visit to our area.

January 14 – Sent images for inclusion in Undiscovered Florida 2011 to Lisa Simundson Contributing Editor, *Undiscovered Florida*.

January 17 – Provided interview assistance to Beth Greenfield of the *New York Times* for an article she was writing on the new Dali’ and the City of St. Petersburg.

January 18 – Sent additional photos of the new Dali’ Museum to Abel Delgado of *Loews Magazine*.

January 18 – Correspond with TV personality Val D’Elia of *NYI* about upcoming visit to the area and worked on identifying Dali’-themed hotel packages for her story.

January 19 – More correspondence with travel writer Paul Rubio about hotel and accommodation suggestions for his stay in our area.

January 20 – Secured attraction tickets for freelance travel writer Paul Rubio to visit the Dali’ Museum and the Chihuly Collection; and reached out to properties to host Paul.

January 20 – Provided Dali’ Museum photo assistance to Beth Harpaz, *Associated Press* Travel Editor, for a story they were running.

January 25 – Sent photos of the new Dali’ and Sunken Gardens to Michael Prentice of the *Ottawa Citizen*.

January 26 – Assisted Margaret Cashill of the Tampa Bay Business Journal with information on visitation numbers from the UK in light of the ticket prices at the new Dali’.

January 26 – Assisted UK journalist Mike Fairbairn of the *Sun Newspaper*. Items sent included information on Winter the dolphin, the new Dali’ Museum, and the links to our accommodation pages on our website.

January 27 – Sent high-res images of the Dali’ Museum to Scott Adams of *Prestige Magazine*.

January 28 – Composed information for writer Andy Bill for an advertorial to be included in the *New York Times*.

January 29 – Responded to media request from Don Heimbürger, Editor & Publisher of *European Traveler*, and provided him information on area and accommodations options.

January 31 – Provided assistance to UK Travel journalist Paul Wade who wanted an update on our area the beaches for a story he's interested in writing.

ASSISTING VISIT FLORIDA:

The Public Relations Team continues to 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 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. 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.

January 4 – Reviewed and edited VISIT FLORIDA announcement on the Dali' opening.

Working with VISIT FLORIDA's Canadian office on a number of media visits including:

Diane Slawych of the *Toronto Sun*; Andree' Lebel of *La Presse* out of Montreal and the recent visit of Jennifer Merrick of *Montreal Families* and *Trip Advisor*.

ASSISTING THE INDUSTRY & THE CVB & OTHER COUNTY DEPARTMENTS:

January 6 – Sent Robert Danielson from the City of St. Petersburg one of the newest images of the new Dali' Museum per his request.

January 13 – Spoke with Dan Eggleston of Pinellas County Communications to coordinate PCC shoot of the new Dali' Museum opening.

January 26 – Attended County PIO meeting.

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.

Posted the following press releases on Facebook, PinellasCVB.com, PressSuite, and FloridasBeachMedia.com: "*New Dali Museum Debuts Tomorrow*," "*New Dali Museum Dazzles at Debut*," and "*BIG EAST-Big Ten Baseball Challenge Tickets now Available*."

Continued work on images for new press release template in SimpleView. Continue work on creating template in simpleview for industry communications.

PRESS RELEASES & E-NEWS & INDUSTRY ALERTS:

January 10 – Press release entitled, “*New Dali Museum Debuts Tomorrow,*” sent to industry and media.

January 13 – Press release entitled, “*New Dali Museum Dazzles at Debut,*” was sent to the media and industry.

January 14 – Distributed TDC re-cap to industry and media.

January 27 – Press release entitled, “*BIG EAST-Big Ten Baseball Challenge Tickets now Available,*” sent to the industry and the 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: January 2011

Bill AuCoin & Associates, Inc.

- Hosted Brent Frazee, outdoors editor of the *Kansas City Star*, for a day of inshore fishing near downtown St. Petersburg with a guide. Frazee and his wife were vacationing here and enjoyed a media rate at Tradewinds-Sandpiper. His article is due to appear in Sunday, Feb. 5 editions.
- Set up March 29-30-31(2011) sport fishing visits for Bryan Hendricks, outdoors editor of the *Arkansas Democrat-Gazette* in Little Rock, and Eric Sharp, outdoors editor of the *Detroit Free Press*. Dale Bowman, outdoors write for the *Chicago Sun-Times*, also is considering the invitation.
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- Secured and mailed tear sheets to all parties assisting outdoors editor Steve Waters on his visit, which resulted in a major feature article in January 19 editions of the *South Florida Sun-Sentinel* and the *Orlando Sentinel* of Steve Waters feature article about the history and recreation on Caladesi Island State Park.
- Researched and sent information about the campground at Fort De Soto Park to freelance writer Myscha Theriault for a feature on RV Parks for McClatchy newspapers.

- Wrote a brief and secured an image for the bureau's Facebook page about Boat U.S. awarding the new Clearwater Harbor Marina its 2010 BoatUS Recreational Boating Access Award.

UPCOMING MEDIA VISITS - TRADE SHOWS - PRESS GROUPS:

- 1 – French Press Trip (Jet Set Voyages) – Feb. 2-6
- 2 – British Airways Holidays Press Trip – Feb. 16-20
- 3 – Wendy Lindsey Visit, *Good Times Magazine* – Feb. 22-23
- 4 – U.S. Travel Association Communications Committee Meeting – Feb 23
- 5 – New York Times Travel Show – NYC – Feb. 25-28