

PUBLIC RELATIONS

February 2011

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MEDIA VISITS, TRADE SHOWS, PROFESSIONAL DEVELOPMENT:

French Press Trip (Jet Set Voyages) – Feb. 2-6

On the heels of a successful Dali-themed domestic FAM visit, the PR team hosted a group of international travel writers for another whirlwind tour of area highlights. This impressive collection of travel writers from France and the United Kingdom was hosted by the Don CeSar Beach Resort, a Loews Hotel. The group was given VIP treatment at the new Dali, meeting Executive Director Hank Hine and taking part in a private docent-led tour of the gallery. The arts and culture continued with a tour of downtown St. Pete's Chihuly Collection and an activity at Painting with a Twist, where each journalist produced their own Dali-esque masterpiece. A walking tour of Gulfport and Tarpon Springs, along with a visit to meet Winter the Dolphin, helped demonstrate the area's unique and diverse attractions. FAM attendees represented a variety of publications including *Le Quotidien du Médecin*, *Quotidien du Pharmacien*, *La Tribune*, *Meet & Travel Magazine*, *Sunday Mirror* (UK), *First Class Magazine* and *Contem'Porain*.

British Airways Holidays Press Trip – Feb. 16-20

The team welcomed five journalists from the United Kingdom---in conjunction with British Airways and Tampa Bay & Company---on a FAM visit to highlight both sides of the bay. Hosted by the Hyatt Regency Clearwater Beach Resort and Spa, the writers were greeted by a lovely dinner at the resort's signature restaurant, SHOR. Personalized tours of the new Dali and the Chihuly Collection helped showcase downtown St. Pete's thriving arts scene---with an evening sunset sail, followed by a visit to Clearwater Marine Aquarium, rounding out the itinerary. FAM attendees represented a variety of publications including the *Manchester Evening News*, *Independent on Sunday*, *OK magazine*, *Sunday Mirror* and the *Scotsman*.

Wendy Lindsey Visit, Good Times Magazine – Feb. 22-23

Tradewinds Island Resorts played host to this Canadian Travel Writer for her short stay in the area to write about for grandparents to do with older teens in Florida. They visited several attractions, including the new Dali' Museum. This visit was the direct result of a media tour conducted in the Toronto area last Fall, lead by Mary Haban of the CVB.

U.S. Travel Association Communications Committee Meeting – Feb 23

As part of Destination Marketing Association International's (DMAI) Destination Showcase in Washington DC, David the quarterly meeting of the United States Travel Association communications committee. Downing was named to the committee last year as one of only a handful of representatives from destination marketing organizations around the country, and represents the St. Pete Clearwater area and the industry on the various issues and policy questions faced by the US Travel Association.

New York Times Travel Show – NYC – Feb. 25-28

One of the nation's largest shows of its kind, the New York Times Travel Show draws travel professionals and media from around the world. Along with the leisure sales team and several local tourism partners, David Downing attended this year to promote the St. Pete Clearwater area to media and promote the major advertising and sweepstakes installation CVB had going on in New York City in the month of February. While there Downing also met with representatives from Nancy J Friedman PR, the CVB's domestic public relations firm of record, to review initiatives and discuss the need for increased representation for the remainder of the year.

MEDIA ASSISTANCE PROVIDED: February 2011

January 31 – Provided an interview to Noah Pransky, reporter with *10 Connects News* regarding the CVB's NYC QR Code/Jet Blue Campaign.

February 1 – Assisted Val D'Elia of TravelWithVal.com/NY1 about the Dali' Museum and the Thursday night admission special.

February 1 – Provided an on camera interview to Steve Nichols, reporter with *FOX 13 News* regarding the NYC QR Code/Jet Blue Ad Campaign.

February 2 – Provided phone interview to Jack Harris of *970 WFLA* regarding the NYC QR Code Ad Campaign.

February 2 – Provided logistical assistance to outdoors travel writer Jan Maizler of *CyberAngler.com* regarding his upcoming visit to the area.

February 2 – Sent information on the new Dali' Museum, Caladesi Island State Park, Fort De Soto Park and Winter the Dolphin to *AAA Going Places* for the *2011 Worth the Drive Guide*.

February 2 – Provided on camera interview to Jodie Lowry, a reporter/anchor with *Bay News 9* regarding the CVB's New York City QR Code/Jet Blue Ad Campaign.

February 2 – Assisted Lisa Simundson, Contributing Editor, *Meetings Focus/South* with information for her Central West Florida update section of the magazine.

February 4 – Talked with Adrienne Andersen from *News Channel 8* re: winter tourism; also talked with Don Germaise from *ABC Action News*--might do a story later today.

February 5 – Provided on-set interview to Nerissa Prest of *Good Day Tampa Bay* regarding the NYC Ad Campaign and the Canadian Golf Magazine fashion shoot.

February 8 – Provided itinerary and logistical support for the British Airways Press trip.

February 9 – Sent information on spas in the area to Patti Roth with *Florida Trend Magazine*.

February 10 – Fielded call from Josh Green with *News Channel 8* (WFLA-TV) regarding the economic impact derived from the Grand Prix of St. Pete; directed him to Tim Ramsberger.

February 10 – Provided interview to Noah Elkin, *Principal Analyst, Mobile* – about the QR Codes for Jet Blue promotion.

February 10 – Assisted Dave Hunter, Canadian Travel Writer with passes to several area attractions during his visit to our area with fellow writer Gary Cralle.

February 11 – Provided phone interview to Sharon Parker with WFLA radio about tourism numbers reported at the TDC meeting.

February 14 – Provided interviews to Drew Harwell, reporter the *St. Petersburg Times* regarding NYC tourism advertising/forecast for 2011 and to Margaret Cashill of the *Tampa Bay Business Journal* regarding the future of tourism advertising agencies, growth of tourism as an industry.

February 15 – Assisted Lisa Simundson, Contributing Editor, *Meetings Focus/South* with content for the April Supplement of the magazine.

February 15 – Sent information on the area hotels to Patti Roth of *Florida Trend Magazine* for her feature on new spas/hotels.

February 16 – Sent images of the new Dali' Museum to Cindy Sosroutomo, Staff Writer with *Travelweek* in Canada for the upcoming Travelweek's annual USA Directory, which is used by approximately 15,000 travel agents across North America to stay informed of new happenings in the country's top regions.

February 17 – Attended an editorial luncheon meeting with Travel Industry Today Editor Jen Savedra to update her on new developments in our area.

February 18 – Provided editorial assistance on Fort De Soto Park to Karen Cicero, Travel Editor of *Parents Magazine*.

February 20 – Provided attraction passes to the new Dali’ Museum to Christopher Elliott and his family for a day visit to our area. He writes for *National Geographic Traveler*.

February 25 – Corresponded with Stefanie Fauquet of *MommyMusings.com*; directed her to the media page of our website and added her to our press release/e-blast list.

February 25 – Assisted freelance travel writer Stuart Wasserman with information on the area for an upcoming visit he was making to attend the Crawfish Festival.

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.

ASSISTING THE INDUSTRY & THE CVB & OTHER COUNTY DEPARTMENTS:

February 1 – Liaised with Robert Danielson of the City of St. Pete; Kathy White of the Dali’ Museum and Paul Carder of the Chihuly Collection regarding photo selection for the *New York Times* Advertorial.

February 11 – Assisted Diane Shelly, Executive Director of the Florida Craftsman Gallery with information on how to provide images to us to use in our image gallery.

February 15 – Attended the Media Luncheon at Innisbrook Resort & Golf Club for the Transitions Championship.

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:

“BMX Racers Converge on Oldsmar for Gator Nationals”

“College Baseball Swings into St. Pete/Clearwater”

“Gymnastics Teams Tumble into the Trop this Weekend”

“Spring Training Action Heats up in St. Pete/Clearwater”

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:

February 10 – Press release entitled, *“BMX Racers Converge on Oldsmar for Gator Nationals,”* was sent to media and industry.

February 10 – TDC Meeting re-cap was sent to the media and the industry partners.

February 16 – Sent the latest edition of E-News to the industry and the media.

February 17 – Press release entitled, *“College Baseball Swings into St. Pete/Clearwater,”* was sent to the media and industry.

February 24 - Press release entitled, *“Gymnastics Teams Tumble into the Trop this Weekend,”* was sent to the industry and the media.

February 25 – Press release entitled, *“Spring Training Action Heats up in St. Pete/Clearwater,”* was sent to media and industry.

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: February 2011

Bill AuCoin & Associates, Inc.

- Brent Frazee, outdoors editor of the Kansas City Star, visited in late January and joined Bill AuCoin and a guide fishing St. Petersburg residential canals. Frazee's upbeat article - - headlined *A Florida winter -- sunny side up* -- was published in all Sunday, Feb. 6 editions with a paid circulation of 359,400. The feature measured 90 column inches. The advertising equivalency equaled \$54, 437 and, with a 50% PR/editorial premium, its estimated worth was \$81,655.50. 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 (Calif) Press Enterprise.

- Researched and forwarded info to travel writer Mysha Theriault about dog-friendly parks. Her syndicated feature -- ***The Frugal Traveler -- Dog Friendly Destinations*** -- rewarded Paws Park at Fort De Soto Park, Enterprise Dog Park in Clearwater, and the dog beach at Honeymoon Island State Park. It appeared in print and/or online in more than a dozen **McClatchy-Tribune newspapers like the Chicago Tribune, Sacramento Bee, Bellingham Herald, Charlotte News & Observer, and Tacoma News Tribune.**
- Nominated Peter Clark, founder and executive director of Tampa Bay Watch, for a proposed feature in Southern Living Magazine called "Southern Heroes." Tampa Bay Watch enlists citizens to help plant seagrass, install oyster reefs and much more.
- Supplied information to a BBC reporter seeking recommendations for the best tourist beaches on the Gulf of Mexico that are free of oil damage.

UPCOMING MEDIA VISITS - TRADE SHOWS - PRESS GROUPS:

- 1 –VISIT FLORIDA Boston Media Reception – March 1-2
- 2 - LXNY & LX.TV Crews – March 1-7
- 3 –ITB Trade Show– Berlin, Germany – March 7-13
- 4 –Travel Media Association of Canada (TMAC) – Ottawa, Canada – March 9-13
- 5 –Bernd Störtebek Visit – German Golf Media - March 17-20
- 6 –Jan Maizler Visit - ***CyberAngler.com*** – March 18-20
- 7 –National Tourism Day – Tallahassee, Florida – March 22
- 8- Grand Prix St. Pete, various media – March 26-27
- 9 - Andrée Lebel Visit - ***La Presse Newspaper***, Montreal – March 28- April 1