

## **PUBLIC RELATIONS**

**October 2011**

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Senior Manger, Public Relations

### **VISITING MEDIA:**

#### **Ashley Fraxedes Visit - Florida Travel + Life Magazine – October 14-17**

We were pleased to welcome Ashley Fraxedes to the destination to cover St. Pete Beach for inclusion in *Florida Travel + Life's* "Small Beach Towns" feature. Ashley was hosted by Postcard Inn and was able to experience the property's on-site restaurant, Beachwood BBQ and Burger. In addition to securing her accommodations, we provided this writer with several suggestions for nearby restaurants. The story is scheduled to run in the publication's January/February issue.

#### **Val D'Elia Visit - NY1 – October 15-16**

Valarie D'Elia, host of the "Travel With Val" segments on *NY1*, visited the destination for an up-close encounter with Winter the Dolphin. Val was hosted by the luxurious *Sandpearl Resort* on Clearwater Beach. Her video story, which included visuals of Clearwater Beach, CMA and Winter, aired on NY1---NYC's 24-hour cable-news television channel---in November.

### **TRADE SHOWS/MEDIA MISSIONS/PROFFESIONAL DEVELOPMENT:**

#### **Discover America Day & Toronto Media Tour – October 1-5**

Senior PR Manager Mary Haban represented Visit St. Pete/Clearwater at the annual Discover America Day held in Toronto. This yearly gathering attracts some of Ontario and Quebec's finest media, including all the big dailies, and several talented freelance travel writers. The event also afforded VSPC to meet with the US Counsel General and other key delegates from the US who are based in Canada and promote travel between the two countries. While in Toronto, Mary also took several consumer and trade media to the premiere of *Dolphin Tale*.

#### **Golf Women & Golfen Germany Magazines – October 15-18**

Innisbrook Resort & Golf Club rolled out the red carpet for premiere golf journalist Cornelia Bruckner who writes for two golf publications, *Golfen* and *GolfWomen*. Both publications are targets toward the luxury market, specifically, at medical doctors and have a strong focus on traveling. *Golfen* is also a supplement of the No. 1 medical journal in Germany, *Deutsches Ärzteblatt*. The circulation for *Golfen* is 70,000; for *GolfWomen*: 12,000 circulation + online

edition and website [www.golfwomen.de](http://www.golfwomen.de) For the itinerary she is interested in an up-scale premium experience including fine dining, culture and beaches. We think this is a great opportunity to position VSPC among a well-off audience as premium golf and leisure destination. It also appears to be a quite cost-effective way as we do not have to pay for airfare, a rental car or any other extras.

### **Public Relations Society of America International Conference – October 16-18**

Senior PR Manager Mary Haban attended this gathering of public relations practitioners from across the nation and globe to collaborate and share best practices in this ever-changing industry. Keynote speakers such as CNN's Soledad O'Brien, and Social Media Guru Chris Brogan joined top executives from Disney, and other Fortune 500 companies, to showcase the best ways to pitch media, excel in the social media revolution, brand your company, as well as avert any crisis or bad publicity that may result from a number of factors. Mary's high-profile role in the Tampa Bay PRSA chapter as the past president and now, the head of the State's Accreditation Task Force, had her involved in several pre-conference endeavors, including a APR Bootcamp where she and a team of accredited public relations practitioners mentored a group of professionals seeking to take the nationwide certification.

### **SOCIAL MEDIA INITIATIVES:**

Throughout the month, the VSPC Public Relations Team continued to monitor and post updates on Facebook, Twitter and PressSuite 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, PressBriefs, and VSPC's media page: *"Four-Time Grammy Winner Headlines Jazz Holiday," "Vote Now for Your Favorite Beach, Museum and More," "Frightening Family-Friendly Activities on Tap for Halloween"*

### **PRESS RELEASES, E-NEWSLETTERS AND INDUSTRY ALERTS:**

The VSPC Public Relations team has continued to fine-tune VSPC's new industry e-newsletter. The weekly publication, which we're calling *CVBeat*, debuted in October.

October 11 – CVBeat newsletter titled, *"Welcome to CVBeat: VSPC's New Weekly Industry Newsletter"* was sent to the media and industry.

October 12 – Press release titled, *"Four-Time Grammy Winner Headlines Jazz Holiday"* was sent to the media and industry.

October 12 – TDC Recap titled, “*VSPC Goes Global with 'Dolphin Tale' Pitch, Launches 'Best Of' Survey*” was sent to the media and industry.

October 13 – Press release titled, “*Vote Now for Your Favorite Beach, Museum and More*” was sent to the media and industry.

October 17 – CVBeat newsletter titled, “*CVBeat: New Mobile Site Launched, '100 Days' Winners Announced*” was sent to the media and industry.

October 24 – CVBeat newsletter titled, “*CVBeat: Facebook Likes, Rock ‘n’ Roll Marathon Buzz Heating Up*” was sent to the media and industry.

October 28 – Press release titled, “*Frightening Family-Friendly Activities on Tap for Halloween*” was sent to the media and industry.

October 31 – CVBeat newsletter titled, “*CVBeat: World Travel Market, Annual Marketing Meeting on Tap*” was sent to the media and industry.

#### **UK PR Firm and German Media Activities:**

Please refer to separate reports from each office.

#### **Outdoor/Nature PR Activities: October 2011**

- Promoted *Dolphin Tale* movie and Clearwater Marine Aquarium.
  - Wrote and submitted seven more dolphin briefs, each tied to *Winter* at the Clearwater Marine Aquarium, for use on the Facebook site and for media inquiries.
  - Wrote and distributed a 100-word brief about *Dolphin Tale* in The AuCoin Report, News Briefs from the Great Outdoors, distributed to about 4,000 outdoors, feature, and adventure travel media.
  - Proposed a special dolphin section for the Miami Herald's outdoor writer, Susan Cocking.
- Submitted a Facebook entry and image about Dunedin's 2-Toed Sloth appearing on CNN on Andersons Cooper's program.
- Drafted a news-feature about St. Petersburg-Clearwater being the top boating area in America's #1 boating state -- Florida.
- Proposed and secured the go-ahead from two major outdoor writers to visit in early December. Bryan Hendricks of the Arkansas Democrat Gazette and Gary Garth, who

writes for the Louisville Courier-Journal, will gather information and images about winter angling in the St. Petersburg-Clearwater area.

- Helped put travel writer Myscha Theriault (McClatchy) in contact with a scuba expert at Bill Jackson's Shop for Adventure to answer questions about inexpensive scuba diving options.

**UPCOMING MEDIA VISITS - TRADE SHOWS - PRESS GROUPS:**

- 1 – World Travel Market & PR Firm Meetings – London, England – November 6-11
- 2 – Gillian Kendall visit - *Curve Magazine* – November 11-16
- 3 – Stephen Fries visit - New Haven Register – November 20-23