

PUBLIC RELATIONS
September 2012
Prepared by: David Downing
Deputy Director, CVB

VISITING MEDIA & INDUSTRY MEETINGS:

Florida Governor's Conference, September 6-9

VSPC walked away with two Flagler Awards at this yearly industry gathering---including a first place "Henry" award for "Promises" and "Play," VSPC's much-lauded television commercials. Other highlights included educational seminars on a wide variety of tourism-related topics---including the growth of digital media, which pointed out that by 2014 the majority of internet users will be accessing the web via phones or tablet computers, not laptops or desktops.

PRESS RELEASES, E-NEWSLETTERS AND INDUSTRY ALERTS:

PRESS RELEASES

[Sept. 13, 2012 – SUBWAY, Visit St. Pete/Clearwater Partner for National Promotion](#)

[Sept. 14, 2012 – Fish Fries, Fun Commemorate Sunny Centennial This Weekend](#)

[Sept. 24, 2012 – Today is Your Chance to Win Trips, SUBWAY Gift Cards](#)

[Sept. 25, 2012 – Catch Super Boat Action at Clearwater Beach This Weekend](#)

[Sept. 27, 2012 – Cultural Centers Celebrate 'Museum Day' With Free Entry](#)

CONSUMER SENDS

[Sept. 27, 2012 – Fun Fall Events in St. Pete/Clearwater](#)

TDC RECAP

[Sept. 12, 2012 – TDC Recap: August Numbers Skyrocket; TV Ads Named Best in State](#)

CVBEAT

[Sept. 17, 2012 – CVBeat: New Media Partnership on Horizon; TV Ads Earn Top Honors](#)

[Sept. 26, 2012 – CVBeat: TDC Positions, Meetings Team Wins, Announcement Rumors Swirl](#)

RSVP

[Sept. 20, 2012 – RSVP Now for Oct. 8 Annual Marketing Meeting](#)

SAVE THE DATE

[Sept. 5, 2012 – Save the Date: VSPC Marketing Meeting on Monday, Oct. 8](#)

NYC PR Firm, UK PR Firm & German Media Activities:

Please refer to separate reports from each office.

Outdoor/Nature PR Activities: September 2012

- Provided detailed information about the spring break vacation attractions to families of young students to freelance writer Donna Bozzo for an article in a Chicago magazine.
 - One pitch focused on seeing Winter the dolphin at CMA and also riding on the dolphin sighting boats out of Clearwater Marina.
 - The other pitch centered on Caladesi Island State Park including its beach and mangrove tunnel kayak trail but also the interesting history of the island as Florida's original "tourist attraction" with homesteader Henry Scharrer and his daughter Myrtle showing off the island to snowbirds from the mainland.
- Forwarded previously-submitted briefs about dolphins for possible Facebook use on the anniversary of the Dolphin Tale movie about CMA's dolphin, Winter.
- Forwarded a previously submitted media pitch about snook being the best tasting fish most people have never tasted...but should.
- Provided the CVB with a flash drive with all of AuCoin & Associates "For Hire" work for Pinellas County going back to the first project, a media kayak FAM, in 2004.

NOTE: Bill Aucoin of AuCoin and Associates has retired, so this is will be the final report from AuCoin and Associates. VSPC is issuing a new RFP for local PR representation, which will include the scope of work of this contract.

UPCOMING MEDIA VISITS - TRADE SHOWS - PRESS GROUPS:

Oct. 4—7: Pam Wright---Boston Globe

Oct: 16—21: UK/Virgin Holidays Press FAM

Oct. 23—27: Buenos Aires Media Event