Media & Interactive

February 2015
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VISITING MEDIA & INDUSTRY MEETINGS

Family Times Magazine: February 6-8, 2015
VSPC hosted Rose Derkay, Editor/Publisher from *Family Times Magazine,* as she visited various attractions such as Sunsets at Pier 60, Tarpon Springs Sponge Docks and Honeymoon Island State Park. VSPC hosted Derkay at the Palm Pavilion Inn.

MEDIA RELATIONS

- Provided follow-ups to journalists following their visit (Val D'Elia, NY1, William Tang, Visit Florida)
- Communicated with journalists in advance of their trips (Canadian freelancer Catherine Benoit-Senegal, Julia Rosen, Go Girlfriend Travel Blog, Steve Atlas of Car Free Journeys)
- Assisted Marina K. Villatoro of Travel Experta with information on area attractions
- Assisted Val D'Elia, NY1, with research on wellness packages and fitness for kids opportunities and access to tank swim at Rumfish Grill
- Arranged complimentary access to The Dali Museum and Chihuly for Aimee Heckel, USA Today
- Secured VSPC interview with Lisa Simundson, Meetings Focus
- Drafted and submitted family fun and luxury offerings round-up documents to VISIT FLORIDA
- Submitted Manaphin entry for the FPRA Image Awards
- Assisted Athena Travis from Daily Dose Media Inc with research information
- Updated media site on an ongoing basis with clips and press releases
- Assisted Steve Atlas, Car Free Journeys, with comprehensive information on area walking tours, the Pinellas Trail and other car-free options

FAM FOLLOW-UP & PREPARATION

- Developed/Updated itineraries for Julia Rosien, Go Girlfriend Travel Blog
- Provided on-site support for Rose Derkay, Family Times Magazine
- Began researching accommodations and attractions for Jamie Kitman, Automobile Magazine/ NPR Car Talk
- Liaised extensively with Visit St. Pete/Clearwater partners
- Developed and revised itineraries
- Coordinated FAM details among VSPC agencies and partners
- Helped source journalists
- Coordinated travel logistics for journalists
- Hosted journalists throughout FAMs
- Communicated with journalists following their visits

PARTNER COMMUNICATIONS

- Contacted various partners (including The Dali Museum, Chihuly Collection, Sundial, St. Pete, and Fort De Soto Park) regarding media access
- Contacted major venues (including Hotel Zamora, Sandpearl Resort, TradeWinds Island Resorts and the Loews Don CeSar Hotel) regarding media accommodations and meal arrangements
- Shared media coverage with relevant partners from *enRoute, Ottawa Life, Se Padres, Atlanta Journal-Constitution* articles, as well as Survivor video
- Attended Three Legends NBC Sports Event
- Sourced broadcast news clips from winter campaign and Three Legends event and shared with partners

TWITTER (@VSPC)

- Interactions (engagement): 5,618
- Potential Impressions: 14,766,126
- Potential Reach: 3,871,006
- Retweets: 747

INSTAGRAM (@VSPC)

- Posts: 32
- Interactions (engagement): 5,921
- 3 most popular uploads:
    1. https://instagram.com/p/zYOdlrKsZu/
    2. https://instagram.com/p/zaetneKsYX/
    3. https://instagram.com/p/y5ywsEqsfi/

FACEBOOK

- Potential Reach: 1,482,830
- Potential Impressions: 2,696,118
- New Likes: 1,881
- Interactions (engagement): 124,718

YOUTUBE

- Views: 77,613
- Estimated Minutes Watched: 77,253