



**ST.PETE
CLEARWATER
FLORIDA**

Activity Report

Market: Germany, Austria and Switzerland
Month: 01 – 29 February 2016
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**KAUS
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Marketing
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**ST.PETE
CLEARWATER
FLORIDA**

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1. MONTHLY ACTIVITY HIGHLIGHTS

- KMS drafted a press release with the title "TripAdvisor names Clearwater Beach the best beach in the U.S." and distributed it to qualified media contacts in Germany, Austria and Switzerland.
- KMS continued preparations for ITB Berlin 2016, made preparations for the various media events that will be attended by VSPC during the show, scheduled media appointments and finalized the organization of all media materials for ITB Berlin 2016.
- KMS followed up on the individual press trips of Mr. Holger Jacobs (fvw) and Andreas C. Coreth (EXTRAgolf), who visited our area in February 2016.
- KMS continued preparations for the individual press trips Florian Kinast and Dietmar Denger (abenteuer und reisen) as well as Klaus Vogt (ICON) and the blogger fam trip in corporation with VSPC's Central European marketing office, the German tour operator FTI and crumple.
- KMS wrote the monthly activity report and sent it to VSPC.

2. NEWS RELEASES AND NEWSLETTERS

2.1 NEWS RELEASE

KMS drafted and distributed the following news release:

"TripAdvisor names Clearwater Beach the best beach in the U.S."

KMS also distributed the press release via TravMedia in the German speaking countries and provided photos and a video to the media via Dropbox.

2.2 NEWSLETTER

KMS started collecting information for the next newsletter for VSPC that will be distributed in March 2016.



3. MEDIA RELATIONS AND MEDIA LIAISON

<p>Mr. Rainer Wilken Inside America Magazin</p>	<p>KMS assisted Mr. Wilken with the requested high-resolution photos after he received our January 2016 newsletter and our February 2016 press release about "TripAdvisor names Clearwater Beach the best beach in the U.S.". We received his media coverage and added both articles to this month's media clipping report.</p>
<p>Mr. Edwin Reinerie Winq</p>	<p>KMS contacted the journalist after we received the contact information from Neil Strickland and pre-scheduled an appointment with the journalist at ITB Berlin 2016.</p>
<p>Ms. Amrei Ines Czeschick COHOBA lifestyle</p>	<p>KMS pro-actively contacted the journalist and pitched SPC story ideas. Since she showed interest in the destination, we pre-scheduled an appointment with her at ITB Berlin 2016.</p>
<p>Mr. Daniel Scherz traveller.at Reiselust</p>	<p>KMS pro-actively contacted the journalist, pitched SPC story ideas and pre-scheduled an appointment with him at ITB Berlin 2016. He is interested in visiting our area for the Austrian travel trade magazine traveller.</p>
<p>Ms. Veronika Stoiber Madame</p>	<p>KMS pro-actively contacted the leading women's magazine and pitched SPC story idea. Since the journalist showed interest in our destination, we pre-scheduled an appointment with her at ITB Berlin 2016.</p>
<p>Ms. Marion Brandstetter HOMES & GARDENS HOLIDAY & LIFESTYLE</p>	<p>KMS liaised with Ms. Brandstetter after we sent high-resolution photos complementing our press release about "Diving for luck - Epiphany celebration in St. Pete/Clearwater" as well as general destination photos of our area. As a result we received the article from Mr. Richard Kerler, who was on an individual press trip to our area in May 2015. We added the article to this month's clipping report.</p>
<p>Mr. Andreas Constantinides and Ms. Mary Kammitzi Travel trade weekly</p>	<p>KMS contacted the journalist after Neil Strickland sent us his contact details and pre-scheduled the requested appointment with him at ITB Berlin 2016.</p>



Mr. Daniel Krahn Urlaubsguru.de	KMS liaised with the journalist and pitched SPC story ideas. He was interested in an appointment at ITB Berlin 2016 but unfortunately, he was not able to confirm a meeting at the show. We will follow up with him after ITB Berlin.
Ms. Brigitte Jurczyk Freelance Journalist	KMS liaised with the journalist and requested an appointment with her at ITB 2016. She was interested in an appointment but was not able to confirm a meeting. We will follow up with her after ITB.
Mr. Elke Weiler MEERBLOG	KMS liaised with the journalist and invited her to an appointment at ITB 2016. She was interested in an appointment but was not able to confirm a meeting. We will follow up with her after ITB.
Mr. Daniel Wertheim NRJ Wien	KMS pro-actively contacted the journalist and pitched SPC story ideas. He showed and interest in the production of a radio travel show about our area and we pre-scheduled an appointment with him at ITB Berlin 2016.
Mr. Horst-Peter Hille Luckx.de – das Magazin	KMS pro-actively contacted the journalist and discussed story ideas about our area. We pre-scheduled an appointment at ITB Berlin 2016 with him since he showed a strong interest in our area.
Ms. Pia Volk Freelance journalist	KMS pro-actively contacted the journalist and pre-scheduled an appointment at ITB Berlin 2016.
Mr. Ulrich Clef Reisegenuss	KMS liaised with the journalist again and invited him to an appointment at ITB 2016. He was interested in an appointment but was not able to confirm a meeting. We will follow up with him after ITB.
Ms. Marlies Seifert 20 Minuten	KMS pro-actively contacted the journalist and pre-scheduled an appointment at ITB Berlin 2016.



Mr. Joe Berger Media 24	KMS received the information from VSPC that Mr. Berger is going to shoot a movie about Florida for cinemas in Germany. We liaised with the journalist and offered assistance with overnight stays in April 2016 when the camera team will be in our area. We also introduced some destination highlights to him including but not limited to Downtown St. Pete, Clearwater Beach, the CMA and Tarpon Springs. His answer is pending.
Mr. Markus C. Thoess Freelance for WDR	KMS received a request from VSPC that Mr. Thoess is going to shoot a film in St. Pete for the public TV station WDR. He requested some interview partners. KMS liaised with the journalist and offered assistance. He asked for two interview partners who represent the area. Unfortunately, he did not provide his travel dates so far so that we will continue assisting him as soon as we receive the missing information.
Mr. Peter Pfaender Abenteuer und reisen	KMS liaised with the journalist again and invited him to an appointment at ITB 2016. He was interested in a meeting but was not able to confirm an appointment. We will follow up with him after ITB Berlin.
Ms. Katharina Gering Prestige Media International	KMS assisted Ms. Gering with the requested high-resolution photos after she received our press release about "St. Pete/Clearwater - Arts and Culture in St. Pete/Clearwater" and our February 2016 press release "TripAdvisor names Clearwater Beach the best beach in the U.S.". We sent her a Dropbox-link to our photo gallery and we will follow up on the expected media coverage.
Mr. Wolfgang Tropf Travel4news	KMS assisted Mr. Tropf with the requested high-resolution photos after he received our February 2016 press release "TripAdvisor names Clearwater Beach the best beach in the U.S.". We received his media coverage and added the article to this month's clipping report.
Ms. Maren Anita Metoja Blogwalk.de	KMS liaised with the journalist and invited her to an appointment at ITB Berlin 2016. She was interested in an appointment but was not able to confirm a meeting. We will follow up with her after ITB Berlin.



Mr. Florian Renner VISIT USA	KMS assisted Mr. Renner with our press release with the title "TripAdvisor names Clearwater Beach the best beach in the U.S." for his upcoming VUSA newsletter. As a result, the Visit USA Committee published our news release as well. We will monitor and evaluate the expected media coverage.
qualified media professionals	KMS pro-actively contacted a large number of qualified media professionals in order to arrange an appointment at ITB Berlin 2016. Unfortunately, some of them were not able to confirm an appointment at the show and we are still waiting for several replies.
Mr. Holger Jacobs fvw	KMS followed up with Holger Jacobs after his press fam trip to our area and we pre-scheduled an appointment with him at ITB Berlin 2016.
Ms. Ute Kranz Bravebird.de	KMS pro-actively contacted the blogger and invited her to the press trip in cooperation with FTI and Crumpler in March 2016. Unfortunately, she was not able to confirm her participation. KMS will stay in contact with the blogger.
Mr. Ralf Johnen Boardingcompleted.me	KMS pro-actively contacted the blogger Ralf Johnen and invited him to the press trip in cooperation with FTI and Crumpler in March 2016. He was interested and asked for budget, as this trip will be a product placement corporation on his blog. We forwarded his answer to FTI and Crumpler and are awaiting their reply.
Ms. Katja Hentschel travelettes.de	KMS pro-actively contacted the blogger Katja Hentschel and invited him to the press trip in cooperation with FTI and Crumpler in March 2016. He was interested and asked for budget, as this trip will be a product placement corporation on his blog. We forwarded his answer to FTI and Crumpler and are awaiting their reply.



4. PUBLIC RELATIONS ACTIVITIES

- KMS continued uploading postings and photos on VSPC’s German facebook page.
- KMS put together a list of Germanys 10 best travel bloggers and sent it to the VSPC Central European Marketing Office in order to invite one of them to a press fam trip to our region in cooperation with FTI and Crumpler that the VSPC Central European Marketing Office has arranged. After approval from the partners, KMS invited three bloggers to this trip. Unfortunately, they all asked for budget in order to put content with product placement on their blog during this trip. KMS will follow up in order to find a blogger for this trip, who is willing for work without any fee.
- KMS supported several media professionals with high-resolution photos, specific information on our area and press kits.
- KMS evaluated and categorized all media clippings on VSPC that we received from the media monitoring service.
- KMS completed conference calls with VSPC and the Central European Marketing Office in order to synchronize our PR and marketing efforts.
- KMS continued with preparations for VSPC’s participation at ITB 2016 including conference calls, media appointments, registrations, and travel management. Furthermore, KMS finalized preparing information for the media like press releases, media kits and put them on USB keys among other trade show related activities.

4.1 FAM TRIPS

<p>Klaus Vogt ICON (Welt am Sonntag) April 2016</p>	<p>KMS followed up with the journalist after he requested support for an individual press trip after his group press trip to Fort Myers in April 2016. He wants to include St. Pete/Clearwater after this trip. We pre-scheduled an appointment at ITB with the journalist in order to discuss details of his trip.</p>
<p>Mr. Florian Kinast and Mr. Dietmar Denger abenteuer und reisen February 11-12, 2016</p>	<p>KMS liaised with the journalists after their trip to our region. Unfortunately, they did not show up for the boat trip at Tarpon Springs. We found out that there was a misunderstanding about the meeting point as Captain George and the journalists were all there. We offered further assistance with information and photos and we will follow up on the media coverage after they returned to Germany.</p>



4.1 FAM TRIPS (*cont.*)

Mr. Andreas C. Coreth EXTRAgolf January 9 – 13, 2016	KMS followed up with Mr. Coreth and his press fam trip in January 2016. We requested additional information and we pre-scheduled an appointment at ITB Berlin 2016.
Group Press trip FTI REWE / Austria May 22 – May 30, 2016	KMS received a request via the VSPC Central European Marketing Office for support for an Austrian group press trip to Florida in May 2016. The tour operator REWE will organize and inviting media to this trip and they will be in our area for one night only. So far, no media is confirmed and since there will be five competing destinations in Florida participating within this trip (e.g. Miami, Orlando, Key West among others) with two nights in each destination, we will discuss with VSPC if it is worth supporting this trip with activities and one night for eight journalists and two escorts.
Ms. Sandra Mueller-Hofner Trips4kidz March 15-19, 2016	KMS liaised with the journalist in order to inform her that we are not able to support her trip as her website's audience is too small for a full support. KMS will stay in contact with the journalist.

5. MISCELLANEOUS ACTIVITIES

- KMS prepared agendas for fortnightly conference calls, completed the calls with VSPC and the Central European Marketing Office in order to synchronize our PR and marketing efforts.
- KMS completed several conference calls with VSPC in order to discuss and coordinate all activities during the travel trade show ITB Berlin 2016 in March 2016.
- KMS forwarded all requests for marketing and advertising co-operations to the VSPC Central European Marketing Office.



6. KEY PERFORMANCE INDICATORS ACHIEVED

KPI	Target of 12 months (Oct. 2015 – Sep. 2016)	Amount Achieved in February 2016	Amount Achieved to date	KPIs Remaining
News Releases	12	1	5	7
Newsletters	6	0	2	4
Media Calls	15 – 20 p.m.	21	119	61 - 121
Media Visits	10 – 15	1	5	5 - 10



7. FEBRUARY 2016 MEDIA COVERAGE Generated

Print

Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation/Visit	Media Value in US-\$
December 13, 2015	Liquid sunshine	Welt am Sonntag, kompakt	German weekly newspaper	group press trip September 25-29, 2015	206,718	56,579
January 25, 2016	Rendezvous with Anna-Maria, Carl, Pamela & Co	Tip- Travel industry professional	Austrian travel magazine	KMS assisted with information	10,500	12,872
February 02, 2016	Ephiphany celebration	An Bord	German travel magazine	Press release December 2015	58,000	3,014
February 26, 2016	Where the summer is at home	Holiday & Lifestyle	German lifestyle magazine	Individual press trip from Mr. Richard Kerler in May 2015 and KMS assisted with information	72,000	84,342

Total Print

347,218

\$ 156,807



Online						
Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation/ Visit	Media Value in US-\$
December 5, 2015	St.Petersburg/ Clearwater in Florida is the perfect place for the next summer vacation	www.timeless-news.de	German news website	KMS assisted with information	800	16
December 14, 2015	Why the Sunshine State needs an umbrella	www.welt.de	German news website	group press trip September 25-29, 2015	9,840,000	118,751
January 27, 2016	The unofficial cultural capital in Florida	www.frankfurt-live.com	German news website	KMS Press Release January 2016	72,000	434
February 4, 2016	The unofficial cultural capital in Florida	www.finearreisen.de	German travel website	KMS Press Release January 2016	860,800	25,969
February 5, 2016	Dali and Disney, Virtual Reality in the museum	www.win-verlag.de	German computer magazine	KMS Press release January 2016	15,500	935
February 13, 2016	News from St.Pete/Clearwater	www.inside-america.de	German travel magazine	KMS Newsletter January 2016	4,000	80
February 15, 2016	The unofficial cultural capital in Florida	www.reise-pilot.de	German travel website	KMS Press Release January 2016	43,153	868



February 15, 2016	St.Pete/Clear water has the most beautiful beach of the USA	www.travel4news.at	Austrian travel website	KMS Press Release February 2016	1,239,160	49,848
February 18, 2016	The most beautiful beach in America: Clearwater Beach	www.finear.tofliving.de	German tourism website	KMS press release February 2016	860,800	25,969
March 07, 2016	St.Pete/Clear water has officially the most beautiful beach of the USA	www.vusa-germany.com	German travel website	KMS Press release February 2016	25,000	502

Total Online

12,961,213 \$223,372

TOTAL PRINT + ONLINE

13,308.431 \$350.179

8. TIME BILLING

Consultant	Hours
Axel Kaus	14:15
Marcus Feuerstein	47:30
Carmen Flicke	51:15
TOTAL	113:00

ROOSTER^{PR}

GLOBAL BRAND COMMUNICATORS

REPORT	PR Activity Report
CLIENT	Visit St. Pete/Clearwater
MONTH	February 2016

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Monthly Report: February 2016

Programme Highlights

Coverage

Broadsheet (KPI 8-10; Achieved 0; Pending 1)

Expected date of publication	Publication	Journalist	Article
TBC	The Independent	Simon and Susan Veness	Florida's 'Bohemian hideaway'

Tabloid (KPI 8-10; Achieved 0; Pending 2)

Expected date of publication	Publication	Journalist	Article
TBC	The Sun	Ruth McDiarmid	Fam media trip to St. Pete/Clearwater
TBC	The People	Jason Martin Doyle	Fam media trip to St. Pete/Clearwater

Regional (KPI 10-15; Achieved 9; Pending 1)

Date of publication	Publication	Journalist	Article
20/02/16	Express & Star (Walsall)	Rachael Harrison	Fam media trip to St. Pete/Clearwater
20/02/16	Express & Star (Wolverhampton)	Rachael Harrison	Fam media trip to St. Pete/Clearwater
20/02/16	Express & Star (Dudley & Wyre Forest)	Rachael Harrison	Fam media trip to St. Pete/Clearwater
20/02/16	Express & Star (Sandwell)	Rachael Harrison	Fam media trip to St. Pete/Clearwater
20/02/16	Express & Star (Staffordshire)	Rachael Harrison	Fam media trip to St. Pete/Clearwater
20/02/16	Shropshire Star (County North)	Rachael Harrison	Fam media trip to St. Pete/Clearwater
20/02/16	Shropshire Star (County South)	Rachael Harrison	Fam media trip to St. Pete/Clearwater
20/02/16	Shropshire Star (Shrewsbury)	Rachael Harrison	Fam media trip to St. Pete/Clearwater
20/02/16	Shropshire Star (Weekend)	Rachael Harrison	Fam media trip to St. Pete/Clearwater

Expected date of publication	Publication	Journalist	Article
TBC	Belfast Telegraph	Nicky Cahill	Individual press trip to St. Pete/Clearwater

Trade/B2B (KPI 20-25; Achieved 1)

Date of publication	Publication	Journalist	Article
25/02/16	Travel Trade Gazette	Katherine Lawrey	Yetis visit USAirtours

Consumer Magazine (KPI 8; Achieved 2; Pending 2)

Date of publication	Publication	Journalist	Article
01/03/16	Escapism	Hannah Summers	Best of the USA – 20 trips to take in America this year
01/04/16	Food and Travel	Ian Belcher	St. Pete in six stops

Expected date of publication	Publication	Journalist	Article
TBC	Sport Magazine	Sarah Shepherd	Individual press trip to St. Pete/Clearwater
TBC	GO Magazine	Nicky Cahill	Individual press trip to St. Pete/Clearwater

Online (KPI 40; Achieved 4; Pending 1)

Date of publication	Publication	Journalist	Article
3/02/16	Telegraph.co.uk	Hannah Meltzer/ Hugh Morris	What would you do if you saw Bigfoot in London?
16/02/16	Escapismmagazine.com	Hannah Summers	Best of the USA – 20 trips to take in America this year
22/02/16	Expressandstar.com	Rachael Harrison	Fam media trip to St. Pete/Clearwater
22/02/16	Shropshirestar.com	Rachael Harrison	Fam media trip to St. Pete/Clearwater

Expected date of publication	Publication	Journalist	Article
TBC	Bahighlife.com	Phil Heard	Hotel review of the Hyatt Regency Clearwater Beach Resort and Spa

Broadcast (KPI 1-3; Achieved 0)

Activity

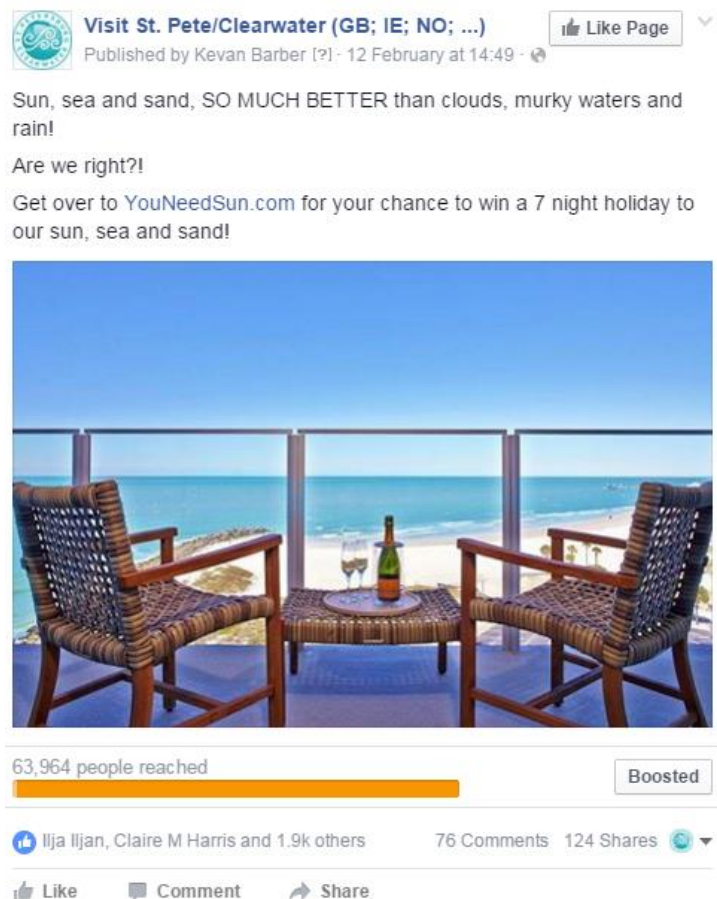
- Rooster pitched St. Pete/Clearwater for the following features:
 - Angela Cronin, Travel Bulletin – Florida roundup
 - Maya Boyd, Metro – New hotel openings
 - Barry Johnston, Gosh PR – Camping sites
 - Ian Sclater, Art Mag – Dali Museum
 - Hugh Morris, Daily Telegraph – Yetis
 - Trade magazines – Yeti photos for picture round-ups
- Rooster met the following journalists to discuss upcoming features and opportunities:
 - Hanna Tavner, The Independent
 - Travel Journalists, News4Media Travel Event
- Rooster met the following partners to discuss upcoming opportunities:
 - Gosh PR, Visit Florida
- Rooster discussed press trip opportunities:
 - Greg Dickinson, Rough Guides – interested in breweries and a press trip following the U-Brew event in October
 - Lela London – visiting St. Pete in March
 - Hannah Summers, Escapism/Guardian – interested in a trip taking in the craft beer and food scene
- Rooster worked alongside Venessa on the February Marketing campaign
 - Rooster helped with the 'GetWarmWednesdays' Marketing campaign
 - Rooster accompanied the yetis to Westfield Stratford, USAirtours, Spitalfields and Piccadilly Circus and assisted with the filming
 - Rooster liaised with the videographer to capture the desired footage each Wednesday and liaised with Hel's Angels regarding yeti activity and actors
 - Rooster scheduled paid posts on Facebook to generate further traffic to the YouNeedSun URL
 - Rooster shared the YouNeedSun.Com URL through the VSPC social media channels and initiated a countdown to the end of the competition
 - Rooster monitored social media channels and saved all coverage generated from the #LondonYeti campaign

- Rooster generated a weekly Facebook editorial calendar and posted the approved content

Social Media

Facebook

- Facebook activity continued through February with weekly editorial calendars submitted and then implemented
- Rooster continued with customer responses and general management of the page
- Rooster promoted the yeti campaign and YouNeedSun URL
- Total pages likes (UK) increased from **4,604** on **1 February** to **4,924** on **29 February**, a decrease of **320**
- Total engagement (clicks) rate: **9,666** Total reach of our posts: **220,251** Total impressions including shares/likes/news feed placement: **247,838**
- The most popular post was the boosted post advertising the chance to win a holiday (below)
- The post received **2,050 likes**, **117 comments** and **125 shares** leading to a **reach of 63,964**. There were also **871 clicks** on the post:



KPIs

KPI	Target over 12 months (Jan 2016 – Dec 2016)	Amount Achieved in February 2016	Amount Achieved to date	KPI's Remaining
Press releases	15-18	0	0	15-18
Media visits	10-15	0	0	10-15
Media briefings	25-35	2	5	20-30
Coverage	Broadsheet: 8-10	Broadsheet: 0	Broadsheet: 1	Broadsheet: 7-9
	Tabloid: 8-10	Tabloid: 0	Tabloid: 3	Tabloid: 5-7
	Regional: 10-15	Regional: 9	Regional: 10	Regional: 0-5
	Trade/B2B: 20-25	Trade/B2B: 1	Trade/B2B: 2	Trade/B2B: 18-23
	Consumer: 8	Consumer: 2	Consumer: 2	Consumer: 6
	Online: 40	Online: 4	Online: 8	Online: 32
	Broadcast: 1-3	Broadcast: 0	Broadcast: 0	Broadcast: 0

Potential Activity for March

February 2016 Campaign

- Follow up PR/Marketing summary report
- Social media analysis

New Hotel Openings

- Promote Opal Sands Resort and Treasure Island Beach Resort hotel openings

Family Press Trip

- Arrange a press trip for a family with young children who could write destination content from both the adult journalist's perspective and that of a young child. Publications to be approached would have a family focus and a strong social/digital offering, e.g. Family Traveller, Nat Geo Traveller Family, The Guardian, Telegraph Travel or family-focused blogs. The parent would write about their experience with content accompanied by a video blog from the child

Miss Peregrine's Home for Peculiar Children

- Contact the studio's UK PR representatives to discuss angles and opportunities to cross-promote the film and its location
- Draft a press release for UK travel media highlighting the locations in St. Pete/Clearwater used to film

Forward features

- Rooster to prepare forward features list to target for 2016:
 - Selling Travel – February/April – Florida
 - Stan – 7 March – Florida
 - TTG – March – Hotels

Contact Rooster PR

If you have any questions regarding this report, please do not hesitate to get in touch.

Your Rooster VSPC team is:

[Stuart Fyfe](#), Account Director

[Nick Wheywell](#), Head of Digital

[Kevan Barber](#), Account Manager

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Memo

To: David Downing; Leroy Bridges
From: Nancy J. Friedman Public Relations
Date: March 7, 2016
Subject: Account Activity February 2016

We are pleased to provide highlights of public relations activities undertaken by NJFPR during the month of February 2016.

MEDIA PLACEMENTS

The Boston Globe & BostonGlobe.com

February 7, 2016

Circulation: 384,173

Advertising Value: \$38,964

Unique Monthly Visitors: 4,229,439

NJFPR secured coverage of St. Petersburg/Clearwater and Hubbard’s Marina in a piece entitled “So, you caught a fish. Now what?” as a result of the media visit we coordinated for freelance writer Pam Wright. The feature recaps Pam’s experience in the destination and includes quotes from Dylan Hubbard and four color photos.

Private Clubs

Winter 2016

Circulation: 184,386

Advertising Value: \$3,756

As a result of our work with freelance writer Elaine Glusac, NJFPR secured coverage of St. Petersburg/Clearwater and the Disney/Dali exhibit in the travel feature entitled “62 Really Good Reasons You’ll Want to See the USA in 2016.”

The Roanoke Times & Roanoke.com

February 7, 2016

Circulation: 71,577

Advertising Value: \$4,901

Unique Monthly Visitors: 941,107

NJFPR secured coverage of St. Petersburg/Clearwater in a feature entitled “The Allure of Sunny St. Pete,” as a result of the media visit we coordinated for freelance writer Robin Soslow. The piece highlights the destination’s growing art scene as well as the best local restaurants. Multiple photos are included throughout the article.

MensFitness.com

February 16, 2016

Unique Monthly Visitors: 2,820,957

NJFPR secured coverage of St. Petersburg/Clearwater in a roundup of last-minute warm-weather getaways as a result of our work with freelance writer Christina Goyanes. The piece spotlights the destination's beaches and endless array of water sports as well as spring training for baseball fans and the Craft Beer Trail. A photo of nighttime paddle boarding is the lead image in the slideshow.

TravelPulse.com

February 8, 2016

Unique Monthly Visitors: 143,333

As a result of our work Senior Editor Donald Wood, NJFPR secured coverage of St. Petersburg/Clearwater's Uber partnership in a roundup of travel and transportation news.

UPCOMING MEDIA PLACEMENTS

American Way

March 2016

Circulation: 341,658

NJFPR secured upcoming coverage of St. Pete/Clearwater as a result of the coordinated media visit for freelance writer Kimberley Lovato.

Philadelphia Magazine

March 2016

Circulation: 117,688

NJFPR secured upcoming coverage of St. Pete/Clearwater as a result of the coordinated media visit for Editor Brian Howard. The area will be featured in the magazine's Florida Travel Guide.

Vegan Health & Fitness

March 2016

Circulation: 35,000

As a result of the media visit we coordinated for freelance writer Robin Soslow, NJFPR secured upcoming coverage of St. Petersburg/Clearwater's food scene.

The New York Times

TBD

Unique Monthly Visitors: 42,381,039

NJFPR secured upcoming coverage of St. Petersburg/Clearwater, the Disney/Dali exhibit, and the museum's virtual reality experience as a result of our work with freelance writer Jane Levere.

Forbes.com

TBD

Unique Monthly Visitors: 49,287,061

NJFPR secured upcoming coverage of the St. Petersburg/Clearwater beer scene as a result of pitching freelance writer Karla Alindahao and coordinating an email interview with Tom Scherberger.

The New York Times

TBD

Unique Monthly Visitors: 42,381,039

As a result of our work with freelance writer Rose Maura Lorre, NJFPR secured upcoming coverage of Locale Market in St. Petersburg/Clearwater.

Hospitality Design

TBD

Circulation: 30,148

NJFPR secured upcoming coverage of hotel development taking place in St.

Petersburg/Clearwater as a result of the coordinated media stay for freelance writer JoAnn

Greco. NJFPR worked with VSPC to gather hotel contacts for interviews and also coordinated an interview between JoAnn and David Downing for additional insight.

VegNews Magazine

TBD

Circulation: 240,000

As a result of the media visit we coordinated for freelance writer Robin Soslow, NJFPR secured upcoming coverage of the destination's food scene and vegan restaurants and offerings.

PITCHING AND OUTREACH

- NJFPR secured the below desk-side appointments for Leroy Bridges while he was in NYC to showcase the destination and the virtual reality experience.
 - Devorah Lev-Tov – Freelance, *Hemispheres, Food & Wine, New York Magazine*
 - Sandra Ramani – Freelance, *Travel + Leisure, Organic Spa, Fodors.com*
 - Benjamin Reeves – Senior Editor, *WORTH*
- NJFPR pitched Visit St. Petersburg/Clearwater's partnership with Uber to national short-lead travel, lifestyle, and trade outlets as well as regional Chicago media including (but not limited to):
 - *Chicago Tribune*
 - *Metro*
 - **Skift.com**
 - *Travel Weekly*
 - **WLS-TV Chicago (ABC)**
- NJFPR pitched St. Petersburg/Clearwater's Yeti as part of the destination's larger winter campaign to broadcast and short-lead travel news outlets in Boston and New York including (but not limited to):
 - **Good Day New York**
 - *New York Post*
 - *The Boston Herald*
 - **WBZ-TV Boston (CBS)**
 - **WCVB-TV Boston (ABC)**
- NJFPR pitched St. Petersburg/Clearwater in a roundup of adventure getaways in conjunction with 2016 travel trends to long- and short-lead travel, fitness, and lifestyle outlets including (but not limited to):
 - **ABCNews.com**
 - *Men's Fitness*
 - *Outside*
 - *USA Today*
 - *Shape*
- NJFPR pitched St. Petersburg/Clearwater's Sugar Sand Festival to national broadcast outlets including (but not limited to):
 - **CBS This Morning**

- **FOX & Friends**
 - **Good Morning America**
 - **TODAY Weekend**
- NJFPR pitched St. Petersburg/Clearwater and the Grand Prix to journalists and editors at men's lifestyle publications. NJFPR received interest and began coordinating an exclusive stay and experience for Chris Wilson, Editor at **Maxim.com**. Unfortunately, Chris had a last-minute conflict and was unable to attend.
 - NJFPR secured interest for future visits to the destination with the below:
 - Ari Bendersky, Writer at **MensJournal.com**
 - Sam Degremond, Editor at **Town & Country** and writer for **Esquire.com**
 - Dave Golokhov, Travel Writer at **AskMen.com**
 - Peter Saltsman, Managing Editor at **Sharp Magazine (Canada)**
 - NJFPR pitched St. Petersburg/Clearwater's overall winter advertising and marketing campaign to various editors at **Advertising Age** and **AdWeek**.
 - NJFPR pitched and secured interest with Editor Glenn Haussman of **Hotel Management** on the destination's winter campaign. NJFPR coordinated an interview for David and Glenn while he is in Tampa for a piece in the magazine and Glenn's new podcast targeted toward hospitality industry leaders, "**No Vacancy**."
 - NJFPR pitched St. Petersburg/Clearwater's hotel development to Robert Silk at **Travel Weekly**. Robert expressed interest in the Postcard Inn renovations and NJFPR is following up to provide additional details when available.
 - NJFPR pitched and secured interest with freelance writer John O'Connor (**Gear Patrol, Men's Journal**) on a future visit to the destination for a piece on tarpon fishing. NJFPR is following up to further coordinate.
 - NJFPR shared information on the destination's hotel development and upcoming Sugar Sands Festival with freelance writer Shivani Vora (**The New York Times, Fortune, The Wall Street Journal**). NJFPR is following up to determine interest.
 - NJFPR pitched St. Petersburg/Clearwater to Editors Elizabeth Hutchison and Dave Mezz for a potential "City Portrait" destination feature in a future issue **Garden and Gun**. Elizabeth advised that they are keeping St. Pete in mind and will let us know if they decide to move forward.
 - NJFPR pitched St. Petersburg/Clearwater and the destination's craft breweries to Josh Noel for a potential feature in **The Chicago Tribune**. NJFPR is following up to determine interest.
 - NJFPR continued to correspond with Richard Bradley, Editor-in-Chief of **WORTH**, on the Disney/Dali exhibit, virtual reality, and the destination. NJFPR is continuing to coordinate a potential visit to St. Petersburg/Clearwater for the emerging cities issue of the magazine.
 - NJFPR connected with Features Editor James Brock of **PaperCity** and shared details on the destination. NJFPR is continuing to correspond with James for a potential piece on St. Petersburg/Clearwater.

- NJFPR pitched St. Petersburg/Clearwater to Chicago broadcast contributor Kendra Thornton for potential inclusion in upcoming travel segments on spring and family-focused getaways. NJFPR is following up to determine interest.
- NJFPR pitched St. Petersburg/Clearwater to freelance writer Erica Lamberg for potential inclusion in a roundup of spring break destinations on **USA Today.com**. NJFPR is following up to determine interest.
- NJFPR provided VSPC with recommendations for *USA Today's* "50 States, 50..." piece.

MISCELLANEOUS

- NJFPR participated in bi-weekly conference calls with the client and discussed upcoming initiatives and pitching strategies.
 - Team further discussed the initiatives and big ideas found on NJFPR's 2016 PR plan including Pride Week, Grouper Week, and other partnerships.
- NJFPR attended the Visit Florida Media Event on February 10 with Leroy Bridges.
- NJFPR connected with Kari Van Treuren at Diamond Public Relations about the opening of Opal Sands. NJFPR will continue to supplement public relations efforts on behalf of the destination.
- NJFPR shared details and began assisting VSPC with the implementation of Hotel Week St. Pete.
- NJFPR connected with Jonathan & Ashley of the Royal Palms Shuffleboard Club in Brooklyn about a possible event. NJFPR is continuing to coordinate and set up a tour of the space.



**Visit St. Pete/Clearwater
Public Relations Report
February 2016**

PR Activities

- Monitored media leads on behalf of the destination and identified suitable press opportunities
- Maintained targeted media lists for local, regional and national markets
- Handled incoming media requests and inquiries
- Followed up with all appropriate media leads on behalf of the destination/ leads submitted by client
- Sourced *Creative Loafing* photo of David Downing for client
- Promoted and followed up on Uber press release
- Worked with Paradise digital team to update sections on media site
- Provided recap of all Uber story coverage in TV Eyes
- Sourced photos of VW Camper experience for story in *Chicago Tribune*
- Shared Clearwater Marine Aquarium's Economic Impact Study with VISITFLORIDA to pass along to Huddle FAM participants
- Shared news of TripAdvisor Top Beaches with local media contacts
- Shared DOVE Magazine coverage with client
- Provided Canadian Journalist Marie Poupart with information on hidden gems/ off the beaten path activities in destination
- Distributed SilverTravelAdvisor press to destination sites featured
- Shared \$40 Million Bed Tax news with all local media outlets
- Arranged interview with representative from Sports Commission and Adrienne Pedersen of NBC (local station)
- Called local restaurants looking to source photos for BrandUSA materials

FAM Preparation/Coordination

- Coordinated complimentary access to The Dali Museum and The Chihuly Collection for Boroked Morton of the *Orlando Sentinel* (**February 21, 2016**). Also arranged dinner at The Mill.
- Drafted and coordinated itinerary for Florian Kinase and Dietmar Denger of *Abenteuer und Reisen* (**February 11 -12, 2016**). Secured access to Honeymoon Island, Caladesi Island Ferry, Sheraton Sand Key, dinner at Frenchy's Rockaway and more.
- Drafted and coordinated itinerary for Zhang LingJian of *Conde Nast China* (**March 1-4, 2016**).
- Drafted and coordinated itinerary for blogger Lela London (UK) (**March 4-13, 2016**).
- Created Itinerary for Brenda Lee of *BrendaLeeFree.com* (**March 9-11, 2016**). Journalist later canceled trip due to schedule conflicts.
- Touched base with Tonya Denmark of *DetailOrientedTraveler.com* to learn what attractions she would be interested in (**March 30-April 1, 2016**). Began crafting itinerary.
- Connected with David Graham of *Silver Travel Advisor* regarding upcoming trip (**March 14 - 21, 2016**). Began to source access.
- Discussed upcoming FAM with VSPC Germany Team for *ICON* by "Welt am Sonntag" writer Klaus Vogt (**April 12-15, 2016**).

Press/Written Materials

- Pitch for Olympic Qualifiers
- Pitch for media lead on noteworthy room service features (used pet-friendly room menu at Loews Don CeSar)
- Began drafting pitch for world's fastest spring break with GPSTPETE

Miscellaneous

- Held client meetings as scheduled
- Updated media site