

PUBLIC RELATIONS

June 2000 Report

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MEDIA VISITS/ TRADE SHOWS

Family Press Trip

With the help of the Hilton Resort Clearwater Beach and TradeWinds Resorts, we hosted our annual family press trip June 24-28. On this trip, writers are invited to bring a child with them. DCI, our New York-based PR agency did a tremendous job recruiting writers for the trip and it was very successful. Attendees included; Emily Listfield, McCall's (monthly circ. 4,284,939); Annetta Miller, Sesame Street Parents (monthly circ. 1,175,000); Jeffrey Maisey, the Virginian-Pilot (daily circ. 233,391); Michelle Vacha, Cleveland/Akron Family (monthly circ. 58,000); Chad Young, Nashville Parent (monthly circ. 37,000); and Dorothy Jordon, Travel With Your Children/Family Travel Times.

Travel Media Showcase

Attended the inaugural Travel Media Showcase June 11-14. This show was exclusively for travel writers and destination/attraction representatives. The show features a series of one-on-one appointments. Journalists get preference in choosing the appointments and we had 41 scheduled out of a possible 46. Though the show had a large number of freelance writers, we met with several SATW members, the travel editor for AAA New York travel magazine and the travel writer for the Asbury Park Press.

Don CeSar Press Group (Domestic)

Working with the Zimmerman Agency, I met with a group of travel writers staying at the Don CeSar June 8-11. Attendees included: Johanna Kramer, Fifty Plus Magazine (monthly circ. 50,000); Judy Liberson, Lodging Magazine (monthly circ. 49,750); Brenna Reardon, Premier Hotels & Resorts (quarterly circ. 40,000); Anne Snyder, Meetings South (monthly circ. 17,000); Mira Temkin, Travel Today; and GK Sharman, Absolutely Florida.

Bay Area Professional Writers Guild

Met with this group June 26th and gave a presentation on “What’s New” in the St. Petersburg/Clearwater area. This collection of freelance writers covers a variety of topics for local, regional and national publications.

Luisa Zuberbuhler, Lugares (Argentina)

Working with the Hilton North Redington Beach and the Hilton St. Petersburg, we hosted the travel editor for the top consumer travel publication in Argentina June 29 – July 3. Ms. Zuberbuhler is focusing primarily on beach activities and nature-based attractions.

MEDIA ASSISTANCE

Pending Stories

Gina Harvey, Southern Living (Friendship Trail/events); Kathy Arnold, National Geographic UK (Treasure Island); Stephanie Sylva, Family Holidays (Blue Wave); Linda Glickstein, The Discerning Traveler (Superior Small Lodgings); Michael Grosso, Guest Informant (what’s new); Pat Woods, Travel America (B&Bs/weddings); Dan Radulescu (Canada), Special Events & Travel (Meeting facilities); Dennis McCafferty, Trip.com (Weddings); Mary Stipe, Distinction Magazine (what’s new); Linda Jones, Speedworld TV program (area footage); and Nicole Palovich, Florida Guide (what’s new).

Local Media

Fred Seely, Tampa Bay Review (what’s new); Edie Gross, St. Petersburg Times (tourism’s economic impact); G.G. Rigsby, Tampa Bay Business Journal (CVB activities); Doug Iten, WTVT FOX 13 (B&Bs/nightlife); Yilu Zahl, St. Petersburg Times (German visitors); G.G. Rigsby, Tampa Bay Business Journal (tourism economic impact); Yilu Zahl, St. Petersburg Times (interview with Tour & Travel Department); and Leslie Farrell, Tampa Tribune (Blue Wave beaches).

FLA USA PARTNER OPPORTUNITIES

Vacation Specialist Newsletter:

Contributed information on upcoming travel agent familiarization trips to our area. These will be included in the newsletter which is distributed to more than 1,000 qualified agents.

FLA USA Media Leads

Worked with FLA USA on the following leads: Sent information on area meeting news/renovations to Susan Revello at Meetings Management; Provided information on soft adventure, off the beaten path and undeveloped places to Style 365, a new lifestyle e-zine; Sent information on historic places and off the beaten path to a nationally syndicated writer; Sent information on cultural, historical and nature-based tourism to freelance writers Joyce Marcel & Randy Holhut; Sent information on family vacation destinations to a Boston Herald columnist; and Sent information on diving and snorkeling to Trina Altman for the FLAUSA.com Special Section.

LOCAL INDUSTRY ASSISTANCE

Florida 2012:

Meredith sent information on our shopping areas as well as press releases on Blue Wave program, Dr. Beach's top 20 list and an overview of the beaches to Florida 2012 for their promotional packages and marketing.

Super Bowl XXXV:

Had a meeting with Bob Eisenstadt of Diamond P Productions, film commissioner Jennifer Parramore and the Tampa Film Commission to discuss opportunities for production during Super Bowl 2001.

Working With Area Tourism Industry:

Provided an area press kit to Carey Limousine and area images to the Travelodge St. Pete Beach for a new brochure.

UPCOMING TRADE SHOWS/PRESS GROUPS

1. **CVB PR Committee Meeting:** July 18, Open forum on area news/issues.
2. **SATW Associates Meeting:** August 6-7, Forums and marketplace for travel PR.
3. **Spa Press Trip:** August 23-27, Bring travel writers to area spas.

MISCELLANEOUS

Nature Tourism B-roll:

We started meeting with Spectrum Productions to coordinate the development of a new nature tourism b-roll for the area. This project will include locations throughout Florida's Beach promoting the natural attractions that visitors can participate in during a trip to the area. The video will be shot in an editable format for use by television crews for destination packages as well as background footage.

Hurricane/Crisis Plan:

We updated the CVB's Hurricane/Crisis Plan to take into account changes in shelters, emergency management, staffing and emergency contact numbers.

Area Focus Groups:

We worked with our research firm to provide area information to participants in several focus groups throughout the county.

Press Releases Developed/Distributed:

We developed releases on diving and snorkeling in the area, the CVB's growing tourism education program, Sea Turtle nesting season and the CVB meetings for the new web arrangement with Unirez.