


PR Summary – June 2005

JoNell Modys
PR & Communications



PR Projects

- Meetings Writer FAM
 1. Successful Meetings
 2. Meetings News
 3. The Meeting Professional
 4. Association News
 5. Gulfshore Business
- Chicago Media Mission RFP



Top Publicity Hit

- Washington Post
- Media purchase Value: \$64,945
- Publicity Value: \$194,835
- Story on shopping in Naples appeared in Sunday June 12 Travel Section. CVB assisted by finding a personal shopper, providing suggestions, background info.

Journalists In the Region

- Meetings FAM participants

- 4 French radio broadcasters

Editorial Submissions

- Over 50 submissions of information, photography, etc.
- Story pitch highlight:

Successfully convinced editor of Family Energy magazine to include Southwest FL in a story on where to take kids to view fall leaves – we have Florida maples that turn red in the Big Cypress. Researched and found photos to go with story for fall issue.

The logo for Family Energy magazine is enclosed in a red rectangular border. The word "family" is written in a red, lowercase, serif font, and "energy" is written in a green, lowercase, serif font. A small "TM" trademark symbol is positioned to the upper right of "energy". Below the main text, the tagline "YOUR GUIDE TO RAISING HEALTHY KIDS" is written in a smaller, black, uppercase, sans-serif font.

familyenergy™
YOUR GUIDE TO RAISING HEALTHY KIDS

Web site maintenance

www.ParadiseCoast.com

- Over 60 Web site listing additions and updates
 - Add, update restaurant listings
 - Add events
 - Add new boat tours
- Review new Web site plans