

Public Relations/Communications
November 2005
Activities Update – Submitted by JoNell Modys
December 12, 2005

Hurricane Wilma Communications

- Worked pre and post storm directly with national media onsite including CNN, NBC, MSNBC, LA Times, Washington Post, Associated Press.
- Issued immediate post storm assessment via national newswire and daily updates to press and Web site.
- Answered numerous national and local media inquiries pre, during and post storm.
- Coordinated Hotel Hotline for evacuation assistance and post storm accommodations.
- Assisted EOC with special hotel needs – workers, patients, etc.

PR Department Activities

- •Reschedule Chicago Media Mission (Wilma)
- •Editing/Review 2006 Visitor Guide
- •Evaluate Web site for fixes, upgrades
- •Extensive additions to Web Events Calendar
- •Prepare for NYC Media Mission
- •Host several individual writer FAMs
- •*Paul Wade, UK Telegraph*
- •*Peter Godsiff, UK Golf Writer*
- •*Ron Bern, Colorado Woman Mag; TravelWorld*
- •*Denise Dube, Intermezzo Magazine*

Top Press Clip

Travel Channel program

Destination: Florida's Gulf Coast

- *3-minute segment on Naples*
- *1-minute segment on stone crabs, City Seafood, Everglades City*
- *1-minute segment on Wooten's Airboats*
- *Total Ad Value: \$100,000*
- *JoNell accompanied crew and suggested topics for episode, filmed in January 2005.*
- *Aired Sunday, Nov. 27 10 AM*

Upcoming activities:

- NYC Media Mission Follow-Up
- VISIT FLORIDA PR Committee Annual Planning
- VISIT FLORIDA New York Media Reception
- Chicago Media Mission, Rescheduled
- Mid-January CVB Fam, Post-Wilma