

Welcome to Public Relations 101



SARASOTA
— AND HER ISLANDS —
CONVENTION & VISITORS BUREAU

Welcome & Introductions

Erin Duggan, Public Relations Director

Sarasota Convention & Visitors Bureau

Erin McKeon, Senior Account Executive

MMG Mardiks

Dave Heinzinger, New Media Specialist

MMG Mardiks

Public Relations Basics

- Press Release
 - Inverted Pyramid
- Pitching
 - Long Lead vs Short Lead
 - Target Markets (Florida (& Drive Distance), NY, Mass, Ohio, New England, Mid-West, ...)
- Optimization
 - Tools: PR Web, Pressbrief, etc...

Activities of SCVB PR Department

- Reactive & Proactive PR
 - Media Missions
 - Media Receptions
 - MMG Mardiks / Gosh PR
- Visitor Guide
 - 100,000 plus copies distributed outside Sarasota County
 - Engaging Editorial Content
- Monthly E-newsletters
 - Partner (1500 plus Sarasota County Area “friends”)
 - Consumer (50,000 plus subscribers)
- New Product Development
 - Savor Sarasota Restaurant Week
 - 30 Days of Discovery
 - Urban Trails (Circus Heritage Brochure / Architecture Brochure)
- Promotions
 - Radio, Magazine, Television
 - Beyond...(Exp: Duma Key)

How Can YOU Work With The SCVB PR Department?

- Press Trips (Group & Individual)
- “Packages” and/or “Deals” for inclusion in Round Up Releases

***Send your releases and
information into the SCVB!***

SCVB PR Firms

MMG Mardiks (NYC Based)

Gosh PR (UK Based)



WHAT'S NEARBY

2 hours away → Sarasota
Sarasota was the former winter home for the Ringling Brothers, learn more: big-cat-tv.com at the Circus Museum (ringling.org), the 11 trapeze lessons, June through October, at the Ringling Winter Quarters in nearby Venice with Tito Sirona's Flying Trapeze Academy: \$40, adults, \$20, kids (titoszone.com).



The Atlanta Journal-Constitution

SUNDAY

SUNDAY, NOV. 2, 2008
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Travel

HOLIDAY AND WINTER TRAVEL SPECIAL SECTION

Winter in Circus City



Big Cat Habitat and Gulf Coast Sanctuary

6 family-friendly things to do in, around Sarasota

By AMANDA MILLER ALLEN
For the Journal-Constitution

Sarasota, Fla. — The town that long ago was built on big cats and elephants, flying trapezes and sideshow acts — and more than a few clowns — has morphed into a sophisticated resort city. Look beyond the accomplished West Coast Symphony or Sarasota Ballet, beyond the numerous art galleries and theaters, or shopping at chic St. Armands Circle, and you'll find experiences unique to a place nicknamed Circus City. You'd expect no less from the town

that was once the winter quarters for Ringling Bros. and Barnum & Bailey Circus.

Here are six ways to entertain children of all ages over the holidays and into the new year:

1 Big Cat Habitat

Lions, tigers, bears, elephants, chimpanzees, monkeys, exotic birds, goats and dogs all have something in common at Kay Rosaire's Big Cat Habitat and Gulf Coast Sanctuary: Most of them are rescues. And on weekends from December until about mid-May, some of them are bil-

sted performers. Rosaire, her son, Clayton, and numerous other members of the renowned Rosaire circus family perform under a huge tent with the animals, but the show is more than entertainment. Kay Rosaire, mistress of ceremonies, educates the crowd about trafficking in exotic animals. And during the dog act (all rescue dogs, of course), she urges: "If you're looking for a pet, go to the animal shelter."

7102 Palmer Blvd. 941-571-6377; www.bigcathabitat.org.

► Please see SARASOTA, L4

Working With A Travel Writer

-Freelancers vs. On Staff

-Freelancers have the flexibility to accept 'comp's' and can usually generate multiple stories.

-Wants / Needs

-Treated like a "VIP" while understanding the experience the normal traveler would receive.

-Positive Conversations / Appropriate Topics

Tools We Use: Social Media News Bureau

- Social Networks
- Social Bookmarking
- Microblogs
- Video Sharing
- Photo Sharing
- Blogger Relations
- RSS – Distribution, Monitoring
- Search Engine Optimization (SEO)

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.The Digg logo, featuring the word "digg" in a stylized, blue, outlined font.The Twitter logo, showing the word "twitter" in a light blue, lowercase, sans-serif font.The YouTube logo, with the word "You" in black and "Tube" in white on a red rounded rectangle.The Flickr logo, displaying the word "flickr" in a blue, lowercase, sans-serif font with a trademark symbol.The Google Reader logo, featuring the word "Google" in its multi-colored font and "Reader" in blue below it.

Questions & Answers

