2013 Public Relations Plan
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2013 Public Relations

OBJECTIVES

• Create publicity for Collier County to drive both awareness and business – specifically air arrivals, hotel occupancy, repeat business, new business, and shoulder season visits

• Position Collier County with key audiences as a unique, culturally dynamic and exciting destination

• Support MICE options, building meetings business

• Engage consumers in an increasingly digital landscape, tap into the power of new influencers

• Raise appreciation of the CVB’s efforts with Collier County citizens and tourism partners

• Drive greater traffic to website
STRATEGIES

• Provide a steady flow of creative story ideas, news and trend information to keep the destination top-of-mind among all audiences

• Media placement, media placement and more media placement through the news bureau, media tours and an active visiting journalist program

• Highlight key selling points, including cultural heritage, arts, beaches, dining, golf, spa, romantic atmosphere and beauty

• Emphasize Collier County’s proximity, facilities, service commitment and amenities as desirable attributes for both group and leisure visitors

• Make a concentrated effort to increase media placements by targeting major market media in the geographic areas that currently generate, or could potentially generate the most visitation

• Tell the “Collier County Story” both on and off the travel pages, seeking to broaden exposure in segmented targeted media e.g., food magazines, arts and preservation books, as well as niche market media
2013 Public Relations

STRATEGIES continued

• Activate marketing partnerships, strategic alliances and consumer tie-in promotions to extend the reach of key messages
• Celebrate successes in local media and keep partners informed of activities and results; ensure partner participation and engagement
• Leverage the website, Facebook page, Twitter handle and other social media platforms as pull mechanisms for involving prospective travelers with Collier County as an ideal destination
• Integrate, wherever possible, public relations activities with other marketing initiatives, i.e., advertising, promotions, direct marketing and research
TARGETED MEDIA

A broad spectrum of consumer and trade media outlets should be targeted to include:

- Major market newspapers across the U.S.
- Network and cable television programming including morning news shows, e.g. NBC’s “Today,” ABC’s “Good Morning America” and “CBS This Morning,” as well as talk shows such as “Ellen,” “Live with Kelly” and “Rachael Ray,” as well as reality programming such as “Top Chef,” “Real Housewives,” etc.
- Syndicated and regional broadcast outlets such as “The Daily Buzz,” “Atlanta & Co.,” “WPIX Morning News,” “Good Day New York,” “Good Day Philadelphia” and local nightly news broadcasts.
TARGETED MEDIA continued

- Special-interest publications and key websites covering travel, cuisine, family, golf, fishing, diving, bridal, etc.
- Hospitality, travel, incentive and meetings trade publications.
- Syndicates, newsletters.
- Websites, e-zines, newsletters, important blogs and other social media outlet platforms.
- Established freelancers and bloggers with a history of productive work.
- Business-oriented publications.
2013 Public Relations

MEDIA RELATIONS

Our PR Partner, Lou Hammond & Associates (LH&A) and our in-house PR team will work together to maximize media coverage using strong, proactive media approaches. LHA’s aggressive media outreach maximizes impact by making it easy for journalists to cover Collier County.

A. Planning and Evaluation: LH&A will work closely with the CVB to develop a specific detailed PR plan for 2013 based on the destination’s goals.
   i. Consistent, steady communication with the media to help Collier County continue to be a major voice in the media marketplace.
   ii. Pitch, pitch, pitch: This is the LHA motto and in order for Collier County’s PR campaign to be successful, significant time must be spent pitching story ideas to the media that is best targeted to the destination’s audience.
MEDIA RELATIONS continued

iii. Letting the destination tell the story: To know Collier County is to love it. The focus will be to promote the entire Collier County experience, it will especially emphasize three geographic pillars of the destination:

- Naples: focus on culinary scene, arts & culture,
- Marco Island: focus on annual festivals/ events; beach activities,
- The Everglades: focus on eco-tourism/National Park and wildlife
MEDIA RELATIONS continued

B. Story Development and Media Placement: Develop story ideas and themes to pitch to target media to distinguish the destination from the competition and consistently front of mind with the right journalists. This will include the following:

i. Press Kit Review/Development: Update Collier County’s current press kit, make revisions based on branding strategy and include new programs and activities.

ii. Collier County News Bureau: Manage a News Bureau for Collier County, staffed 24/7 by LHA to respond to media inquiries, refer coverage opportunities to the appropriate parties, give advice on trends and developments and provide current information.

iii. Press Release Program: Draft and distribute press releases for Collier County on an as-needed basis. Releases to include news about the destination, events, packages, activities, and or breaking news relating to tourism to the destination.
iv. **Media Contact Lists**: LH&A has an extensive media database with over 40,000 media contacts in many different categories/niches. Agency media lists are supplemented and enhanced by LH&A’s agreement with Cision Integrated Database Management.

v. **Computerized Editorial Calendars**: Compile editorial calendars for all outlets and will provide Collier County with opportunities applicable to the destination on a monthly basis (story topics to include Travel, Art/Culture/History, Golf, Cuisine, Family, Destination Weddings, Beach, Boating, Soft Adventure, Meetings, etc.)

vi. **Client Synergy**: Seek synergy for Collier County with other agency clients to develop mutually beneficial relationships for complimentary brands.

vii. **Broadcast Media Exposure**: Pitch Collier County to national and regional broadcast programs on news networks and cable stations including shows such as NBC’s “Today”; “CBS This Morning,” ABC-TV’s “The Bachelorette” and “Live with Kelly & Michael,” “Top Chef” and “America’s Next Top Model,” among others.
viii. Collier County Media Day in New York City: Create an annual media event for Collier Country in NYC to showcase the destination to the most influential media. The agency will handle all aspects of planning the event and will work with Collier County to determine concept, format & flow.

ix. New York City Deskside Meetings: One-on-one deskside meetings for a Collier County spokesperson/representative with target media in New York to bring the destination story to them. Deskside meetings can also be arranged in key regional markets such as Atlanta, Boston, Philadelphia, Toronto, and Baltimore/Washington, D.C.

x. Visiting Journalists Program (VJP): Host a themed group press trip to the destination, in addition to pitching and securing individual media to visit on assignment.
MEDIA RELATIONS continued

xi. Non-Sponsored Visit Outreach: Some media are not permitted to participate in sponsored visits due to company policy. These include national publications such as Condé Nast Traveler and Travel + Leisure, as well as newspapers such as Washington Post, Los Angeles Times and The New York Times. LH&A will pitch these outlets relevant stories about Collier County and encourage them to visit the destination – offering help with press rates, developing itineraries and facilitating meetings with important individuals.

xii. Travel Guidebooks: To maximize positive coverage in the guidebooks that most influence travel decisions, we will target key guidebooks relating to Collier County and outreach to ensure editors/writers have updates related to the property and its services.
PARTNER OUTREACH

1. **Hot Tips – Media Leads**
   Provide ongoing “Hot Tip” media leads for placement opportunities. As LH&A is constantly pitching story ideas and receiving requests for information and assistance from the top media, we will create an e-mail blast to be sent to appropriate partners either by Collier County tourism or LH&A, providing them with detailed information on the outlet, the opportunity, deadline and directions on how to respond (directly to the agency or to the media outlet itself). We will then provide the information received from our partners to the media outlet, and follow up to ensure placement.

2. **Value Blasts/Twitter**
   Collier County’s constituents are included in this weekly communiqué that has received media acclaim for its timeliness and content. Value has become the “hot” news for all media outlets. LH&A will use Value Blasts where clients’ value offerings are highlighted. Additionally, we will include partners in our Twitter @LouHammondPR tweets which reach 1800+ followers.
PARTNER OUTREACH

3. **PR University: Hot Techniques**

LH&A will provide quarterly “Hot Techniques” documents that Collier County can share with its constituents. These documents will provide important information on the most effective public relations tools and methods available today. Past topics have included blogs, press release optimization, green travel, Facebook fans and social media crisis management.
PARTNER OUTREACH

4. Resource Guides for Local Tourism Partners
   Distribute resource guides to the Collier County team and its constituents on an annual basis:

   • **2013 Travel Industry Meeting Booklets**
     This book will contain a listing of some 139 important worldwide travel industry meetings with dates, locations, topics and contact source information.

   • **2013 Calendar of Holidays**
     This year-long calendar outlines major North American holidays with corresponding deadlines for editorial coverage of related news.

   • **2013 Hotel/Tourism Award Listings**
     This book is a compilation of 64 significant opportunities for hotel/tourism awards and 22 surveys; information provided includes criteria, deadlines and contact names for entries.
PARTNER OUTREACH

5. **New York City Consultations**
   As appropriate and as Collier County cooperators visit New York, LHA will invite these tourism partners for personal consultations in our offices. As programs and packages develop, we also will arrange for personal media interviews in our midtown offices, which are familiar and convenient to the top national and regional press.

6. **Agency Trend Releases**
   LH&A will develop and distribute timely, compelling topic releases, incorporating news and packages from across our client roster. Media appreciate this information as they feature a cross-section of travel-oriented clients specifically tailored to a particularly theme.
7. Small/Medium Hotel Support

Collier County’s many small-to-medium hotels provide excellent product and personality for the destination. The agency’s targeted marketing program will heighten their exposure by including them in media pitches/releases. With limited resources of partners, every effort will be made to make them an integral part of the program.
CRISIS MANAGEMENT

1. **Overview**

   Events beyond the control of Collier County can adversely affect tourism. A dramatic act of nature, labor grievances, crime or other difficulties require a response based on a carefully planned crisis management program designed to communicate effectively with the media to minimize damage and maintain credibility. Faulty and inadequate communications can create a serious loss of public confidence, causing irreparable harm to business.

   The CVB PR Team along with Lou Hammond & Associates to any emergency situation to ensure prompt handling of unforeseen contingencies to manage the media when a crisis strikes.
CRISIS MANAGEMENT

2. **Individual Crisis Control**

In the event of a crisis, the PR Team will conduct the following activities to contain damage and maintain effective communications:

- Evaluate the severity of the crisis.
- Develop individual plan of action.
- Brief spokesperson.
- Develop statement, continuously updated to reflect most current facts and information.
- Maintain a log of queries, both media and those affected by the crisis.
- Update websites, Twitter and Facebook platforms with latest news and monitor other sites which may reflect negatively on Collier County.
- Monitor media coverage and correct any inaccuracies in reporting.
## 2013 Public Relations Budget

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<th>PUBLIC RELATIONS DEPT. BUDGET</th>
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### 2013 Public Relations Budget Summary

- **Total Budget**: $373,200
- **Previous Year Total**: $318,500
2013 Public Relations Budget

- **CONTRACTUAL**: $281,500, 75%
- **PRESS EVENTS**: $46,000, 12%
- **TRAVEL/REGISTR**: $20,500, 6%
- **OPERATING**: $21,200, 6%
- **PROMOTIONAL**: $4,000, 1%