MEDIA OUTREACH

- **CONTINUING:** VISIT FLORIDA is assisting media with inquiries related to tourism and the Deepwater Horizon Oil Spill in an effort to better inform the media – and ultimately potential visitors – regarding our travel planning resources and marketing efforts. Significant media outreach includes *Miami Herald, Florida News Network, Family Circle* magazine, *House of Bryan* (TV show in Canadian markets), freelance travel writer for Irish media outlets, and *Travel Weekly* magazine.

- **CONTINUING:** VISIT FLORIDA continues to provide visitors with accurate information on the Deepwater Horizon Oil Spill impact on the Florida coastline and that tourism opportunities are available.

- **CONTINUING:** VISIT FLORIDA continues to highlight Florida travel deals and items of interest to the public using social media including Facebook and Twitter.

ADVERTISING

- **CONTINUING:** VISIT FLORIDA is running “Florida Live” online rich media banner ads on sites such as Yahoo!, AOL, Univision, Travel Ad Network and Specific Media through September 3, 2010. The ads will deliver approximately 7,000,000 impressions.

- **UPDATE:** VISIT FLORIDA is no longer running radio, television, or print advertisement that is directly related to the Deepwater Horizon oil spill. The funding provided by BP for tourism ended on July 23rd and additional funding has not been provided. VISIT FLORIDA continues to air spots as part of the normal operating procedures.

INTERNET OUTREACH

- **ONGOING:** The Florida Live web page providing webcams, real time photos, Twitter feeds and beach condition updates. ([www.VISITFLORIDA.com/floridalive](http://www.VISITFLORIDA.com/floridalive)) We now have more than 2,100 fan photos posted to the Facebook page driving the real-time images.

- **ONGOING:** Florida Live TV – The YouTube channel now has 79 videos with nearly 39,000 views. The host is currently traveling in Southeast Florida. He’s also loaded more than 930 images to the Florida Live Flickr account.