LEADERSHIP

- **June 24:** VISIT FLORIDA President & CEO, Chris Thompson, conducted interviews with reporters from *Associated Press, Capital News Service, WTXL-TV* in Tallahassee and *Gannett.*
- **June 24:** VISIT FLORIDA, Chief Marketing Officer, Will Seccombe, addressed the Florida Association of Broadcasters during their annual meeting highlighting the “Share a Little Sunshine” campaign to encourage Floridians to share Florida with their friends and family.

MEDIA OUTREACH

- **June 24:** VISIT FLORIDA conducted interviews or assisted with nine media inquiries including *CBS Radio, Associated Press, Gannett and Capital News Service.*
- **June 24:** VISIT FLORIDA Public Relations assisted *CNN* with a special report on the Northwest Florida region which focused on tourism Partners. The segment titled “*Florida’s Tourism Industry Fights Oil*” focused on Panama City Beach and their efforts to drive tourist to the beach despite the impact of Deepwater Horizon Oil Spill.
- **CONTINUING:** VISIT FLORIDA, in concert with our Communications Committee, is developing content and resources addressing hurricane preparedness and the Deepwater Horizon Oil Spill.
- **CONTINUING:** VISIT FLORIDA is actively working with partners to develop content for a press release on events for the Fourth of July weekend to inform consumers about vacation opportunities driving in-state travel.
- **CONTINUING:** VISIT FLORIDA continues to highlight Florida travel deals and items of interest to the public using social media including Facebook, Twitter and the daily blog at [www.sunshinematters.org](http://www.sunshinematters.org).
- **CONTINUING:** Since the beginning of June, VISIT FLORIDA President & CEO, Chris Thompson, has participated in dozens of media interviews with well known outlets including *USA Today, Fox News, CNBC, MSNBC* and the *BBC.*
- Daily media coverage report highlighting oil spill and Florida stories are posted to [www.sunshinematters.com](http://www.sunshinematters.com).

INDUSTRY OUTREACH

- **June 24:** VISIT FLORIDA hosted a free webinar in order to continue efforts to educate the tourism industry. An update was provided on the Deepwater Horizon Response Campaign, Florida Live, Hurricane Preparedness and Consumer Research. The remainder of the call focused on answering questions from several of the 298 participants. A recorded version of the webinar, along with a Q&A recapping all questions will be prepared and available by end of Friday on [www.VISITFLORIDA.org](http://www.VISITFLORIDA.org).
- **June 23:** VISIT FLORIDA hosted two webinars for small businesses on making the most of their Small Business partnership with VISIT FLORIDA, including new programs, resources and an explanation of how to engage with the Florida Live platform.
INTERNET OUTREACH

• CONTINUING: The Florida Live web page provides webcams, real time photos, Twitter feeds and beach condition updates; view Florida Live at www.VISITFLORIDA.com/floridalive. Florida Live TV launched June 1st and currently has 39 videos posted with more than 15,000 views of these videos. The most recently added videos feature Topsail Hill Preserve State Park and Sandestin Golf and Beach Resort. The Florida Live page on www.VISITFLORIDA.com site has received more than 117,400 visits since its May 11th launch.