



GREATER MIAMI CONVENTION & VISITORS BUREAU

**MEDIA RELATIONS DIVISION:
WHO WE ARE - WHAT WE DO**

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- * Serve as a resource for national and international journalists covering Greater Miami and the Beaches as a travel destination.
- * Produce and distribute feature stories, area updates, news releases and media kits for national and international media.
- * Coordinate familiarization tours of Greater Miami and the Beaches for selected journalists, individually and in groups.
- * Arrange accommodations, sightseeing, itineraries, interviews and attraction passes for media representatives to Greater Miami and the Beaches.
- * Conduct media blitzes to meet personally with writers, editors and broadcasters and ascertain their needs relative to Greater Miami and the Beaches.
- * Provide media research and fact-finding support. Review manuscripts.
- * Maintain and distribute photography for use by the media and travel industry.
- * Work with media attending domestic and international travel trade shows and functions.
- * Publish a weekly newsletter, *The P.R. Alert*, to facilitate prompt response to editorial needs.