Rise & Shine:
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DENVER
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65 MARKETERS WITH A PASSION FOR PLACES
Programs for GMCVB Partners

Access to our agency services via a la carte services

- Media lists
- Media appointments (virtual)
- Media perception study
- Key message evaluation
- Museum marketing

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Who We Are + What We Do

• Issues Management / Crisis Communication
• Manage editorial calendar and pitch schedule
• Curate and coordinate press tours and individual media visits
• Conduct in-market missions and attend travel trade shows
• Organize experiential marketing, events and PR stunts
• Supervise and direct global PR agencies
TRAVEL RESPONSIBLY

Greater Miami hotels are working to help you enjoy Miami safely when you visit.
How DMOs are Helping Their Local Communities During the Coronavirus Pandemic

The Greater Miami Convention & Visitors Bureau’s Miami Salutes program aims to assist essential workers during the COVID-19 pandemic.
20 Virtual Travel Experiences To Try

Jennifer Kester Contributor
Forbes Travel Guide Contributor Group ©
Forbes Travel Guide

These Virtual Travel Experiences Are Going To Be What Gets You Through Quarantine, I Promise

Staycations have never been so thrilling.

Posted on April 3, 2020, at 4:50 p.m.

Anna Haines
BuzzFeed Staff
Three Ideas About National PR and COVID-19

1. Setting the Travel Trends

2. A Focus on Elevating the Destination’s Brand

3. Embracing Storytelling
Idea #1: Setting the Travel Trends

- What’s happening in Miami has happened before… somewhere else!
- Media fatigue when it comes to COVID-19 basics
- Expanding and reshaping the destination story away from “cleaning / distancing”
Working from home can soon mean working in Barbados for up to a year

Madeline Holcombe, CNN • Updated 14th July 2020

Barbados Wants You to Come Work Remotely By the Beach for Up a Year

Sun, sand, and WiFi.

BY ALISON FOX • JULY 10, 2020

Applications are open for remote workers who want to move to Barbados for a year

SASHA BRADY • Lonely Planet Writer • 7/14/2020
Idea #2: A Focus on Elevating the Destination’s Brand

- Think of the shared objective = sustainable inbound tourism
- Constructive news: Miami is “interesting, innovative, community minded”
- Weather any storm that comes your way
Ecco-Friendly Huntington Beach
Idea #3: Embracing Storytelling

- Miami as relatable, not just a “travel destination”
- Highlighting underdogs, social-movers, diverse owners, etc.
'Miami Shines' Campaign Prepares for Recovery Efforts

DESTINATION & TOURISM | MACKENZIE CULLEN | APRIL 30, 2020

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TRAVEL WEEKLY
THE TRAVEL INDUSTRY'S TRUSTED VOICE

News & Featured Destinations Our Voices Resources Hotel & Cruise Search

USA

Miami CVB rolls out 'Shines' campaign

By Tom Sieghorst | May 12, 2020

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Miami Shines

By Andrea Doyle – April 30, 2020
Thank you!
# State of Local Media

## Analysis of Top Miami News with Most Engagement (July)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Interactions</th>
<th>Article Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>155K</td>
<td>Miami Herald article on Bahamas closing borders to U.S. tourists after COVID-19 cases spike; others still welcome</td>
</tr>
<tr>
<td>2</td>
<td>99K</td>
<td>Local14 article on search for boy’s parents continues in South Florida</td>
</tr>
<tr>
<td>3</td>
<td>68.3K</td>
<td>SunSentinel article on nearly one-third of children tested for COVID in Florida are positive.</td>
</tr>
<tr>
<td>4</td>
<td>38.8K</td>
<td>CBS Miami article on charges after attack on Spirit Airlines’ employees at Broward Airport</td>
</tr>
<tr>
<td>5</td>
<td>34.6K</td>
<td>SunSentinel article on Florida mistake on child COVID-19 rate raises question: Can Florida’s numbers be trusted?</td>
</tr>
<tr>
<td>6</td>
<td>33.8K</td>
<td>Local14 article on 11-year-old Fort Lauderdale girl dies from COVID-19</td>
</tr>
<tr>
<td>7</td>
<td>33.6K</td>
<td>SunSentinel article on South Florida students won’t be required to return to classrooms</td>
</tr>
<tr>
<td>8</td>
<td>33.6K</td>
<td>Telemundo article on nuovo dispositivo es capaz de detectar el COVID-19 en dos minutos</td>
</tr>
<tr>
<td>9</td>
<td>31.2K</td>
<td>News7 article on South Florida residents need to make between $29.38 to $31.25 an hour to comfortably afford rent</td>
</tr>
<tr>
<td>10</td>
<td>28.9K</td>
<td>POLITICO article on If Walmart is open, schools should be, too, DeSantis says</td>
</tr>
</tbody>
</table>
State of Local Media

Key Takeaways

- **Government orders/policies rule:** State of Florida, Miami-Dade County and municipal (Miami, Miami Beach, etc.)

- **Political news garners attention second to coronavirus-related** coverage

- **Responses to new policies/impact** from businesses and residents are key

- **Being the first to announce a timely, innovative initiative** related to COVID-19 counts
Tips for Managing Communications

- Develop a communication plan/protocol to respond to changing policies, closures, and safety standards. Include regular contact with your members, employees, and customers to share updates.

- Monitor news daily so you can respond quickly to relevant developments and can change your strategy as needed.

- Be proactive, utilize digital assets and virtual offerings such as social media; highlight enhanced health/safety measures; become a Source for timely news.

- Be willing to change; be nimble with your strategy.
Prioritize Communication Management

- **Hotel & Travel Industry Forum to Address COVID-19 (3.9) | Miami Beach Task Force (7.18)** to bring leaders of key agencies (GMCVB, City of Miami, Miami International Airport, Florida Health Department, MBCC, etc.) together to reveal “best practices” and safety guidelines

- **Hotel Destination Pledge** to uphold certain standards of sanitation that will help prevent the spread of the communicable disease

- **Regular newsletter updates** about policy changes and resources available
Monitor News Daily

- Scan major publications each morning: Miami Herald, South Florida Business Journal, NYT, WSJ, etc.

- Check social media each morning especially reporters/outlets that cover your business

- Create relevant Google alerts with key words related to your business

- Subscribe to news scanning services - if budget allows
Become a Source for News of the Day

Reach out to reporters to offer insight/response to timely news of the day. Reporters need sources and it’s a way to bring attention to your business.

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Buoyed by American travelers in search of sun, Miami Beach hotels see signs of renewal

Plastic barriers, electrostatic disinfectant sprayers, plenty of hand sanitizer. Miami hotels reopen in the time of Covid-19
Utilize Digital Assets & Virtual Offerings

Miami & the Beaches Museums and Attractions Virtual Offerings: GMCVB website shares how local museums and other attractions are quickly responding to business closures with amazing digital programming.

#WynatHome: Wynwood curated series of live social activations to bring the neighborhood to people while they stay home.
GMCVB’s New Miami Spice To-Go Program

Miami Spice To-Go was created in response to new emergency orders prohibiting indoor dining in Miami-Dade County restaurants. The GMCVB adapted the Miami Spice Restaurant program to promote participants offering to-go as well as outdoor dining for their prix-fix meals.

Staying in? Get your Miami Spice meals delivered or to-go from these top restaurants.

Order up the year's best restaurant deals and enjoy them from the comfort of home.
Thank you!
Matt Meltzer
How to pitch media now

- This is always true…but THINK about what people want to read about
- See what stories are out there…don’t pitch those
- Pitch with audience in mind
- Understand budgets and edit space are limited
- Offer something writers and readers can’t get elsewhere
- Anticipate what questions travelers may be asking
Story topics of interest now

- Road trips
- Covid-era travel tips you may not know (position as experts?)
- Alternatives to international vacations (Miami fits well here)
- Character-driven stories
- Train trips and other visual stories
- State parks and more road trips
- Budget travel
Please stop pitching me on

- Opening…unless it’s an entire country
- Sanitation and cleaning procedures. Should be automatic
- Bad news
- Renovations
- Deals you wouldn’t read in a headline
- Virtual…pretty much virtual anything that isn’t interactive
- Entire hotel buyouts
As a travel journalist, what keeps me awake at night is

- The potential contraction of the travel media market
- How long it will take for travel to get back to “normal”
- Small business survival
- That we may have seen the golden era of travel
- BUT STILL ALWAYS STAY POSITIVE!!!!!
Katie Parker-Magyar

Forbes

BUSINESS INSIDER

elite daily
How to pitch media now:
- Focus on latest updates (COVID cases, how hotels and airlines are addressing exposure)
- Evergreen story ideas (bucket list trips for when travel is available again)

Story topics that are of interest to you:
- Virtual travel
- Cultural offerings (Cocktails, Art)
- Re-opening Deals (airlines, hotels)

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