

PUBLIC RELATIONS ACTIVITY with DeMA PR (APRIL-JUNE)

Press assisted:

- Lydia Schrandt, *USA Today*; round-up on Best Lobster Roll locations
- Juliane Lutz, *Touring*, Switzerland's highest circulation travel magazine; assisted with article featuring a New England road trip by car including Boston, Cape Cod, Martha's Vineyard, Newport-RI, Portsmouth-NH, Bar Harbor/Freeport, ME.
- Assisted with information for the 8-12-page standalone publication called *Cape & Islands* that inserts into *The Boston Globe* from May 29 to September 4; distributed to Globe subscribers
- Diane Bair, *The Boston Globe*; conducted thorough research on the Town of Falmouth for a feature story which ran early in June featuring relatively obscure sights, attractions and renowned leading restaurants, "not to miss" places and activities and also secured a spokesperson (Todd Bidwell) to for an interview with the writer
- Bree Sposato, *Endless Vacation* magazine; arranged itinerary and conducted significant research for openings, activities, live performances, restaurants, conservation trails, transportation open in the dead of winter on Cape Cod for this January/February 2017 Cape Cod winter story
- Stirling Neff Kelso, *Money* magazine (June 2016 issue); provided research, photography and interviewees for an affordable getaway story featuring Cape Cod and how families on budgets can still get away to the Cape taking advantage of free and low-cost options
- Ema Kisel www.vacationidea.com; assisted with a *Best Family Beach Vacations on the East Coast* round up including Cape Cod as its #4 of 25 pick
- Betsy Abraham, *Anton Newspapers*; Cape Cod story featuring, predominantly Hyannis, Chatham and Falmouth, plus mentions of Martha's Vineyard and Nantucket
- Lucy Tobin, *The Telegraph* (London, UK); feature story on Woods Hole including Woods Hole Inn and the Town of Falmouth, Upper Cape and Hyannis; island ferries
- Mel Allen and Annie Graves, *Yankee* magazine story on Cape Cod Maritime Days online and in print for May/June 2016 issue; also story on Cape Cod Hydrangea Fest 2016 in print, online and on its annual event calendar
- Karen Cicero, *Parents* magazine; July story featuring Ocean Edge and summer on Cape Cod including lodging, activities, beaches, dining, recreation especially cycling the Cape Cod Rail Trail;
- Ashley Gibbins, *International Travel Writers Alliance* (UK), pre-planning for a 10-day itinerary through the Upper, Mid, Lower and Outer Cape for early September,
- Anna Connery, *Palette* magazine (*Miami Herald*), Provincetown story featuring quirky people and sights, attractions and dining
- Joe DeBurro, *Springfield Republican*; story on new restaurants opening on the Cape for summer 2016; extensive research and provided photography, etc.
- Larry Olmsted, *USA Today*; round up on post-beach seafood places and recreation on Cape Cod
- Steve Jermanok *Alaska Airlines* in-flight magazine *Alaska Beyond*; feature *Cape Cod on Two Wheels*; fact-checking and photography for this Cape overview; research on ways to get to the Cape from various *Alaska Airlines* gateways
- Purewow.com round-up featuring best ice cream in every state, secured Four Seas ice cream photo used in the feature
- Mike Dojc, *GO Magazine* (AAA Carolinas); feature on fishing on Cape Cod - provided images, research and names of fishing charter companies for the piece
- Renée Senneville, *Portrait* magazine (Canada); assisted with lodging, hospitality and itinerary for this French Canadian journalist

- Larry Vaught, VaughtsViews.com, syndicated writer for 41 Kentucky daily newspapers and host of four radio stations in quad-state KY area; one-week itinerary, including sights, attractions, transportation and hospitality
- Flora Drummond-Smith, *Sphere* magazine (UK); two-page spread in this glossy high-end publication featuring the memories of Cerutti designer Jason Basmajian and his teenage years on the Cape, his favorite haunts, shops, beaches, restaurants, etc.
- Doria & Patrick Murphy; www.familyadhd.com, a specialty blog for families who have children with disabilities especially ADHD; arranged lodging, sights and attractions and dining experiences;
- Karen Cicero, *Parents* magazine; research on Mayflower Beach (Dennis) and Lighthouse Inn including beach photography and complete fact-check;
- Jill Ferguson, *AAA Northeast*; story including SandwichFest and Woods Hole Science Aquarium as great family options for early summer;
- Lauren Mack, EVA Air (China) in-flight magazine *En Voyage* story will run in September/October 2016 edition; provided extensive interview type answers to a series of questions and then photography and, ultimately, fact check on entire story;
- Laurie Bain Wilson, *The Boston Globe*; golfing round up included Cape courses as well as leisure and dining suggestions
- Jan Shepherd, *Boston* magazine; story featuring Cape beaches that can be reached via public transportation; included were two Provincetown beaches Race Point and Herring Cove;
- Ellen Albanese, *The Boston Globe*; three stories: *What's It Like to Live in Bourne*; *The Cape Continues its Rich Heritage of Glass-Making*; and *Highfield Hall & Gardens: Big House with Big Plans*;
- Alice & Danny Scott; *Golf Travelers Monthly*; arranged ferry transportation to/from MV; overnight lodging and golf game at ocean Edge and museum admissions
- Lynn Coulter, *The Travel Channel*, story on Route 6A, Old King's Highway; provided factual information and research and photography
- Jennifer Cantero, Gayot.com; provided update of restaurants new within one year for the fall 2016 update of the Gayot.com site
- Kara Murphy, *ShowBoats* magazine; round up on favorite ice creams in coastal ports of call for this renowned yachting magazine
- Susan Holaday, *Foodservice East*; provided photography and research for June 2016 edition including commentary on summer 2016 outlook
- Lisa Weidenfeld, *Boston* magazine; research regarding dog-friendly and visitor-friendly beaches Cape-wide
- Rochelle Belsito, *American Art Collector's Art Lover's Guide to Collecting Fine Art in Cape Cod & the Islands*
- Chris Loud, producer at Bellum Entertainment (Los Angeles, CA); provided aerial and B-roll footage for educational travel show *The Coolest Places On Earth* currently in national syndication across America. The show airs in 82% of the US and averages 200,000 viewers per episode;
- Cassie Shortleeve, *CNN.com*; feature on Cape Cod cycling trails including research (length, location, connections, purveyors and visitor services (restaurants, shops, etc., along trails) plus photography, particularly photography for trails within Cape Cod National Seashore;
- Laura Begley Bloom, *Travel + Leisure* magazine; looking for photography of The Chatham Squire; arranged for a photographer to go out specifically to shoot the exterior for T & L;

- Annie Gilbert, *Ulysses Travel Guide Nouvelle Angleterre* (New England) 2017 edition; arranged Cape-wide itinerary including Falmouth, Sandwich, Chatham and Provincetown;
- Courtney Elko, *familyvacationcritic.com* (a Tripadvisor company); arranged itinerary for a Cape visit to conduct site inspection of more than a dozen Cape Chamber member properties to widen and expand upon the Cape Cod section;
- Stephanie & Jeremy Puglisi, *Trailer Life* magazine; arranged itinerary, sights, attractions and recommended site tours at Chamber member trailer parks; also wrote Cape Cod section for their blog site *Idiots Guide to RV Vacations*; they also own a podcast network that focuses on RV and family travel content
- Julie Hancher, *Philly Green Blog*, highly engaged social media following and cover our journeys on Facebook, Twitter and Instagram;
- Tim Wassberg, *MobilRVing.com*; provided information about Chamber member RV sites, photography
- Lyn Mettler, *insuremytrip.com* travel blog featuring destinations best visited in June before the summer rush or because weather is more favorable, prices more affordable, less crowded, etc.
- Rachel Travis *CNN.com* (Online), best towns within a national seashore or national lake shore
- Eileen Ogintz, *takingthekids.com* and *Taking the Kids* syndicated column; provided recommendations for "awesome morning hikes on Cape Cod" including several suggestions, photos and maps
- Gilda Aliberti, *evan-and-lauren-a.blogspot.com/*; arranged sights and attractions itinerary for this family lifestyle blogger
- Laurie Bain Wilson, *The Boston Globe*; provided recommendations for "best Provincetown spots to set up an easel and paint" including photos of the views from those spots
- Nione Meakin (writer) and River Thompson (photographer), *Norwegian Air* in-flight magazine *Norwegian*; will run in July 2016 issue and feature fishing industry on Cape Cod and the town of Chatham
- David Young, Irish Press Association; created sample itinerary for visit in September including the Cape and islands (referral from Greater Boston CVB)
- Toby Orton, *Oyster.com* (hotel website); sought people with knowledge of Cape Cod and Martha's Vineyard to offer some positives on each of the places as holiday destinations, any drawbacks. Provided in-depth statistics for each location as well as quotes.

Images

- Provided access to the Chamber's online image library and specifically transmitted images to more than 155 publications' art directors, travel websites and journalists
- Added more than 2,700 images to the Cape Cod Chamber's image archive

Other

- Anne Smrcina, *National Oceanic & Aeronautic Administration* (federal), sent information to both whale watch operators, had Anne quoted in several travel stories resulting from travel writers who were traveling and who took whale watches to Stellwagen Bank. This resulted from a *USA Today* story that ran in the national edition relative to National Parks Week in light of its 100th anniversary in which Stellwagen Bank was named *Best Place to See Aquatic Life* in a *USA Today* reader poll
- Promotion surrounding seasonal opening of *CapeFLYER* and Cape Cod Baseball League

- Completely updated "What's New Cape Cod, MV and ACK June 2016," including more than 30 new Cape restaurants, sights, attractions, events and transportation in time for Nancy Gardella to bring to Pow Wow New Orleans June 18-22
- Attended ribbon-cutting and press preview for *Whydah Pirate Museum* and took more than 100 new images of the Museum for the Chamber's image library
- Fielded a call from Danny Martin (from Atlanta, GA) from *Southwest Airlines'* in-flight magazine *Southwest: The Magazine* seeking to speak to Kristen Hughes regarding a promotional advertising campaign; provided information about seasonality of the destination
- Populated more than two dozen regional event calendars with the Hydrangea Festival event information
- Secured two comp rooms in July for *Yankee* magazine's Kate Weeks and Aimee Seavey for the Hydrangea Fest social media initiative
- Secured lobster roll images for *USA Today's* Lydia Schrant including Raw Bar (Mashpee) Chatham Fish Pier Market
- Secured Barnstable Eco-Tours images for Cape Maritime Days story in the *Cape Cod Times* *CapeWeek*
- Submitted information and photography to Michael Quinlin for the *Mass Jazz Guide*