


Action Item/Initiative	Who	Action	Status/Results
South Park Business Group PR Wrap-Up Report - Feb 2009			 <p>bay bird inc pr peyton robertson principal office/mobile 858.382.4922 bay bird inc pr san diego ca</p>
IN PROGRESS - CONFIRMED - COMPLETE			
PR Committee	.5 hours		
		PR Wrap up report	Completed ROI report. PR committee did not meet in February.
Press Materials	4 hours		
		General Press Release on South Park	First draft, edits, final
		Creation and distribution of Mind/Body Recession Pitch	Included: Kwan Yin, Lulu's, SP Psychological Services, Ginseng Yoga, Lulu's, Absolute Skin, Hamilton's
		Creation and distribution of Pedal Pushers Bike Pitch	Included: Velo Cult, Pista Palace and Thomas Bike Shop
		Old House Fair - June	Reviewing press materials to update and begin local and regional long lead pitching efforts.
Media Outreach - February	5.5 hours		
		Air Tran's GO Magazine (in flight) - Seen by 2,000,000 travelers monthly	Pitched inclusion of SP business in GO SHOP section for May, June, July. Including in May issue: So Childish and Halcyon Tea
		Air Tran's GO Magazine (in flight) - Seen by 2,000,000 travelers monthly	Pitched inclusion of SP businesses in GO SHOP section for May, June, July. Including in June or July issue: Definitely Big Kitchen and maybe El Camino and Alchemy
		South Bark Dog Wash Human Society Event	Pitched and Union-Tribune Pet Section for 2.27 weekend event
		UnScene guide - The Urbanist	Pitched new Urbanist Guide to include major SP events throughout new year both online and in print guide which publishes beginning April
		Valentine's Day Pitch Creation	Awaiting Events and Special Menu, etc., ideas from area businesses in order to pitch. No pick up!

		North Park News	NP News interested in having a 600-700 article written for submission on the bike trend pitch for April issue. Already have story planned on Velo Cult for April - this piece will be an addendum to that story. Bike shops encourage to send bay bird inc all pertinent information on business. Peyton will call and be in touch. Finished story needs to be submitted by 3.9.
Media Outreach - South Park Spring Walkabout 3.28	1 hour		
General Event Outreach - Long lead		Riviera Magazine	Long lead general pitch
		San Diego Magazine	Long lead general pitch
		944 Magazine	Long lead general pitch
		Rage Magazine	Long lead general pitch
		District 3 Newsletter - Councilmember Todd Gloria	Including Spring Walkabout in upcoming newsletter. Distributed throughout District 3: 2,000 printed copies and also inclusion on city website.