


Action Item/Initiative	Who	Action	Status/Results
<b>South Park Business Group PR Wrap-Up Report - Dec. 2008 - Jan. 2009</b>			
<b>IN PROGRESS - CONFIRMED - COMPLETE</b>			
<b>PR Committee</b>	<b>3.5 hours</b>		
		Met with PR Committee on 12.10 and 1.25	Presented December and January PR wrap up report.
		Vendor Research	E-mails and contact names
<b>Press Materials</b>	<b>2.5 Hours</b>		
		General Press Release on South Park	First draft presented to PR Committee on 1.25.09
<b>Media Outreach - January</b>	<b>5 hours</b>		
		South Bark Dog Wash Human Society Event	Pitched and secured Union-Tribune mention on 1.8 in Pet section
		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.
		Spring Walkabout - March 28	Continuing Spring Walkabout long lead pitching
		Old House Fair - June	Reviewing press materials to update and begin local and regional long lead pitching efforts.
<b>Media Outreach - December</b>	<b>4 hours</b>		
		So Childish's SITTER SOCIAL - researched, developed and pitched all local broadcast television stations to cover event	COMPLETE - Stations were unable to send truck on a Sunday due to limited availability (and crew) on weekends

		Pitched freelance writer on national story including best San Diego walking neighborhoods. Pitched historic aspect of community.	
		Pitched Channel 6 (CW) reporter Ruben Galvan for South Park exclusive morning to be aired live from various South Park business locations	I will continue to pitch this as an option for Ruben throughout the new year as well.
		Pitched Citizen Video's "Make Something Day" classes with blurb and flyer	Pitched CityBEAT, 91X, 94.9 and SignON
<b>Media Outreach - South Park December Holiday Walkabout</b>	<b>5 hours</b>		
<b>General Event Outreach - Print and Online</b>		Riviera Magazine	COMPLETE - Riviera included South Park Holiday Walkabout (SPHW) in top ten social calendar items for the month of December with color photo
		San Diego Magazine	COMPLETE - Included SPHW in popular "A-List" e-blast to all subscribers.
		North Park News	COMPLETE - Ran a pre-event article on the Harvest Walkabout in December issue.
		SD CityBEAT	COMPLETE - Kinsee Morlan included SPHW in week's event picks: <a href="http://www.sdcitybeat.com/cms/story/detail/dec_3__dec_10_our_picks_of_this_week_s_events/7546/">http://www.sdcitybeat.com/cms/story/detail/dec_3__dec_10_our_picks_of_this_week_s_events/7546/</a>
		San Diego Union-Tribune	Pitched Family Calendar, Community Calendar and Night & Day
		SignOnSanDiego.com	COMPLETE - Submitted calendar mention to entertainment editor: <a href="http://entertainment.signonsandiego.com/events/south-park-biannual-walkabout/">http://entertainment.signonsandiego.com/events/south-park-biannual-walkabout/</a>
		SDUrban.com	COMPLETE - <a href="http://sdurban.com/blog/2008/11/south-park-walkabout.html">http://sdurban.com/blog/2008/11/south-park-walkabout.html</a>
		The Reader	COMPLETE - Submission to print calendar of events
		SouthParkNeighbors.com	COMPLETE - Calendar submission
		North Park News	COMPLETE - Writer Terrance Burke included blurb with picture in December issue.

		Citysearch.com	COMPLETE - City Editor included SPHW in weekly GO List both online and as part of subscriber e-blast
		Citysearch.com	COMPLETE - City Editor ran a "9 Reasons to Head South for Winter" in their 12.24 GO List.
		Yelp.com	COMPLETE - Submitted calendar mention
		FoodBuzz.com	Submitted calendar mention
		About.com	Submitted calendar mention
		Eventful.com	COMPLETE - Submitted calendar mention <a href="http://eventful.com/sandiego/events/south-park-holiday-walkabout-/E0-001-017501845-6">http://eventful.com/sandiego/events/south-park-holiday-walkabout-/E0-001-017501845-6</a>
		LastBlogonEarth.com (Kinsee Morlan of CityBEAT)	COMPLETE - <a href="http://lastblogonearth.com/2008/12/05/holiday-shopping-in-san-diego/">http://lastblogonearth.com/2008/12/05/holiday-shopping-in-san-diego/</a>
<b>General Event Outreach - Radio</b>		KBZT-FM 94.9	COMPLETE - Pitched Maya Kroth for Maya's Weekend guide. Mentioned on-air and online: <a href="http://fm949sd.com/events/MayaWeekend.cfm">http://fm949sd.com/events/MayaWeekend.cfm</a>
		XTRA-FM 91X	COMPLETE - Pitched Yelper Ruggy Joesten for weekend picks on 91X
<b>General Event Outreach - Broadcast</b>		KUSI-TV (IND)	Followed up on SPHW interest from planner Aida Soria for a Weekend's Picks segment.

