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Public Reporting Burden. Public reporting burden for this collection of information is estimated to average 1.5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant BSMG Worldwide DBA Weber Shandwick	2. Registration No. 3911
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3. This amendment is filed to accomplish the following indicated purpose or purposes:

- To correct a deficiency in
 - Initial Statement
 - Supplemental Statement for the period ending 6/30/06
 - Other purpose (specify) _____
- To give a 10-day notice of change in information as required by Section 2(b) of the Act.
- To give notice of change in an exhibit previously filed.

CRM/CES/REGISTRATION UNIT
2006 AUG 31 AM 10:14

4. If this amendment requires the filing of a document or documents, please list-
Additional activities under items 11 and 12 inadvertently not included in original filing for period ending 6/30/06 for months of May and June, 2006.

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. (If space is insufficient, a full insert page must be used.)

N/A

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

8/23/06

(Type or print name under each signature¹)

Nancy Kishanuk
Nancy Kishanuk

¹ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

**Weber Shandwick Status Report for
The Bahamas Ministry of Tourism
Work completed through
May 31, 2006**

Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Press Releases					
Best of the Best in the 700 Islands Of The Bahamas	JW	Release detailing the more affluent resorts throughout The Bahamas, as well as details on private aviation and yachting.	Drafting	April	
New Junkanoo Summer Festival Brings Bahamian Traditions to Life for Travelers	JW	Release announcing the new Junkanoo Summer festival and summer packages available at resorts.	Release drafted.	May	
Media Experiences					
Harbour Island Press Trip, May 18-21	EB/EM	Following the release of the 2006 <i>Sports Illustrated</i> swimsuit issue, agency worked with BMOT and Coral Sands to coordinate press trip to the location of the photo shoot.	Trip complete. Five journalists were secured to participate - outlets include: <i>American Way</i> , <i>YRB Magazine</i> , <i>Premier Bride</i> , <i>Continental</i> and <i>Boston Herald</i> .	January	Yes
Visiting Journalist Program Individual Mailings					
Out Islands Top 50 magazines VJP mailing	VE	Targeted mailing to 50 magazines to entice coverage of The Out Islands. Mailing personalized to each journalist and offered the opportunity to arrange a VJP.	Invitations distributed.	September	Yes
Caribbean Travel & Life, June 26-30	VE	Agency sourced recommendations for rental property to be featured in "girls getaway" story on Harbour Island.	Following up regarding itinerary.	May	

**Weber Shandwick Status Report for
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May 31, 2006**

Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Marketing Partnerships/Promotions					
Orvis	EM	Agency pitched Orvis on a cooperative partnership for The Out Islands. The company, which began in fly fishing, has 44 retail stores throughout the U.S., and the U.K. Along with world-famous fly-fishing gear, Orvis offers distinctive clothing, home furnishings, gifts, and dog products - all rooted in the outdoors. Orvis has various bonefishing destinations on Andros.	Moving ahead on all aspects of the partnership. Vertical market press trip confirmed for June 16-19. Consumer trip confirmed for October 12-15. Agency creating bonefishing and adventure guide with Fallon.	September	
Orvis Women's Catalog	EM/VE	Agency in discussion to host women's catalog shoot, possibly on GBI, in January 2007. Catalog would drop summer '07.	Awaiting further feedback from creative director for catalog.	May	
M&M's Destination Wedding	EB/EM	As part of the romance marketing strategies, Agency working with M&M's on a program to promote "My M&M's" in the bridal market by positioning the customized candy as a perfect way to add a personal touch to destination weddings. Agency secured opportunity to host SMT with celebrity wedding planner David Tutera on how to plan the perfect destination wedding in The Bahamas, as well as promotion tie-in whereby one lucky couple can win their own destination wedding.	SMT with David Tutera took place on May 19, and resulted in live interviews on 18 TV stations throughout the U.S. The online component of the sweepstakes was launched simultaneously and will run through June 19. Agency continues to work with M&M's to generate exposure for the sweepstakes.	February	

**Weber Shandwick Status Report for
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Work completed through
May 31, 2006**

Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
M&M's/Woman's World "Pirates of the Caribbean 2" Promotion	EB	Agency secured opportunity for The Bahamas to work in conjunction with M&M's on the launch of the candy's new flavor, which will be tied into "Pirates of the Caribbean 2." M&M's teamed up with <i>Woman's World</i> magazine on a consumer promotion whereby readers had the opportunity to enter to win one of several "treasure chests" filled with these new M&M's. One grand prize winner receives a trip for two to The Bahamas.	Agency worked with M&M's on copy for magazine and design of Web site dedicated to the promotion. Sweepstakes appeared in the May 23 issue.	March	Yes
WLRQ Lite Rock 99.3	JW	Agency working with Central Florida radio station WLRQ to award three trips for two and broadcast live from the Westin and Sheraton Grand Bahama Island.	Bahamasair secured as airline partner. Station currently developing on-air "teasers" and Web component. Live remote scheduled for the week of June 18 and will include interviews with resort and GBMOT representatives.	April	
Wise	EB	Agency secured opportunity with Wise Potato Chips on a "Back to School" promotion that will run in convenience-style stores in 10 major Eastcoast markets. Two million customized product bags will be distributed to these stores along with shelf danglers/POS displays directing consumers to go online and enter for their chance to win a grand prize family vacation for four to The Bahamas.	Opportunity approved by BMOT and Cable Beach Resorts secured as the resort partner. Agency provided photos, logos and copy points and working with Wise on development of customized bags and other promotional materials. Promotion to run August through September.	May	

**Weber Shandwick Status Report for
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Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Super Coups	EB/JW	Agency secured opportunity with Super Coups, a national direct mail coupon company, to join in on a major national promotion. Eighteen million specially designed coupon envelopes will be highlight the promotion, offering a chance for consumers to win trips to The Bahamas, among other big prizes such as a 2007 Volvo.	Opportunity approved by BMOT and Viva Wyndham Fortuna Beach secured as hotel partner. Agency provided photos, logos and copy points and working with Super Coups on development of customized envelopes and other promotional materials. Promotion to launch in July and run through October.	May	
Special Projects					
Junkanoo Summer	JW/EM	Agency working to support various events surrounding Junkanoo Summer 2006.	Agency tailoring press release for U.S. media and developing PR program for festival.	April	
Vertical Markets Support	Team	Agency working to support various market groups including boating, fishing, romance and religious marketing.	Agency moving forward on various activities; awaiting vertical market plans to leverage.	Ongoing	
American Eagle New Service from Chicago	JW	Agency developed broadcast promotion to support launch of American Eagle's new nonstop service between Chicago and Grand Bahama.	Chicago's V103 music station ran on-air promotion April 24-May 6. Promotion culminated in a live remote with prize giveaway to GBI. Viva Wyndham was the as hotel partner.	March	Yes

**Weber Shandwick Status Report for
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Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Destination Weddings & Honeymoons Photo Shoot	EB/EM	Agency worked with Destination Weddings & Honeymoons magazine on a multiple page cover/fashion shoot in Exuma. Shoot took place May 8-15. Magazine secured Four Seasons Great Exuma as the host hotel.	Agency worked with Exuma MOT office on logistics of shoot, including scouting tours, on-island transportation and customs clearance.	April	Yes
All Bahamas B-roll and Photography Shoot	KT	Agency drafted proposal and itinerary for an all Bahamas B-roll and photo shoot to improve existing stock footage/media materials.	Negotiating rates with photographer and B-roll crew. Agency to forward formal recommendation, budget and timeline to BMOT.	November	
2006 Calendar of Events	Team	Agency compiled annual event calendar for media distribution.	Ongoing	July	
Trade Media Initiatives	JW/EM	Ongoing coordination of press releases, media outreach and various trade initiatives to support new developments and airlift.	Ongoing	January	
AMBER Alert	EM/RM	Agency met with members of the Department of Justice to learn more and bring useful recommendations to the BMOT on the AMBER Alert system utilized in the U.S. to help locate and rescue missing and exploited children.	Agency participated in March 1 meeting in Nassau, as well as a regional work session in Washington, D.C., March 30-31, with members of the Royal Bahamian Police Force and Defense Force.	August	

**Weber Shandwick Status Report for
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May 31, 2006**

Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Bahamas Digital Clipping Service	VE/SB	Agency hired clipping service to moved to digital rather than hardcopies of Bahamas coverage.	Contract drafted and signed.	April	Yes
Bahamas Hurricane Preparedness Kit	VE/SB	Agency drafted preparedness kit for use on Tourismbahamas.org and distribution to industry partners. Overview includes talking points, preparation checklist and summary of crisis communications strategy.	Materials approved. Designing/printing simple Hurricane Press Kit folders for Media Day and MOT distribution.	March	
ITPC Crisis Communications presentation	VE	Agency presented crisis communications overview at partners conference in collaboration with MOT.	Presentation complete.	May	Yes
Crisis Communications Manual 2006	VE	Agency working with MOT to update crisis communications manual for 2006.	Donna Mackey assisting with calls to verify crisis contact lists and numbers.	May	
Bahamas.com support	Team	Agency continuing to incorporate Bahamas.com into all PR outreach.	Agency provided input on posting editorial and working with Fallon on dedicated press room page.	Ongoing	

**Weber Shandwick Status Report for
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Work completed through
May 31, 2006**

Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Bahamas press kit	Team	Agency revising three existing press kits to create a single, comprehensive kit.	Revision and reformatting underway. Researching feasibility of developing electronic Bahamas press kit.	July	
Dr. Beach program	VE	Agency proposed that Dr. Beach program begin on Nassau/Paradise Island with an evaluation of Clifton Cay area. Further suggest, "Beach Inventory" announcement of partnership with Dr. Beach.	Agency awaiting feedback from MOT on start location for program. Meeting regarding possible grant for program scheduled for May 15.	July	
POVs	Team	Agency provided POVs on projects per request.	Agency provides POV on an ongoing basis.	Ongoing	
Editorial Calendar	Team	Pitching TIOTB for planned 2006 trade and consumer features.	Contact continues as appropriate.	Ongoing	
News Bureau					
Patti Nickel	JW	Freelancer - Houston Chronicle; Clarion Ledger	Best of the Best	Proactive	
Cathay Che	EB	Bride's Magazine	Best hotels in The Bahamas	Proactive	

**Rogers & Cowan/Weber Shandwick
Status Report for The Islands Of The
Bahamas - May 31, 2006**

Project	WS Contact	Activity	Status	Due Date	Complete
Big Picture Movie and Television Promotions:					
"Wheel of Fortune"/Sony	TW/LR	Pitched show for themed Bahamas week.	Production will give away trip with no fee. WS		Pending
"Queer Eye Boot Camp"/Bravo	TW/LR	Production interested in giving away a week trip to the Bahamas.	Waiting for feedback from production.		Pending
"The Biggest Loser"/NBC	LR	Offered show a prize package to the Bahamas.	WS checking with hotel partners to see if they are		Pending
"Whose Wedding is it Anyway"/Style Network	LR	Spoke to production about filming an episode on location in The Bahamas.	Waiting to hear back from production.		Pending
"Ellen"/NBC	ML	Offered show a prize package give-away to The Bahamas for use on 500th episode.	Waiting to hear back from production.		Pending
"Jet Li's: Fearless"/Focus	TW	Reached out to studio for promotional opportunities. Reviewed film materials for content.	Studio will send list of appropriate cross-promotional opportunities	Release date: Aug. 4, 2006	Pending
"The Return"/Focus	TW	Thriller starring Sarah Michelle Gellar. Reached out to studio for promotional opportunities. Reviewed film materials for content.	Studio will send list of appropriate cross-promotional opportunities for consideration.	Release date: Sept. 1, 2006	Pending
"License to Wed"/Warner Bros.	LR	Feature film to take place in The Bahamas. R&C discussing filming locations opportunities with production.	Production decided to use Jamaica.	Release date: TBD	Complete
"Fantastic Four"/20th Century Fox	ML	Feature film.	Waiting to hear back from production.	Release date: TBD	Pending
"Extreme Proposals"/TLC	LR	Reached out to production in regards to filming a proposal in The Bahamas.	Sent promotional form to WS. Trying to find an airline partner.	Release date: TBD	Pending

"Pirates of the Caribbean 2" promotion	AD/SK/JW	Agency securing numerous promotional tie-ins with various partners, including Disney, Kellogg's and Family Fun Magazine.	Ongoing negotiations with promotional partners. In the process of securing hotel partners for all promotions.	Ongoing	
Television, Placement					
"The L Word"/Showtime	DL	Delivered Bahamas posters and travel magazines for on going prop and set dressing use.	Will follow up with production.	Air date: TBD 2007	Complete
Television, Location					
"Endurance"/ NBC	LR	Pitched show for location shoot in the Bahamas. The next season will begin filming in August, and production is currently reviewing locations. Production would need to be on location for 5-6 weeks, with a cast and crew of 75 people.	Sent promotional form to WS. WS checking to see if a hotel partner can accommodate a large group of people.		Pending
Feature Films, Passed					
"My Sexiest Year"/Columbia	LR	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Broken English"/Independent	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Hitcher"/Warner Bros.	NA	Review for placement/promotion opportunities.	No appropriate opportunities.		
"One Missed Call"/ Warner Bros.	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"1408"/Dimension	LR	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Killer Pad"/Independent	DL	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Vantage Point"/Columbia	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"American Gangster"/Universal	LR	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Year of the Dog"/Independent	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Spring Breakdown"/Warner Bros.	NA	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Big Stan"/Independent	DL	Review for placement/promotion opportunities.	No appropriate opportunities.		

"The Babysitters"/Independent	NA	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Daddy's Little Girl"/Disney	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Nines"/Independent	LR	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Brave One"/Warner Bros.	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Molly"/Warner Bros. TV	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Dukes of Hazzard 2"/Warner Bros.	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Talk to Me"/Focus Features	JD	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Hammer"/Independent	DL	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Dark Horse"/Independent	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Ocean's 13"/Warner Bros.	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Are We Done Yet?"/Revolution	NA	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Brothers Solomon"/Columbia	LA	Review for placement/promotion opportunities.	No appropriate opportunities.		

**Weber Shandwick Status Report for
The Bahamas Ministry of Tourism
Work completed June 1 through
July 31, 2006**

Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Press Releases					
Best of the Best in the 700 Islands Of The Bahamas	JW	Release detailing the more affluent resorts throughout The Bahamas, as well as details on private aviation and yachting.	Editing	April	
New Junkanoo Summer Festival Brings Bahamian Traditions to Life for Travelers	JW	Release announcing the new Junkanoo Summer festival and summer packages available at resorts.	Release distributed.	May	Yes
"Fall" for Warm Weather Discounts Throughout The Islands Of The Bahamas	EM	Release announcing 2006 Bahamas Getaway Program with American Express.	Release approved and distributed.	June	Yes
The Islands Of The Bahamas Ranks High on International Happiness Meter	JW	Release promoting The Bahamas' ranking as the fifth "happiness place in the world."	Release approved and distributed.	July	Yes
Media Experiences					
Orvis, Vertical Market trip, Andros, June 16-19	EM/VE	Agency worked with Peter Douglas to arrange FAM trip for top fishing publications, which was hosted by the Andros Tourist Office and Orvis. Accommodation: Emerald Palms.	Trip complete. Follow up in progress.	May	Yes
OBB Romance Press Trip, GBI, November 9-12	KT/JW	Agency working with Jennifer Ehrman at OBB to create and host a romance-themed press trip on GBI.	Drafting proposal to get MOT sign off. OBB in full compliance.	June	

**Weber Shandwick Status Report for
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Work completed June 1 through
July 31, 2006**

Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Visiting Journalist Program - Individual Visits					
Lucinda Anderson, "Inside Edition," July 28-31	JW	Agency worked with journalist Lucinda Anderson, the Westin and nationally syndicated entertainment show, "Inside Edition" to film a segment on romantic getaways on Grand Bahama Island.	Segment filmed July 28-31 and included footage of the "Procreation Package" at the Westin and nightlife at Port Lucaya Marketplace/Count Basie Square.	June	Yes
Cathay Che, Bride's Magazine, July 5-10	EB	Agency arranged visit to Nassau, Harbour/Eleuthera, Grand Bahama, Andros and Exuma for a "Best Hotels of the Caribbean" feature scheduled for the March 2007 issue.	Trip completed. Agency working with writer on supplying follow up materials and images.	June	Yes
Kathy Newbern & J.S. Fletcher, freelance, Washington Times, July 14-17	VE	Agency worked with Exuma Tourist Office to arrange family friendly, accessible activities to round out destination story.	Writers had successful trip. Agency to forward images for use in stories.	June	Yes
Caribbean Travel & Life, June 26-30	VE	Agency worked with Prescott Young on logistics assistance for shoot.	Trip complete.	May	Yes

**Weber Shandwick Status Report for
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Work completed June 1 through
July 31, 2006**

Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Marketing Partnerships/Promotions					
Orvis	EM	Agency pitched Orvis on a cooperative partnership for The Out Islands. The company, which began in fly fishing, has 44 retail stores throughout the U.S., and the U.K. Along with world-famous fly-fishing gear, Orvis offers distinctive clothing, home furnishings, gifts, and dog products - all rooted in the outdoors. Orvis has various bonefishing destinations on Andros.	Moving ahead on all aspects of the partnership. Vertical market press trip confirmed for June 16-19. Consumer trip confirmed for October 12-15. Agency creating bonefishing and adventure guide with Fallon. Agency working with Ben Pratt and Earl Miller on guide certification pilot program.	September	
Orvis Women's Catalog	EM/VE	Agency in discussion to host women's catalog shoot, possibly on GBI, in January 2007. Catalog would drop summer '07.	Awaiting further feedback from creative director for catalog.	May	
Religious Marketing Program with Dr. Myles Munroe	JW	Agency working with MOT and Dr. Myles Munroe to develop religious marketing program.	MOT signed contract with Dr. Munroe. Conference call with Agency, MOT and Dr. Munroe's publisher scheduled for early August.	June	

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Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
M&M's Destination Wedding	EB/EM	As part of the romance marketing strategies, Agency worked with M&M's on a program to promote "My M&M's" in the bridal market by positioning the customized candy as a perfect way to add a personal touch to destination weddings. Agency secured opportunity to host SMT with celebrity wedding planner David Tutera on how to plan the perfect destination wedding in The Bahamas, as well as promotion tie-in whereby one lucky couple can win their own destination wedding at The Cove, Eleuthera, Bahamas.	SMT with David Tutera took place on May 19, and resulted in live interviews on 18 TV stations throughout the US. The online component of the sweepstakes was launched simultaneously and ran through June 19. Currently awaiting drawing of winner.	February	Yes
WLRQ Lite Rock 99.3	JW	Agency worked with Central Florida radio station WLRQ to award three trips for two and broadcast live from the Westin and Sheraton Grand Bahama Island.	Station broadcasted live the week of June 18, from the Westin and Sheraton, Grand Bahama, and interviewed resort and GBMOT representatives.	April	Yes

**Weber Shandwick Status Report for
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July 31, 2006**

Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Wise	EB	Agency secured opportunity with Wise Potato Chips on a "Back to School" promotion that will run in convenience-style stores in 10 major East coast markets. Two million customized product bags will be distributed to these stores along with shelf danglers/POS displays directing consumers to go online and enter for their chance to win a grand prize family vacation for four to The Bahamas. Cable Beach Resorts is hotel partner.	Agency working with Wise on development of customized bags and other promotional materials. Promotion to run August through September.	May	
Super Coups	EB/JW	Agency secured opportunity with Super Coups, a national direct mail coupon company, to join in on a major national promotion. Eighteen million specially designed coupon envelopes will highlight the promotion, offering a chance for consumers to win trips to The Bahamas, among other big prizes such as a 2007 Volvo. Viva Wyndham Fortuna Beach is the hotel partner.	Promotion, which was set to launch in July and run through October, is currently on hold.	May	
"Pirates" promotion with the Baltimore Sun	SK/JW	BMOT/Agency's strategic partnership with Disney included a promotion with the <i>Baltimore Sun</i> newspaper (circ. 243,700) for "Pirates of the Caribbean: Dead Man's Chest." Pelican Bay secured as the hotel partner.	The <i>Baltimore Sun</i> promotion included Bahamas and hotel logo in promotional color ad in four consecutive Sunday papers and 2,000 newspaper racks featured "Pirates" artwork/contest details. Ad value: \$245,000	June	Yes

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Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
"Pirates" promotion with The Boston Herald	SK/JW	BMOT/Agency's strategic partnership with Disney included a promotion with <i>The Boston Herald</i> (circ. 385,000) newspapers for "Pirates of the Caribbean: Dead Man's Chest." Green Turtle Club on Abaco was secured as the hotel partner.	Bahamas and resort logos with resort photo included in four ads in <i>The Boston Herald</i> , promoting a chance to win a "Pirates Escape" to The Bahamas. Sweepstakes also promoted on Boston Herald Interactive (3,000,000 impressions). Ad value: \$54,000	June	Yes
"Pirates" promotion with the Chicago Sun-Times	SK/JW	BMOT/Agency's strategic partnership with Disney included a promotion with the <i>Chicago Sun-Times</i> (circ. 487,480) newspapers for "Pirates of the Caribbean: Dead Man's Chest." The British Colonial Hilton secured as the hotel partner.	Bahamas and resort logos with resort photo included in full-page ad in the <i>Chicago Sun-Times</i> , promoting a chance to win a trip for four to The Bahamas. Ad value: \$75,000		Yes
"Pirates" promotion with the Philadelphia Inquirer	SK/JW	BMOT/Agency's strategic partnership with Disney included a promotion with the <i>Philadelphia Inquirer</i> (circ. 790,000 Sunday; 390,000 daily) newspapers for "Pirates of the Caribbean: Dead Man's Chest." Four Seasons, Exuma secured as the hotel partner.	Bahamas and resort logos with resort photo included in two Sunday ads in the <i>Philadelphia Inquirer</i> , promoting a chance to win a trip for four to The Bahamas. Ad value: \$75,798	June	Yes

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Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
"Pirates of the Caribbean: Dead Man's Chest" radio promotions	SK/JW	Agency worked with Disney on the execution of radio promotions in The Bahamas' key markets to coincide with the release of "Pirates of the Caribbean: Dead Man's Chest."	Promotions ran on radio stations in the following key markets: Miami, Ft. Lauderdale, West Palm Beach, Atlanta and Charlotte; Estimated combined value for radio promotions is \$300,000; Hotel partners included: Westin and Sheraton Grand Bahama; Treasure Cay; Green Turtle Club; Palm Bay Beach Club; Fernandez Bay.	June	Yes
"Pirates" promotions with Kellogg's	KS/JW	Agency working with Kellogg's on a series of in-store promotions with grocerers across the U.S.	Agency reviewing proposals submitted by Kellogg's and assigning hotel partners.	March	
"Pirates" theater promotion with Cinemark	KS/JW	Agency worked with Disney on Cinemark theater promotion surrounding "Pirates of the Caribbean: Dead Man's Chest." Logos and photos included on point of sale materials and theater Web sites.	Sweepstakes promotion was programmed on 2,328 Cinemark theater slides, totaling more than nine million impressions.	June	Yes
"Pirates theater promotion with National Amusements	KS/JW	Agency worked with Disney on National Amusements theater promotion surrounding "Pirates of the Caribbean: Dead Man's Chest." Logos and photos included on point of sale materials and theater Web sites.	Sweepstakes promotion was programmed on 1,059 National Amusements theater slides, totaling more than five million impressions.	June	Yes

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"Pirates" theater promotion with Harkins	KS/JW	Agency worked with Disney on Harkins theater promotion surrounding "Pirates of the Caribbean: Dead Man's Chest." Logos and photos included on point of sale materials and theater Web sites.	Sweepstakes promotion was programmed on 310 Harkins theater slides, totaling more than one million impressions.	June	Yes
"Pirate" promotion with Exxon-Mobile	KS/JW	Agency worked with Disney to develop promotion with Exxon/Mobile gas stations for "Pirates"-themed sweepstakes with Coke products. Sweepstakes executed at 1,300 Exxon/Mobile gas stations throughout North America, and The Bahamas included on window posters; indoor/in-store signage; :30 radio spot; and :15 looped TV commercial running on top of station pumps. Old Bahama secured as hotel partner.	Promotion generated over 84.5 million consumer impressions in the U.S., with ad value of \$2,310,388. An estimated 60 million impressions generated in Canada, with a point of sale value of \$1,301,200.	May	Yes
M&M's Woman's World	KS/EB	Agency worked with <i>Woman's World</i> (circ. 1.6 million) magazine to develop promotion with new Pearl White Chocolate M&M's, featuring Bahamas treasure chest prize.	Promotion ran in May issue.	May	Yes
Special Projects					
Pirates Media Day in New York, June 28	Team	Agency presented recap of all "Pirates"-related public relations and promotions activities executed on behalf of the Bahamas Ministry of Tourism.	Presentation to MOT and Bahamian media complete.	June	Yes

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Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
New Bahamas Ad Campaign Support	Team	Agency developing initiatives to support the launch of the new Bahamas ad campaign.	Agency met with Fallon to preview campaign and brainstorm pre- and post-launch public relations activities.	June	
Grand Bahama Island Repositioning	KT/JW	Agency working with MOT to develop repositioning plan for Grand Bahama.	Initial plan and speaking points submitted to MOT.	Ongoing	
Junkanoo Summer	JW/EM	Agency working to support various events surrounding Junkanoo Summer 2006.	Press release distributed to travel media. Media alert distributed to calendar editors at Florida newspapers.	April	
Vertical Markets Support	Team	Agency working to support various market groups including boating, fishing, romance and religious marketing.	Agency moving forward on various activities; awaiting vertical market plans to coordinate.	Ongoing	
All Bahamas B-roll and Photography Shoot	KT	Agency drafted proposal and itinerary for an all Bahamas B-roll and photo shoot to improve existing stock footage/media materials.	Negotiating rates with photographer and B-roll crew. Agency to forward formal recommendation, budget and timeline to BMOT.	November	
2006 Calendar of Events	Team	Agency compiled annual event calendar for media distribution.	Ongoing	July	

**Weber Shandwick Status Report for
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July 31, 2006**

Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Trade Media Initiatives	JW/EM	Ongoing coordination of press releases, media outreach and various trade initiatives to support new developments and airlift.	Ongoing	January	
AMBER Alert	EM/RM	Agency met with members of the Department of Justice to learn more and bring useful recommendations to the BMOT on the AMBER Alert system utilized in the U.S. to help locate and rescue missing and exploited children.	Agency shot b-roll in Nassau and prepared for launch, including crafting media announcement and preparing AMBER presentation for DG. Launch was put on hold by commissioner of police and commodore of Defense Force.	August	
Malaria Outbreak Crisis Communications	RM/AD/VE	Agency working with MOT and Ministry of Health to limit impact of malaria outbreak on public perception. Monitored media, pursued corrections, arranged interviews as needed, drafted statement for Bahamas.com.	Continuing to monitor situation, updating material on bahamas.com.	June	
Bahamas Hurricane Preparedness Kit	VE/SB	Agency drafted preparedness kit for use on Tourismbahamas.org and for distribution to industry partners. Overview includes talking points, preparation checklist and summary of crisis communications strategy.	Press kits shipped to Nassau for distribution to BTOs and promotion boards.	March	
Crisis Communications Manual 2006	VE	Agency working with MOT to update crisis communications manual for 2006.	Updated manuals in production for early August distribution.	May	

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Dr. Beach program, Aug. 7-10	VE	Agency working with MOT to arrange kick-off inspections of NPI beaches and Gold Rock with Dr. Beach, the foremost expert on beach erosion and storm impacts whose annual "Top Beaches List" receives widespread media coverage.	Finalizing itinerary for inspections on NPI and GBI. Will meet with local stakeholders after inspections to discuss status and on island efforts.	July	
2007 Bahamas Weather Conference	VE	Agency researched available dates for Max Mayfield and Bob Sheets to determine target dates for 2007 conference. Vetted dates with MOT and made initial query of Atlantis regarding hosting.	Will follow up with resort regarding details.	June	
2007 Bahamas Weather Conference Sponsorship	VE	Agency reached out to Insurance Information Institute and ISO regarding interest in weather conference. Approached Bob Sheets regarding his possible assistance in follow up. Researched additional insurance industry targets for broader outreach.	Following up with VP Comm for III regarding interest and recent III media efforts.		
Abaco Task Forces Presentation, July 26	VE/AD	Agency drafted overview of activities on behalf of Bahamas and specifically for Abaco for familiarization presentation.	Agency delivered presentation and toured Hopetown and Abaco Club facilities.	July	

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OIPB General Assembly	VE/AD/EM	Agency prepared presentation for annual review and presentation to Out Island Promotion Board members.	Presentation scheduled for August 2.	July	
Bahamas Digital Clipping Service conversion	VE/SB	Agency working through set-up of digital clipping service that will consolidate print and TV monitoring (per direction). Internet platform will also allow greater report capabilities.	Service launched July 1 and Agency will work on refinements to monitoring and categorization of clips.	May	
Bahamas.com support	Team	Agency continuing to incorporate Bahamas.com into all PR outreach.	Agency provided input on posting editorial and working with Fallon on dedicated press room page and "Pirates" page.	Ongoing	
Bahamas press kit	Team	Agency revising three existing press kits to create a single, comprehensive kit.	Revision and reformatting underway. Researching feasibility of developing electronic Bahamas press kit.	July	
POVs	Team	Agency provided POVs on projects per request.	Agency provides POV on an ongoing basis.	Ongoing	
Editorial Calendar	Team	Pitching TIOTB for planned 2006 trade and consumer features.	Contact continues as appropriate.	Ongoing	
News Bureau					
Name	WS Contact	Media Affiliation	Material Sent	Use	
Lisa Simundson	JW	Meetings South	Arranged interview with James Malcolm	Per Request	
Skip Sheffield	JW	Boca Raton News	Junkanoo Summer	Pro-active	

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Randy Johnson	VE	Hemispheres	NPI info and Tish Johnson contact	Per Request	
Michelle Higgins	VE	New York Times	Interview w/ Dr. Carey	Per Request	
Kathleen Doheny	VE	Los Angeles Times	Interview w/ Dr. Carey	Per Request	
Ben Fox	VE	Associated Press	Malaria correction	Pro-active	
Bradley Kovach	EB	Caribbean Travel & Life	Provided info on NPI for upcoming "Just Back" story	Per Request	
Maryellen Wright	EB	Away.com	Provided info on family-friendly resorts and activities throughout The Bahamas	Per Request	
Yolanda Edwards	JW	Cookie Magazine	Provided info on family friendly activities	Per Request	
Harriett Lyons	JW	New York Daily News	Provided info hidden treasures, pirates packages and new developments	Per Request	

**Rogers & Cowan/Weber Shandwick for
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Project	WS Contact	Activity	Status	Due Date	Complete
Project	WS/R&C Contacts	Activity and Details	Status	Due Date	Complete
Big Picture Movie and Television Promotions:					
"Wheel of Fortune"/Sony	TW/LR	Pitched show for themed Bahamas week.	Production will give away trip with no fee. WS talking to hotel partner.		Pending
"The Biggest Loser"/NBC	LR	Offered show a prize package to the Bahamas.	WS checking with hotel partners to see if they are interested.		Pending
"Jet Li's: Fearless"/Focus	TW	Reached out to studio for promotional opportunities. Reviewed film materials for content.	Studio did not have appropriate partnership opportunities.	Release date: Aug. 4, 2006	Pending
"The Return"/Focus	TW	Thriller starring Sarah Michelle Gellar. Reached out to studio for promotional opportunities. Reviewed film materials for content.	Studio did not have appropriate partnership opportunities.	Release date: Sept. 1, 2006	Pending
"Fantastic Four 2"/20th Century Fox	ML	Production declined to film in The Bahamas. Location will be nondiscript.	Production filming in Canada.	Release date: TBD	Pending
"Extreme Proposals"/TLC	LR	Reached out to production in regards to filming a proposal in The Bahamas.	Sent promotional form to WS. Trying to find an airline partner.	Release date: TBD	Pending

"My Wife and Kids"/Buena Vista TV	TW	Spoke with BVTV to discuss on-air and off-channel trip giveaway in conjunction with Bahamas-filmed episodes now in syndication.	BVTV to track air dates and alert R&C when air dates are approaching.	Release date: TBD	Pending
"Pirates of the Caribbean 2" promotion	AD/SK/JW	Agency securing numerous promotional tie-ins with various partners, including Disney, Kellogg's and Family Fun Magazine.	Ongoing negotiations with promotional partners. In the process of securing hotel partners for all promotions.	Ongoing	
Film, Exposure					
"Loverboy"/ Independent		Feature film.	A Bahamas poster was visible in the airport lounge as Kyra Sedgwick gets a beverage - great, close-up and readable; seven seconds.	Release date: June 16, 2006	Complete
Film, Placement					
"A Perfect Christmas"/ Paramount	DL	Delivered Bahamas posters for set decoration in various scenes.	Will track for exposure upon release.	Release date: TBD	Complete
"My Blueberry Nights"/ Independent	DL	Delivered Island Hopping commercial for use as playback on television.	Will track for exposure upon release.	Release date: TBD	Complete
Television, Placement					
"The L Word"/Showtime	DL	Delivered Bahamas posters and travel magazines for on going prop and set dressing use.	Will follow up with production.	Air date: TBD 2007	Complete
Television, Location					
1000 Places to See Before You Die/ Travel Channel	LR	Talked to production regarding shooting an episode in The Bahamas.	Production checking to see if they can fit it into their schedule.	Release date: 2007	Pending

One Tree Hill/ CW	LR	Production interested in shooting a spring break episode in The Bahamas for the current season.	R&C sent materials to production and will follow up.	Release date: Fall 2007	Pending
Gilmore Girls/ CW	LR	Production received the pitch letter sent to them.	Production unable to go this season due to scheduling and budget conflicts.	Release date: Fall 2008	Complete
"Endurance"/ NBC	LR	Pitched show for location shoot in The Bahamas. The next season will begin filming in August, and production is currently reviewing locations. Production would need to be on location for 5-6 weeks, with a cast and crew of 75 people.	Sent promotional form to WS. WS checking to see if a hotel partner can accommodate a large group of people.	Air date: TBD	Pending
"Two and a Half Men"/ CBS	LR	Production is interested in filming episode in The Bahamas.	WS will send weather and activity information to R&C.	Air date: TBD	Pending
Television, Outreach					
	LR	Sent letter in regards to filming on location to the following shows: "Boston Legal," "CSI Miami," "Gilmore Girls," "George Lopez," "King of Queens," "One Tree Hill," "The O.C."	Will follow up with production.	Air date: TBD	Pending
Feature Films, Passed					
"Stir of Echoes: The Dead Speak"/ Independent	NA	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Pandemic"/ Hallmark Entertainment	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Wager"/ Independent	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Hotel California"/ TBD	NA	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Joe Claus"/ Warner Bros.	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Who Needs 'Em"/ Independent	NA	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Ikon"/ 20th Century Fox	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Vacancy"/ Columbia	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		

"Untitled Pastor Brothers Project"/ Paramount Vantage	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Superstorm"/ Discovery Networks	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Motel Man"/ Lionsgate TV	NA	Review for placement/promotion opportunities.	No appropriate opportunities.		
"I'm Not There"/ Independent	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Drillbit Taylor"/ Paramount	LR	Review for placement/promotion opportunities.	No appropriate opportunities.		
Bangkok Dangerous"/ Independent	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Grudge 2"/ Columbia	NA	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Juno"/ Mandate	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"In Bloom"/ Independent	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Harold and Kumar 2"/ Mandate	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Take"/ Independent	DL	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Passengers"/ Mandate	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Oy Vey! My Son is Gay!"/ Independent	NA	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Death Sentence"/ Independent	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Normal Again"/ Independent	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Feast of Love"/ Independent	NA	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Great Buck Howard"/ Independent	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Masquerade"/ Independent	LR	Review for placement/promotion opportunities.	No appropriate opportunities. Direct-to-video.		
"Untitled Rugby Movie"/ Independent	LR	Review for placement/promotion opportunities.	No appropriate opportunities. Direct-to-video.		

"Driving Me Crazy"/ Independent	LR	Review for placement/promotion opportunities.	No appropriate opportunities. Direct-to-video.		
"Hello My Name Is Jason Scott"/ Lionsgate	LR	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Georgia Rules"/ Universal	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"This Guy From Quebec"/ Dimension	LR	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Delta Farce"/ Lionsgate	DL	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Live!"/ Independent	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Die Hard 4"/ 20th Century FOX	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"No Country For Old Men"/ Paramount	DL	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Bob Bailey"/ 20th Century FOX	NA	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Hairspray"/ New Line	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Together Again for the First Time"/ Independent	LR	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Grand"/ Independent	NA	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Rush Hour 3"/ New Line	NA	Review for placement/promotion opportunities.	No appropriate opportunities.		
"A Dog Year"/ Independent	LR	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Hot Rod"/ Paramount	DL	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Case No. 39"/ Paramount	DL	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Skills Like This"/ Independent	LR	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Ten"/ Independent	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Daddy's Little Girl"/ Universal	LR	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Watching the Detectives"/ Independent	NA	Review for placement/promotion opportunities.	No appropriate opportunities.		

"Killer Wave"/ USA Network	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Good Luck Chuck"/ Lionsgate	LR	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Turn the River"/ Independent	LR	Review for placement/promotion opportunities.	No appropriate opportunities. Direct-to-video.		
"You"/ Independent	LR	Review for placement/promotion opportunities.	No appropriate opportunities. Direct-to-video.		
"We Got the Beat"/ Independent	LR	Review for placement/promotion opportunities.	No appropriate opportunities. Direct-to-video.		