

For Six Month Period Ending 12/31/08
(insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No.
CMGRP Inc. DBA Weber Shandwick 3911
(c) Business Address(es) of Registrant
700 13th Street, NW #800
Washington, DC 20005

2. Has there been a change in the information previously furnished in connection with the following:

- (a) If an individual:
(1) Residence address(es) Yes No
(2) Citizenship Yes No
(3) Occupation Yes No
- (b) If an organization:
(1) Name Yes No
(2) Ownership or control Yes No
(3) Branch offices Yes No
- (c) Explain fully all changes, if any, indicated in items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.
Yes No
If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

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CRM/REGISTRATION UNIT

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position	Date connection ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes No

If yes, identify each such person and describe his service.

(b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or connection	Date terminated
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See attached

(c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes No

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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See attached

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement?

Yes No

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal² during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

See attached

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

See attached

10. **EXHIBITS A AND B**

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A³ Yes No
 Exhibit B⁴ Yes No

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes No

If yes, identify each such foreign principal and describe in full detail your activities and services:

See attached

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes No

If yes, describe fully.

⁵ The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶.

Date	From whom	Purpose	Amount
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See attached

Total

(b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, or 9 of this statement? Yes No

If yes, have you filed an Exhibit D⁸ to your registration? Yes No

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes No

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS – MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To whom	Purpose	Amount
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See attached

Total

(b) DISBURSEMENTS – THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes No

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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(c) DISBURSEMENTS – POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials¹²?
Yes No

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- Radio or TV broadcasts
- Magazine or newspaper articles
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches
- Internet
- Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- Public officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) _____

21. What language was used in the informational materials:

- English
- Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes No

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI – 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)

(Type or print name under each signature¹³)

1-27-09



Pam Jenkins
President

¹³ 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.

UNITED STATES DEPARTMENT OF JUSTICE
FARA REGISTRATION UNIT
NATIONAL SECURITY DIVISION
WASHINGTON, D.C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your Supplemental Statement:

1. Is your answer to Item 16 of Section V (Informational Materials – page 8 of Form NSD-2, formerly Form CRM-154 Supplemental Statement):

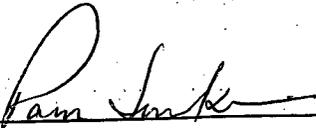
YES _____ or NO _____ X

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

YES _____ or NO _____ X

(If your answer to question 2 is "yes" please forward for our review copies of all material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)



Signature

1-27-09

Date

Pam Jenkins

Please type or print name of
Signatory on the line above

President

Title



U.S. Department of Justice

National Security Division

Washington, DC 20530

THIS FORM IS TO BE AN OFFICIAL ATTACHMENT TO YOUR CURRENT SUPPLEMENTAL
STATEMENT - PLEASE EXECUTE IN TRIPLICATE

SHORT-FORM REGISTRATION INFORMATION SHEET

SECTION A

The Department records list active short-form registration statements for the following persons of your organization filed on the date indicated by each name. If a person is not still functioning in the same capacity directly on behalf of the foreign principal, please show the date of termination.

Short Form List for Registrant: CMGRP, Inc.

Last Name	First Name and Other Names	Registration Date	Termination Date	Role
Howard	Billee	11/10/2004		
Lynam	Clare B.	02/04/1992		
Meszaros	James A.	04/15/1993		
Morgan	Lance Ian	02/21/1989		
Opinsky	Howard S.	03/02/2001		
Mead	Courtney	08/31/2005		
Hubanis	Julie Taylor	09/12/2007		
Carlson	Jessica L.	09/12/2007	9/08	
Jensen	Paul	04/17/2008		
Kline	Laura	04/17/2008		
Lucien	Francиска	04/17/2008		
Eckerstrom	Pamela Janine	07/23/2008		
Shaw	Lauren	07/23/2008		

ITEM 11 & 12

Foreign
Principal: Government of The Bahamas

Interests: Help develop and execute tourism promotions for
the Bahamas.

<u>Date</u>	<u>Name</u>	<u>Contact</u>	<u>Nature of Individual Contacted</u>
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7/1-12/31/08			See Bahamas Attachment "A"
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ITEM 11 & 12

Foreign

Principal: Ministry of Trade and Industry - Arab Republic of
Egypt and Alexandria Cotton Exporters (Alcotexa)

Interests: Provide advice and strategic counsel relating to
communications activities, develop communications
materials and work with media organizations to
advance the interests of the foreign principal.

Key:

<u>Date</u>	<u>Name</u>	<u>Nature of Individual Contact</u>	<u>Individual Contacted</u>
7/1-12/31/08		No activities to report for this period.	

ITEM 11 & 12

Foreign
Principal: Temasek Holdings

Interests: Provide advice and strategic counsel relating to communications activities, develop communications materials and work with media organizations to advance the interests of the foreign principal.

Key:

<u>Date</u>	<u>Name</u>	<u>Nature of Individual Contact</u>	<u>Individual Contacted</u>
7/1-12/31/08		No activities to report for this period.	

ITEM 11 & 12

Foreign
Principal: Bahrain Economic Development Board

Interests: Provide advice and strategic counsel relating to communications and marketing activities, develop communications materials, promote Bahrain as a strategic U.S. trade and investment partner before U.S. companies, industry associations and think tanks, and advise on media relations.

Key:
PJ - Paul Jensen
JM - Jim Meszaros
LK - Laura Kline
LS - Lauren Shaw
FL - Franciscka Lucien

<u>Date</u>	<u>Name</u>	<u>Nature of Individual Contact</u>	<u>Individual Contacted</u>
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All of the following meetings were set up by LS and FL during the months of September and October, 2008. In all of the meetings listed below, PJ and/or JM accompanied Kamal Ahmed (COO of Bahrain Economic Development Board).

9/22/08	JM, PJ	Meeting	J. McTague, <i>Barrons</i> , to discuss Bahrain as a financial center. J. Strawbridge, D. Neuman, <i>Inside US Trade</i> , to discuss Bahrain as a financial center. K. Guha, <i>Financial Times</i> , to discuss Bahrain as a financial center.
9/23	JM, PJ	Meeting	M. Miller, <i>The Deal</i> , to discuss Bahrain as a financial center. B. Gimbel, S. Mehta, <i>Fortune</i> , to discuss Bahrain as a financial center. R. Foroohar, <i>Newsweek</i> , go discuss Bahrain as a financial center.
9/24	JM, PJ	Meeting	C. Power, R. Brady, <i>Business Week</i> , to discuss Bahrain as a financial center.
	PJ	Meeting	F. Guerrera, <i>Financial Times</i> , to

discuss Bahrain as a financial center.

10/10	PJ LK	Meeting	M. Landler, <i>The New York Times</i> , to discuss Bahrain as a financial center.
10/11	JM	Meeting	B. Wingfield, <i>Forbes</i> , and H.E. Rasheed al Maraj (Bahrain Central Bank) to discuss Bahrain as a financial center.

Also see Bahrain Economic Development Board attachment "A".

7/08	Gov't of Bahamas	"	165,707.25
	Egyptian Cotton*	"	17,251.91
	Temasek Holdings	"	36,000.00
	Bahrain Economic Development Board	"	16,624.67
8/08	Gov't of Bahamas	"	142,650.00
	Temasek Holdings	"	
	Egyptian Cotton*	"	17,251.91
	Egyptian Cotton* - Rivet Partnership Project (June through August, 2008)	"	85,000.00
	Temasek Holdings	"	36,000.00
	Bahrain Economic Development Board	"	12,158.11
9/08	Gov't of the Bahamas	"	147,325.00
	Temasek Holdings	"	36,000.00
	Bahrain Economic Development Board	"	18,704.90
10/08	Gov't of the Bahamas	"	150,012.50
	Temasek Holdings	"	36,000.00
	Bahrain Economic Development Board	"	37,956.49
11/08	Gov't of the Bahamas	"	136,975.00
	Temasek Holdings	"	36,000.00
	Bahrain Economic Development Board	"	52,664.81
12/08	Gov't of the Bahamas	"	**
	Temasek Holdings	"	36,000.00
Total	\$1,216,282.55		

* Ministry of Trade and Industry - Arab Republic of Egypt and Alexandria Cotton Exporters (Alcotexa) as listed above also goes by the name of Egyptian Cotton.

** These amounts were not available at the time of report submission. Will be sent when they become available.

GOVERNMENT OF THE BAHAMAS

<u>DATE TO WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT</u>
7/08 Agency	Reimburse Expenses	
	Local Transportation	1,519.08
	Telephone	4,121.15
	Supplies	79.60
	Staff/Client Meals	3,770.21
	Miscellaneous Travel	838.76
	Research	734.54
	Express Deliveries	669.58
	Domain Registration	218.40
	Courier	65.22
	Photocopy	33.25
	Facsimile	2.00
	Postage	4.88
	Subscriptions	63.00
	Car Rentals	2,352.33
	Data Lines	48.45
	Video Duplications	361.04
	Video Production	4,830.84
	Video/Clip Monitoring	34,520.15
	Fishing Tournament Guide And Equipment	700.00
	Ferry Fee	120.00
	Scrubs Shoot Crew Meals	694.19
	Press Trip Awards	800.00
	Replacement Personal Items	2,078.99
	Replacement Camera Crew Equipment	1,654.00
	Aircraft Rental	350.00
	Talent Fees	500.00
	House Rental Scrubs Shoot	2,904.00
	Abaco Scrubs Shoot	5,024.70
	Airline Credit	(2,000.00)

Following airfares were for marketing/public relations purposes; Orvis Press Trip; Visiting Journalists Programs; Take Back Vacation Promos; Bahamavention Prizewinners; Manager's Meeting; Scrubs Shoot Scout; Scrubs Shoot; Fishing Tournament; and to meet with client:

Roundtrip airfare, Atlanta, GA/Bahamas, J. McNeeley, 6/11/08	385.75
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Roundtrip airfare, Jacksonville, FL/Bahamas, J.
Helgreen, 6/11/08 532.25

Roundtrip airfare, San Antonio, TX/Bahamas, A.
Icilensu, 5/20/08 494.80

Roundtrip airfares, Houston, TX/Bahamas, J. & B.
Townsend, 6/8/08 1,179.60

Roundtrip airfare, Ft. Lauderdale, FL/Bahamas, C.
Tribble, 5/2/08 515.80

Roundtrip airfare, Albany, NY/Bahamas, A.
Guelzim, 6/11/08 68.50

Roundtrip airfare, New York, NY/Ft. Lauderdale,
FL, R. Mack, 6/19/08 404.84

Roundtrip airfare, Orlando, FL/Bahamas, M. Mazur,
6/11/08 401.80

Roundtrip airfares, New York, NY/Bahamas:

E. Burden, 6/12/08 384.90

M. Phares, 7/15 673.80

R. Mack, 5/15 1,455.70

V. Edmonds, 5/15 984.80

J. Rafter, 6/12 522.80

E. Burden, 5/17 920.78

E. Burden, 6/22 897.80

M. Phares, 6/22 825.80

Learn to Fish Press Trip Travel
Expenses 6,650.00

Travel Expenses, T. Karl, 4/9-4/13/08
640.70

Roundtrip airfare, Los Angeles, CA/Bahamas, T.
Walls, 5/19/08 1,369.50

Hotel for Scrubs Shoot Scout Crew, 5/19/08
6,678.60

Hotel, R. Mack, 5/15/08, Bahamas 219.98

Hotel, V. Edmonds, 5/15/08, Bahamas 209.98

Total \$ 93,476.84

8/08 Agency Reimburse Expenses

Telephone 1,366.14

Staff/Client Meals	4,761.43
Local Transportation	1,235.43
Subscriptions	102.23
Research	782.82
Miscellaneous Travel	798.13
Express Deliveries	926.37
Promotional Materials	23.00
Photocopy	10.85
Gifts	30.00
Fax	71.97
Graphics	750.00
Postage	17.30
Storage	25.47
Video Production	4,350.00
Ferry Fee	25.00
Advertising Placement	9,597.00
Clipping Service	75.00
Banquet	659.55
Data Lines	28.00
Golf Cart Rental	180.00
Printing	1,046.50
Supplies	69.42
Diving Equipment Rental	2,004.68
Van Rental	116.57

Following airfares were for marketing/public relations purposes, to coordinate Bahamian Government activities with travel writers' activities; to meet with client; Ellen DeGeneres Prizewinners; Travel Channel Shoot; Celebrity Fit Club Prizewinners; Redbook/Limbo Prizewinners; Orvis Press Trip; Islands Press Trip; Deco Drive; Old Bahamas Bay Press Trip; Learn to Dive Press Trip; DIG/OIS Meetings; and VJP:

Roundtrip airfares, Denver, Co/Bahamas for 10 people - Martin Family, Groen Family and J. Chandler, 8/6/08 12,390.84

Roundtrip airfares, Ft. Lauderdale, FL/Bahamas, for W. Garcia, K. Rouse and E. Green, 7/11/08 1,267.40

Roundtrip airfares, New York, N.Y./Bahamas,

S. Lee & K. Lawson, 6/29/08	1,147.60
C. Covey, 6/26	813.30
L. Matthews, 7/15	673.80
J. Carpenter, 7/15	827.80
C. Kavountzis, 7/15	673.80
A. Diaz, 8/7	639.80
A. Orth, 8/13	1,020.80
E. Burden, 8/11	664.80
J. Wint, 8/15	234.50
R. Mack, 8/7	503.40
V. Edmonds, 7/1	669.80

V. Edmonds, 8/7	564.80
Roundtrip airfares, Los Angeles, CA/Bahamas, E. & S. Fleischmann, 6/21/08	1,407.60
Roundtrip airfares, Philadelphia, PA/Bahamas, J. Finger, K. Sukovich, J. Margavage, & J. Faulkner, 6/27/08	2,419.20
Roundtrip airfares, Los Angeles, CA/Bahamas, K. Nassif & B. Dunkelmann, 7/8/08	1,371.60
Roundtrip airfare, New York, NY/Ft. Lauderdale, FL, A. Diaz, 7/15/08	718.50
Roundtrip airfare, New York, NY/Ft. Lauderdale, FL, A. Orth, 7/11/08	849.80
Roundtrip airfares, Cat Island Air, P. Williams and M. Bauer, 4/5/08	360.00
Roundtrip rail fare, New York, NY/Washington, DC, J. Wint, 6/24/08	240.00
Roundtrip airfares, Boston, MA/Bahamas, D. & B. Garlough	1,329.60
Roundtrip airfare, Atlanta, GA/Bahamas, B. Weitzman, 7/15/08	774.80
Airfare, Bahamas to Jacksonville, FL, J. Helgren, 6/3/08	192.50
Roundtrip airfares, Philadelphia, PA/Bahamas, J. Horner, J. Ruiz & M. Schroy, 6/4/08	1,814.40
Roundtrip airfares, Miami, FL/Bahamas, W. McGown, E. Ferrades & A. Aquino, 5/31/08	1,061.40
Roundtrip airfare, Ft. Lauderdale/Bahamas, A. Wilcox, 6/23/08	483.80
Roundtrip airfare, Ft. Lauderdale/Bahamas, C. Tauber, 8/3/08	478.80
Roundtrip airfares, San Francisco, CA/Bahamas, K. Luna & H. Burns, 8/13/08	1,944.60
Hotel, Bahamas, A. Engstrom & K. Ghash, 6/8/08	2,164.50
Hotel, Bahamas, R. Mack, 7/08	1,170.00
Hotel, Bahamas, A. Diaz, 8/7-8/12/08	1,016.00

Hotel, Ft. Lauderdale, FL, A. Diaz, 7/15/08	199.75
Hotel, Bahamas, E. Burden, 8/11/08	186.08
Hotel, Bahamas, J. Wint and 6 visiting journalists, 7/17-19/08	2,878.19
Hotel, Washington, DC, J. Wint, 6/24/08	548.81
Hotel, Bahamas, M. Bauer, 4/3/08	250.00
Hotel, Bahamas, J. Wint, 5 visiting journalists and 1 videographer, 7/15-16/08	2,837.40
Hotel, Bahamas, R. Mack, 8/7/08	186.08
Hotel, Bahamas, V. Edmonds, 8/11-12/08	372.16
Hotel, Bahamas, V. Edmonds, 7/1-2/08	391.67

Total 78,792.54

9/08 Agency Reimburse Expenses

Research	550.20
Meals	519.81
Miscellaneous Travel	35.00
Local Transportation	7,566.63
Telephone	1,685.05
Express Deliveries	577.86
Promotional Materials	52.50
Golf Cart Rental	273.00
Office Supplies	280.44
Video Monitoring	37.93
Video Duplication	847.50
Subscriptions	14.23
Airfare Credit	(188.10)

Following airfares were for marketing/public relations purposes; to coordinate Bahamian Government activities with travel writers' activities; for client meetings; Learn to Dive Trips; for Orvis Press Trip and for VJP's:

Roundtrip airfare, New York, NY/Bahamas, R. Mack, 8/7/08	1,057.00
Roundtrip airfare, Ft. Lauderdale, FL/Bahamas, S. Cocking, 8/13/08	433.80

Roundtrip airfare, Boston, MA/Bahamas, J. Ritter,
7/30/08 590.80

Roundtrip airfares, San Diego, CA/Bahamas, M. &
C. Gillespie, 8/9/08 1,645.60

Roundtrip airfare, Atlanta, GA/Ft. Lauderdale,
FL, B. Garlough, 7/15/08 531.40

Airfare, New York, NY/Ft. Lauderdale, FL, C.
Covey, 8/14/08 147.50

Roundtrip airfare, New York, NY/Ft. Lauderdale,
FL, 9/5/08 354.00

Total \$17,012.15

10/08 Agency Reimburse Expenses

Research	256.65
Staff Meals	442.87
Telephone	1,364.75
Local Transportation	245.48
Graphics	296.60
Express Deliveries	321.78
Office Supplies	5.80
Photocopy	870.00
Storage	25.47
Wire Services	475.75
Subscriptions	16.99
Video Conversions	5,299.92

Following airfares were for marketing/public relations purposes; to coordinate Bahamian Government activities with travel writers' activities; for client meetings; for JMC Meeting; for Learn to Kite Surf Press Trip; and for Bimini Press Trip:

Roundtrip airfare, New York, NY/Bahamas, A. Orth,
10/25/08 686.80

Roundtrip airfares, New York, NY/Ft. Lauderdale,
FL:

J. Sutton, 9/21/08	346.40
A. Diaz, 9/12/08	265.00
A. Diaz, 10/17/08	654.00

Roundtrip airfare, Baton Rouge, LA/Bahamas, C.
Simcoe, 9/17/08 699.30

Roundtrip airfare, Little Rock AR/Bahamas, K.

Rimkus, 9/17/08	766.30
Roundtrip airfare, Tampa, FL/Bahamas, L. Larsen, 9/18/08	621.65
Roundtrip airfare, Columbus, OH/Bahamas, S. Little, 1/18/09	701.80
Roundtrip airfare, Fayetteville, NC/Bahamas, C. Tingle, 1/18/09	739.30

Total Expenses \$15,102.61

11/08 Agency Reimburse Expenses

Express Deliveries	7.02
Promotional Materials	9,277.00
Research	126.85
Subscriptions	7.98
Telephone	1,311.77
Courier	40.45
Miscellaneous Travel	373.44
Meals, Staff and Client	3,668.13
Local Transportation	1,113.45
Kite Surfing Gear	70.18
Kite Surfing Lessons	4,900.00
Tours	645.40
Bonefishing Trip	2,195.00

Following airfares were for marketing/public relations purposes, to coordinate Bahamian Government activities with travel writers' activities; to meet with client; Bimini Press Trip; Supercoups Prize Winners; and Learn to Kite Surf Press Trip;

Roundtrip airfares, San Antonio, TX/Bahamas, D. Handschuh, 10/26/08	813.60
Roundtrip airfares, New York/Ft. Lauderdale, FL/Bahamas, 11/5/08	763.62
Roundtrip airfare, Jacksonville, FL/Bahamas, J. Sutton, 9/18/08	448.40
Roundtrip airfare, Portland, OR/Bahamas, E. Sanford, 10/24/08	710.55
Roundtrip airfare, Madison, WI/Bahamas, C. Connolly, 10/24/08	779.50
Roundtrip airfare, Charlotte, NC/Bahamas, S. Crosland, 10/25/08	607.30

Roundtrip airfare, New York, NY/Bahamas, A. Diaz, 1/08	215.00
Airfares, Ft. Lauderdale/Cat Island, E. Burden, L. Hopkins, W. Hillermeier, G. Luciani, 11/19/08	1,006.00
Roundtrip airfare, Ft. Lauderdale, Cat Island, C. Walton, 11/19/08	439.50
Roundtrip airfares, Orlando, FL/Bahamas, H. & I. Acton, 11/10/08	849.60
Roundtrip airfares, New York, NY/Bahamas, S. & J. Bush and J. & J. Hines, 12/07/08	1,559.20
Airfare, Ft. Lauderdale, FL/Bimini, J. Sutton, 9/19/09	134.12
Roundtrip airfares, New York, NY/Tampa, FL/Bimini, J. Wint, 9/18/08	863.80
Lodging, Ft. Lauderdale, FL, C. Connolly and E. Sanford, 10/25/08	286.38
Lodging, Daytona, FL, K. Rimkus & C. Simcoe, 9/17/08	347.19
Lodging, Ft. Lauderdale, FL/A. Diaz, 11/5/08	195.36

Total Expenses: \$33,755.79

12/08 Agency Reimburse Expense

No information available for the month of December at time of report submission. Amounts will be reported when they become available.

Grand Total
Bahamas
Expenses \$238,139.93

MINISTRY OF TRADE AND INDUSTRY - ARAB REPUBLIC OF EGYPT AND
ALEXANDRIA COTTON EXPORTERS (ALCOTEXA)

<u>DATE TO WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT</u>
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Our work for this client is to provide advice and communications strategy. We do not have expenditures for salaries, advertising, public relations, travel and entertainment related to contacting US Media or US Government officials. No expenses

Accommodations, London, England, L. Kline, 6/9-6/11/09
1,207.03

Accommodations, Washington, DC, P. Jensen, 10/10/08
339.02

Accommodations, Washington, DC, L. Kline, 10/10/08
239.32

Grand Total
Bahrain Development
Board Expenses
\$21,952.84

Grand Total
All Expenses \$263,029.65

5(b). Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
Jessica Carlson	Account Executive	9/08

5(c). During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes

If yes, furnish the following information:

Name	Address	Position	Date
Pamela Eckerstron	18303 Aspen Dale Ct. Boyd's, MD 20841	President	5/3/04
Lauren Shaw	1210 Massachusetts Ave #402 Washington, DC 20005	Acct Supervisor	6/27/05

7. Has your connection with any foreign principal ended during this 6-month reporting period? No

If yes, furnish the following information:

Name of Foreign Principal	Date of Termination
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8. Have you acquired any new foreign principal during this 6 month report period? Yes

If yes, furnish the following information:

Name and Address	Date Acquired
Bahrain Economic Development Board P.O. Box 11299 Manama, Bahrain	7/7/08

9. In addition to those named in Items 7 and 8, if any, list the foreign principals whom you continue to represent during the 6 month reporting period.

Government of the Bahamas; Ministry of Trade and Industry -
Arab Republic of Egypt/Alexandria Cotton Exporters Assn.
(Altotexa); Temasek Holdings

GOVERNMENT OF THE BAHAMAS "A"

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through July 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Press Releases					
Vincent Vanderpool-Wallace Named Minister of Tourism & Aviation and Appointed to The Senate	JH	Release announced Minister Vanderpool-Wallace's return to The Bahamas.	Release distributed.	July	Yes
Commonwealth of The Bahamas Hoists Flag in Celebration of 35 Years of Independence	JH/KK	Release announced The Bahamas 35th anniversary celebration in New York.	Release distributed.	July	Yes
Fall Deals & Developments	JH/AO/KK	Researching deals and developments for fall distribution.	Release in development.	July	
Grand Bahama Island Rebate Release	JH/KK	Release announcing fall rebate promotion with GBI resorts.	Release in development.	July	
Media Experiences					
Harbour Island/Eleuthera Learn to Cook/Learn to Relax press trip, July 15-19, 2008	JH/MP	As part of the "Learn To" press trip series, Agency coordinated trip to Harbour Island/Eleuthera for journalists seeking culinary and relaxation experiences in The Bahamas.	Accommodations provided by The Cove Eleuthera and Dunmore Beach Club. Participating media included <i>Jezebel</i> (ATL), <i>Boston Magazine</i> , <i>The Nest</i> , Condé Nast Bridal Media and weightwatchers.com.	March	Yes
Learn to Dive press trip, Aug. 13-17, 2008	AO/VE	As part of the "Learn To" press trip series, Agency coordinating scuba certification trip on Green Turtle Cay.	Media secured include Travelocity.com, <i>Miami Herald</i> and Glam Media/Forbes.com/TravelChannel.com. The Travelocity Gnome will also attend as a special guest and will post blogs about The Bahamas on his MySpace page.	May	

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through July 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Visiting Journalist Program - Individual Visits					
Sally Erdle, <i>Caribbean Compass</i> , July 3-11, 2008	AO/VE	Agency secured journalist to cover Abaco Regatta Time per request of Abaco Tourism Office.	Trip complete. Feature to be August <i>Caribbean Compass</i> cover story.	February	Yes
Chris Tauber, <i>Islands</i> , Aug. 3-7, 2008	AO	Agency coordinating trip focusing on authentic family travel on Green Turtle Cay.	Agency working with MOT and Abaco office to determine itinerary. Green Turtle Club secured as host.	April	
Kids Sea Camp Grand Bahama Island press trip, Aug. 9-12, 2008	JH	Coinciding with the first Kids Sea Camp on Grand Bahama, Agency working with GBIMOT and Pelican Bay to developing VJP experience for a journalist and child guest.	Freelance writer with <i>Ocean Home</i> and <i>Northshore</i> magazines confirmed participation. Agency working with MOT to confirm itinerary.	April	
Judith Ritter, <i>enRoute</i> , July 30-Aug. 3, 2008	EB/KK	Agency coordinated trip for Judith Ritter to Nassau/Paradise Island for a story that will focus on "Four for the Famous," a profile of four hotels in the Bahamas that are hotspots for celebrity visitors.	Judith had secured her own accommodations at the Marley Resort & Spa. Agency liaised with MOT to arrange site inspections/ experiences at Atlantis and Ocean Club, and coordinated activities throughout the island, including a snorkel excursion and dinner at Arawak Cay. Agency following up with journalist to confirm publication date and provide additional information and/or photos.	June	Yes

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through July 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Marketing Partnerships/Promotions					
Orvis	EMB/AO	Agency continues ongoing communication with Orvis to ensure multi-year partnership stays intact and prospers. Along with world-famous fly-fishing gear, Orvis offers distinctive clothing, home furnishings, gifts, and dog products - all rooted in the outdoors.	Beginning initial discussions for 2nd Annual Bonefish Pro-Am Classic.	Ongoing	
Fool's Gold - Bahamas.com	EB	Agency worked with Rogers & Cowan and Warner Brothers Home Video on an online promotion on Bahamas.com in conjunction with the DVD release of "Fool's Gold." A special added value offer was created whereby the first 50 consumers to book a trip to The Bahamas would receive a complimentary DVD of the movie.	Agency liaised with MOT on promotion development and execution for the offer which was featured on the Bahamas website and Expedia microsite for the month of July. Agency handling distribution of DVDs to winners.	May	Yes
CVS	EB/KK	As an addendum to the Passport Photo promotion that was executed in October (prompted by confusion on CVS' behalf as to how long prizes are valid for), agency is working with CVS on an online promotion whereby a banner with Bahamas & Sheraton Cable Beach logos and web links will be featured on the Photo Center section of the CVS website. In exchange, MOT and Sheraton Cable Beach have agreed to extend the expiration date of one trip for two people through February 2009.	Agency working with CVS to review mock ups and secure approvals on promotion materials. Promotion is slated to run Aug. 20 - Dec. 31, 2008.	June	
SuperCoups	EB	Following the success of last year's SuperCoups promotion, Agency is working with the direct mail company for a second time on a trip giveaway sweepstakes executed in conjunction with the charity Alex's Lemonade Stand, a foundation that raises funds for childhood cancer research.	Nassau's British Colonial Hilton was secured as hotel partner to provide two 3-night trips for two people. Sweepstakes went live on April 1 and will run through November 14.	February	

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through July 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
TravelandLeisure.com's Beverage Arts Promotion	JH	Agency developing promotion with TravelandLeisure.com to generate exposure for Grand Bahama and Old Bahama Bay in exchange for one trip giveaway for two to the winner of the Beverage Arts competition, T+L's annual event where the magazine searches for the most creative bartender from U.S.	Agency negotiated "Destination of the Month" feature on T+L's Check-In Web site for August, including photos, copy points and links to Bahamas.com and OBB's Website.	May	
Special Projects					
Spirit Airlines Plane Domination	AD/EMB/JH	Agency pursuing radio promotions in support of The Bahamas' domination of Spirit Airlines planes.	Agency participated in conference calls with Spirit and the MOT. Contacting S.F. radio stations to secure promotions and determine media opportunities.	June	
Deal or No Deal	RM/EMB	Agency in talks with producer for NBC show to bring Deal or No Deal studio to The Bahamas. Opportunity would require substantial fee only partially subject to in-kind arrangements.	Awaiting feedback from top level producers for 2009.	November	
Travel Channel's "21 Hottest Caribbean Escapes"	AO/VE	Agency coordinated shoot in Exuma Cays and Harbour Island for Travel Channel show "21 Hottest Caribbean Escapes." Show will feature two segments on The Bahamas; one on Harbour Island and Pink Sands, and one on a private yacht charter in the North Exuma Cays.	Shoot took place July 11-14, 2008, on Harbour Island and in the North Exuma Cays. Agency liaised with yacht charter company to coordinate Exuma Cays shoot.	May	Yes
Bahamas 35th Anniversary Event in New York	JH/KK/AO	Agency worked with MOT and LaGrant to support flag-raising ceremony in New York.	Agency drafted and distributed announcement release, worked with LaGrant photographer and attended event.	July	Yes
Bahamas network and b-roll shoot	VE	Agency working to coordinate and review video assets from ACT Productions shoot (b-roll/Bahamas channel) and Bluehole Productions (cruise conversion).	Negotiating next steps for online b-roll library (ACT/Bluehole). Agency to work with Arnold to design editorial video space on Bahamas.com.	January	

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through July 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Bahamas Weather Conference	VE	Scouted Bimini Bay as potential site for 2009 Weather Conference. Finalized highlight reel.	Researching potential dates with Max Mayfield.	May	
Island Time	AD/VE/EMB	Agency developed and proposed ambush marketing and temporary destination platform centered around Bahamas island time.	Placed on hold.	April	
Crisis Communications; Hurricane Press Kit	RM/VE	Updated annual hurricane preparedness kit.	Kit distributed to MOT and promotion board heads.	April	
Promotion Boards	Team	Ongoing contact to support Promotion Boards' initiatives.	Ongoing	Ongoing	
POV	Team	Reviewed media, events and promotions proposals. Continued discussions with Miami Dolphins; evaluated sponsorship opportunity with VolleyPalooza event on NPI.	Ongoing	Ongoing	
Trade Media Initiatives	JH/EMB	Ongoing coordination of press releases, media outreach and various trade initiatives to support new developments and airlift.	Ongoing	Ongoing	
Vertical Markets Support	Team	Agency working to support various market groups including diving, fishing, romance and religious marketing.	Continuing media outreach.	Ongoing	
Meetings	Team	Participate and support BMOT initiatives.	Agency provided activity report of GBI JMC meeting and met with DG in D.C. to review proposal for unscripted reality show. BMOT officials met with Weber Shandwick team in NY to review 07-08 results and to preview new programs. Agency also participated in competitive review.	Ongoing	
Islands of the World Fashion Week	AD	Support destination fashion and cultural show	Reviewing logistics to determine PR tactics.	May	

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through July 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
News Bureau					
Name	WS Contact	Media Affiliation & Segment	Material Sent	Use	
Jonathan Terbell	MP	<i>Golf Digest</i>	Information on British Colonial Hilton golf package.	Per Request	
Sam White	AO	<i>World Billfish Series</i>	Photos	Per Request	
Laurel Wassner	AO	<i>American Express Custom Solutions</i>	Photos	Per Request	
Molly Moker	AO	<i>Fodor's</i>	Information on news and developments	Per Request	
Sallie Brady	AO	<i>New Jersey Life</i>	Destination weddings	Per Request	
David Swanson	AO	<i>Private Clubs</i>	Information on news and developments	Per Request	
Dan Armitage	AO	Freelance	Upcoming fishing excursions/press trips	Per Request	
Ashley Knaus	AO	<i>Islands</i>	General destination information	Per Request	
Alexis Downey	AO	<i>Urban Land</i>	Photos	Per Request	
Brian Michitti	AO/AD	Miami Business Television	Minister Wallace	Per Request	
Jen Murphy	AO/KK	<i>Food & Wine</i>	"It" destination and general Bahamas info	Per Request	
Nina Willdorf	EB	<i>Travel + Leisure</i>	Information on news and developments	Per Request	
Robert Dominguez	JH	<i>New York Daily News</i>	Fall travel and honor bar resorts	Proactive	
Bob Curley	JH	About.com	"Best of" in The Bahamas	Per Request	
Lisa Simundson	JH	<i>Meetings South</i>	Incorporating cultural excursions into meetings	Per Request	
Laurel Leicht	JH	<i>Modern Bride</i>	Island-hopping in The Bahamas	Per Request	

**Rogers & Cowan/Weber Shandwick
Status Report for The Islands Of The
Bahamas through July 31, 2008**

Project	Contact	Activity	Status	Due Date	Complete
Big Picture Movie and Television Promotions:					
Fool's Gold/Warner Bros.	JP	Film is set in The Bahamas. R&C/WS negotiated participation in the Charlotte Russe sweepstakes to win a trip to The Bahamas as well as Bahamas.com DVD offer.	Online promotion went live on May 22, 2008. In store displays ran from May 22-June 25.	DVD Release date: June 17, 2008	Complete
Television, Location					
Scrubs/NBC	TW	R&C followed up with Scrubs regarding additional expenses from shoot. Also spoke with producers about Bahamian music to include in episodes; license-free songs were provided by WS. R&C had preliminary conversation re: DVD promotion.	Awaiting final word on additional invoice and music.	Air date: Q1 or Q2 2009	Ongoing
Top Chef/Bravo	JP/ML	Production interested in filming the two-part season finale in The Bahamas in late December or early January. R&C discussing possible integration opportunities with producers.	Producers are looking for airfare and accommodation support in exchange for island, hotel and cultural exposure. WS sent proposal to producers on April 1. Producers have decided to film in NY for the next season- R&C in discussions regarding finale location.	Air date: Spring 2009	Pending
Project Runway/Bravo	JP	Production interested in sending the contestants to an island getaway and possibly integrating The Bahamas as a relaxing destination for contestants.	Producers have decided to film an episode in Milan this season. The Bahamas is under possible consideration for Season 6.	Air date: December 2008	Pending

Rock of Love/VH1	CB	Production is interested in shooting one of the final episodes in The Bahamas in September. Would be able to incorporate characteristics of islands in episode in exchange for airfare and accommodations support from the BMOT.	R&C passed on this opportunity due to the inappropriate nature of storyline.	Air date: Winter 2008	Complete
Howie Do It/NBC	ML/CB	Production is looking for locations to shoot new episodes for this unscripted reality show featuring Howie Mandel. Would be able to incorporate characteristics of location into show. Producers are looking for airfare and accommodation support from the BMOT in exchange for great exposure.	WS is exploring opportunities through relationship with Howie Mandel. Production was just picked up for a 3rd season with filming expected to begin later this year.	Air date: Fall 2008	Pending
Feature Films, Passed					
"Four Single Fathers"/ Independent	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Fifth Mafia"/Independent	CB	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Saint John of Las Vegas"/Independent	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		
"City Island"/Independent	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Edge of Darkness"/ Independent	JP	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Greatest"/ Independent	JP	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Waters Rising"/ Centurion Entertainment	CB	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Eloise in Paris"/ Independent	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"I Hope They Serve Beer in Hell"/ Independent	CB	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Cats & Dogs 2"/ Warner Bros.	JP	Review for placement/promotion opportunities.	No appropriate opportunities.		

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through August 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Press Releases					
"Underwater Conference" Arrives on Grand Bahama Island	JH	Release announcing Pirates of Grand Bahama Dive Week event.	Release distributed.	August	Yes
The Islands Of The Bahamas Introduce \$200 Instant Savings This Fall	JH/AO	Release announcing fall rebate promotion with GBI and NPI resorts.	Release distributed.	July	Yes
The Islands Of The Bahamas Earns "Staycation" Status with Close U.S. Proximity and Fall Packages and Deals	JH/AO/KK	Release announcing fall deals in The Bahamas.	Release approved.	July	
Silver and Bronze Make a Gold Medal Effort for Bahamian Athletes	AO/AD	Release announcing The Bahamas as per capita medal count winners.	Release in development.	August	
Blue Holes, Bath Rituals and "Kinky" Accommodations	JH	Release announcing Bahamas new developments.	Release under review.	July	
The "Who Knew" Zoo	KK	Release discussing the exotic animals found in The Bahamas.	Release under review.	August	
Media Experiences					
Learn to Dive press trip, Aug. 13-17, 2008	AO/VE	As part of the "Learn To" press trip series, Agency coordinated scuba certification trip on Green Turtle Cay.	Media included Travelocity.com, <i>Miami Herald</i> and Glam Media/Forbes.com/TravelChannel.com. The Travelocity Gnome attended as a special guest.	May	Yes
Learn to Bonefish press trip, Sept. 18-21, 2008	JH/VE	As part of the "Learn To" press trip series, Agency coordinating bonefishing press trip to Bimini, with accommodations at Bimini Bay Resort and Marina.	Agency securing media and working with MOT to develop itinerary. Confirmed media include ESPNOutdoors.com; McClatchy Tribune (syndicated news service); and <i>Florida Fishing Weekly</i> .	July	

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through August 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Visiting Journalist Program - Individual Visits					
Chris Tauber, <i>Islands</i> , Aug. 3-7, 2008	AO	Agency coordinated trip focusing on authentic family travel on Green Turtle Cay.	Agency worked with MOT and Abaco office to determine itinerary. Green Turtle Club provided accommodations.	April	Yes
Kids Sea Camp Grand Bahama Island press trip, Aug. 9-12, 2008	JH	To coincide with the first Kids Sea Camp on Grand Bahama, Agency worked with GBIMOT and Pelican Bay to develop VJP experience for writer Melissa Gillespie with <i>Ocean Home</i> and <i>Northshore</i> magazines.	Trip complete. Story publish date TBD.	April	Yes
JoAnn Milivojevic, <i>Michelin Guide</i> , Aug. 13-18, 2008	EB	Agency working with Chicago-based writer on island-hopping visit to collect info for <i>Michelin Guide to The Bahamas</i> , as well as for potential stories for other outlets including <i>Continental's</i> in-flight magazine. Agency secured approval from Nalini and developed proposed itinerary.	Due to conflicting assignment, JoAnn was unable to travel. Michelin hired a Nassau-based writer for the assignment, details of which are being coordinated by MOT directly.	August	Yes
Marketing Partnerships/Promotions					
Orvis	EMB/AO	Agency continues ongoing communication with Orvis to ensure multi-year partnership stays intact and prospers. Along with world-famous fly-fishing gear, Orvis offers distinctive clothing, home furnishings, gifts, and dog products - all rooted in the outdoors.	Beginning initial discussions for 2nd Annual Bonefish Pro-Am Classic.	Ongoing	
CVS	EB/KK	As an addendum to the Passport Photo promotion that was executed in October (prompted by confusion on CVS' behalf as to how long prizes are valid for), agency is working with CVS on an online promotion whereby a banner with Bahamas & Sheraton Cable Beach logos and web links will be featured on the Photo Center section of the CVS website. In exchange, MOT and Sheraton Cable Beach have agreed to extend the expiration date of one trip for two people through February 2009.	Promotion is live and running through Dec. 31.	June	

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through August 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
SuperCoups	EB	Following the success of last year's SuperCoups promotion, Agency is working with the direct mail company for a second time on a trip giveaway sweepstakes executed in conjunction with the charity Alex's Lemonade Stand, a foundation that raises funds for childhood cancer research.	Nassau's British Colonial Hilton was secured as hotel partner to provide two 3-night trips for two people. Sweepstakes went live on April 1 and will run through Nov. 14.	February	
TravelandLeisure.com's Beverage Arts Promotion	JH	Agency developed promotion with TravelandLeisure.com to generate exposure for The Bahamas and Old Bahama Bay in exchange for one trip giveaway for two to the winner of the Beverage Arts competition, T+L's annual event where the magazine searches for the most creative bartender from U.S.	Agency negotiated "Destination of the Month" feature on T+L's Check-In Web site for August, including photos, copy points and links to Bahamas.com and OBB's Web site.	May	Yes
Bed, Bath & Beyond	EB	Agency in preliminary discussions with BBB to determine partnership/promotion opportunities for 2009.	Agency reviewing partnership presentation from BBB and brainstorming potential opportunities and budgets.	August	
WeightWatchers.com	MP/EB	Agency in preliminary discussions with WeightWatchers.com to determine partnership/promotion opportunities for 2009.	Agency sent promotion proposal and is awaiting response from WeightWatchers.com	August	
Special Projects					
Spirit Airlines Plane Domination	AD/EMB/JH	Agency pursuing radio promotions and appropriate publicity in support of The Bahamas' domination of Spirit Airlines planes.	Agency secured top South Florida radio station Y100 and confirmed Pelican Bay as hotel partner. Agency reached out to S. Florida media to determine interest in one night GBI press trip to show off the domination; no interest secured to date. Agency continues to work with Spirit in supporting the initiative.	June	
Deal or No Deal	RM/EMB	Agency in talks with producer for NBC show to bring Deal or No Deal studio to The Bahamas. Opportunity would require substantial fee only partially subject to in-kind arrangements.	Awaiting feedback from top level producers for 2009.	November	

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through August 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Bahamas network and b-roll shoot	VE	Agency working to coordinate and review video assets from ACT Productions shoot (b-roll/Bahamas channel) and Bluehole Productions (cruise conversion).	Negotiating next steps for online b-roll library (ACT/Bluehole).	January	
Bahamas Weather Conference	VE	Scouted Bimini Bay as potential site for 2009 Weather Conference. Finalized highlight reel.	Researching potential dates and island preparedness.	May	
Island Time	AD/VE/EMB	Agency developed and proposed ambush marketing and temporary destination platform centered around Bahamas island time.	Placed on hold.	April	
Crisis Communications	RM/VE	Updated annual hurricane preparedness kit.	Kit distributed to MOT and promotion board heads. Updating Crisis manual.	April	
Promotion Boards	Team	Ongoing contact to support Promotion Boards' initiatives.	Ongoing	Ongoing	
POV	Team	Reviewed media, events and promotions proposals. Continued discussions with Miami Dolphins; evaluated sponsorship opportunity with VolleyPalooza event on NPI.	Ongoing	Ongoing	
Trade Media Initiatives	JH/EMB	Ongoing coordination of press releases, media outreach and various trade initiatives to support new developments and airlift.	Ongoing	Ongoing	
Vertical Markets Support	Team	Agency working to support various market groups including diving, fishing, romance and religious marketing.	Continuing media outreach.	Ongoing	
Meetings	Team	Participate and support BMOT initiatives.	Agency participated in OIS AGM meeting and met with BMOT to review upcoming PR activities and new digital concepts.	Ongoing	
Islands of the World Fashion Week	AD	Support destination fashion and cultural show	Reviewing logistics to determine PR tactics.	May	

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through August 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
News Bureau					
Name	WS Contact	Media Affiliation	Material Sent	Use	
Risa Merl	AO	<i>Southern Boating</i>	News and developments	Per Request	
Sarah Field	AO	The Nest.com	Photos	Per Request	
Layla Revis	AO	<i>LA Confidential</i>	Educational programming	Per Request	
Gary Hendrickson	AO	WABC Radio	News and developments	Per Request	
Jimmy Im	AO	<i>Zink</i>	Learning vacations	Per Request	
Editor	AO	<i>Travel + Leisure</i>	News and developments	Per Request	
Holly Burns	AO	<i>Travel + Leisure</i> / Travelocity	Goombay Smash recipe and history	Per Request	
Elaine Glusac	EB	<i>Private Clubs Magazine</i>	News and developments	Per Request	
Leigh Newman	JH	<i>Conde Nast Traveler</i>	The Out Islands	Per Request	
Louise Collazo	JH	<i>Diversions</i>	Fall deals	Per Request	
Salma Abdelnour	JH	<i>Brides</i>	Off the beaten path eateries	Per Request	
Goran Ingman	MP	www.bortabra.se	Information on hotel accommodations	Per Request	
Chris Collier	MP	Freelancer	Bonefishing information	Per Request	

		Rogers & Cowan/Weber Shandwick Status Report for The Islands Of The Bahamas through August 31, 2008			
Project Name	Contact	Activity	Status	Due Date	Complete
Big Picture Movie and Television Promotions:					
Fool's Gold/Warner Bros.	JP	Film is set in The Bahamas. R&C/W/S negotiated participation in the Charlotte Russe sweepstakes to win a trip to The Bahamas as well as Bahamas.com DVD offer.	Online promotion went live on May 22, 2008. In store displays ran from May 22-June 25. WS arranging final trip details with prize winner.	DVD Release date: June 17, 2008	Complete
Television, Location					
Scrubs/NBC	TW	R&C followed up with Scrubs regarding additional expenses from shoot. The Bahamas will be mentioned in the third episode. Producers are negotiating with ABC about returning for a ninth season.	Photo of Zach Braff and Sarah Chalke on location in Abaco appeared in the September 8, 2008 of People Magazine.	Air date: Q1 or Q2 2009 (3rd episode)	Ongoing
Top Chef/Bravo	JP/ML	Production interested in filming the two-part season finale in The Bahamas in mid-November. R&C discussing possible integration opportunities with producers.	Weber Shandwick developing proposal outlining potential hotel partners and filming locations on Nassau/Paradise Island. In discussion with Sheraton Nassau Beach to participate as host hotel.	Air date: Spring 2009	Pending
Project Runway/Bravo	JP	Production interested in sending the contestants to an island getaway and possibly integrating The Bahamas as a relaxing destination for contestants.	The show has moved to Lifetime. R&C connecting with new contacts to explore opportunities.	Air date: December 2008	Pending
Howie Do It/NBC	ML/CB	Production is looking for locations to shoot new episodes for this unscripted reality show featuring Howie Mandel. Would be able to incorporate characteristics of location into show. Producers are looking for airfare and accommodation support from the BMOT in exchange for great exposure.	WS is exploring opportunities through relationship with Howie Mandel. Production was just picked up for a 3rd season with filming expected to begin later this year.	Air date: Winter 2008/2009	Pending

Feature Films, Passed					
"Warrior"/Independent	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Tooth Fairy"/Twentieth Century Fox	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Dali Was Here"/Independent	CB	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Hangover"/Warner Bros.	JP	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Splinterheads"/Independent	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Price"/Independent	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Funny People"/Universal	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Extract"/Miramax	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Bring It On 5"/Universal Home Entertainment	EC	Review for placement/promotion opportunities.	No appropriate opportunities. Direct-to-DVD.		
"Eyes of the King"/Independent	JP	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Brownie Master"/Warner Bros.	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Silver Cord"/Independent	JP	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Triple Dogs"/Independent	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Spectacular Regret"/Independent	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Crazy Heart"/Independent	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through Sept. 30, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Press Releases					
Silver and Bronze Make a Gold Medal Effort for Bahamian Athletes	AO/AD	Release announcing The Bahamas as per capita medal count winners.	Release approved and distributed.	August	Yes
The Islands Of The Bahamas Earns "Staycation" Status with Close U.S. Proximity and Fall Packages and Deals	JH/AO/KK	Release announcing fall deals in The Bahamas.	Release distributed.	July	Yes
Blue Holes, Bath Rituals and "Kinky" Accommodations	JH	Release announcing Bahamas new developments.	Release approved and distributed.	July	Yes
Kafe Kalik Opens Fourth Location on International Drive	AO	Release announcing opening date for Kafe Kalik in Orlando.	Release approved.	September	Yes
The "Who Knew" Zoo; Visit The Islands Of The Bahamas For Bird Watching, Swimming Pigs and Wild Horses	KK	Release discussing the exotic animals found in The Bahamas.	Incorporating latest information on Inagua flamingo population.	August	
Delta Adds New York Flight to Nassau/Paradise Island	KK	Release announcing the increase in flights on Delta Airlines between NYC and Nassau	Release under development.	September	
Media Experiences					
Learn to Bonefish, Bimini, Sept. 18-21, 2008	JH/VE	As part of the "Learn To" press trip series, Agency coordinated bonefishing press trip to Bimini, with accommodations at Bimini Bay Resort and Marina.	Trip complete and follow up in progress. Participating media included ESPNOutdoors.com, <i>The Florida Times-Union</i> and <i>Florida Fishing Weekly</i> .	July	Yes
Learn to Kite Surf, Exuma, Oct. 25-29, 2008	AO/EB	As part of the "Learn To" press trip series, Agency coordinating kiteboarding press trip to Exuma, with accommodations at The Four Seasons.	Agency working with MOT to finalize itinerary. Media secured include <i>Kite Surf Magazine</i> , <i>Desert Living</i> , <i>New York Daily News</i> and <i>Charlotte Magazine</i> .	August	
Learn to Cook/Relax 3.0, Cat Island, Nov. 19-23, 2008	EB/AO	As part of the "Learn To" press trip series, Agency planning third cooking/relaxing experience on Cat Island, with accommodations at Fernandez Bay.	Media interested include <i>The New Jersey Record</i> , <i>Jacksonville 904 Magazine</i> , <i>Times of the Islands</i> , <i>RSW Living</i> and Gatehouse Media Syndicate.	September	
Water Adventure, Nassau & Exuma, Dec. 3-7, 2008	EW/KK	Agency planning water adventure press trip to Nassau and Exuma that includes a one full day excursion to Exuma on a High Seas Bahamas Powerboat and another half day of the America's Cup Racing Challenge.	Media interested include RomanticDestinations.com, <i>Southern Bride</i> and Fodor's.	September	

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through Sept. 30, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Visiting Journalist Program - Individual Visits					
Victoria de Silverio, <i>Sherman's Travel</i> , November 2008	AO	Agency coordinating trip focusing on Harbour Island for Sherman's Travel. Feature story will be 1,000 words and will focus on accommodations, restaurants and activities.	Agency working with MOT to create itinerary and secure accommodations.	September	
Marketing Partnerships/Promotions					
Orvis	EB/AO	Agency continues ongoing communication with Orvis to ensure multi-year partnership stays intact and prospers. Along with world-famous fly-fishing gear, Orvis offers distinctive clothing, home furnishings, gifts, and dog products - all rooted in the outdoors.	Beginning initial discussions for 2nd Annual Bonefish Pro-Am Classic.	Ongoing	
CVS	EW/KK	As an addendum to the Passport Photo promotion that was executed in October (prompted by confusion on CVS' behalf as to how long prizes are valid for), agency is working with CVS on an online promotion whereby a banner with Bahamas & Sheraton Cable Beach logos and web links will be featured on the Photo Center section of the CVS website. In exchange, MOT and Sheraton Cable Beach have agreed to extend the expiration date of one trip for two people through February 2009.	Promotion is live and running through Dec. 31.	June	
SuperCoups	EW	Following the success of last year's SuperCoups promotion, Agency is working with the direct mail company for a second time on a trip giveaway sweepstakes executed in conjunction with the charity Alex's Lemonade Stand, a foundation that raises funds for childhood cancer research.	Nassau's British Colonial Hilton was secured as hotel partner to provide two 3-night trips for two people. Sweepstakes went live on April 1 and will run through Nov. 14.	February	
Bed, Bath & Beyond	EW/EB	Agency in preliminary discussions with BBB to determine partnership/promotion opportunities for 2009.	Agency reviewing partnership presentation from BBB and brainstorming potential opportunities and budgets.	August	
WeightWatchers.com	MP/EW	Agency in preliminary discussions with WeightWatchers.com to determine partnership/promotion opportunities for 2009.	Agency sent promotion proposal and is awaiting response from WeightWatchers.com.	August	

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through Sept. 30, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Special Projects					
Spirit Airlines Plane Domination	AD/EB/JH	Agency pursuing radio promotions and appropriate publicity in support of The Bahamas' domination of Spirit Airlines planes.	Agency secured top South Florida radio station Y100 and confirmed Pelican Bay as hotel partner. Provided assistance with press announcement.	June	
Deal or No Deal	RM/EB	Agency liaised with producer for NBC show to bring Deal or No Deal studio to The Bahamas. Opportunity would require substantial fee only partially subject to in-kind arrangements.	Agency received response from producers and decided to table the discussion at this time. Agency will keep in touch for future opportunities.	November	Yes
Bahamas Web Channel/B-roll	VE/JH EW/AO	Agency reviewing footage from ACT Productions shoot, BlueHole Pictures, etc. to log and establish extent of b-roll holdings. Draft webisodes from ACT Productions to be recut in this phase.	Establishing needs for remaining footage to complete the core holdings for b-roll library and generate island overview videos.	January	
Bahamas Google Earth	VE/MP	Agency developing draft template and content outline to create strategic overlays with hotels, airports, beaches, historical sites, vertical market points of interest.	Completing outline for MOT review	September	
Bahamas Social Media Newsroom	VE	Agency to create online media room and refining features.	Developing specs	September	
Bahamas Social Media Monitoring	VE/MP	Agency setting up and refining search parameters for Radian6 monitoring and message assessment.	Agency to create key theme and influencer tracking report to identify opportunities for linking to or leveraging online stories.	September	

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through Sept. 30, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Bahamas Weather Conference	VE	Agency worked with M. Mayfield to determine April 15-19, 2009, as best dates for conference. These avoid the March sweeps period and secure participation of NHC director.	Agency to work with I. Bartlett to negotiate hotel contract.	May	
Crisis Communications	RM/VE	Updated annual hurricane preparedness kit.	Kit distributed to MOT and promotion board heads. Updating Crisis manual. Provided support during Hurricane Ike, coordinated and developed communiques and responded to media inquiries.	April	
Promotion Boards	Team	Ongoing contact to support Promotion Boards' initiatives.	Ongoing	Ongoing	
POV	Team	Reviewed media, events and promotions proposals.	Ongoing	Ongoing	
Trade Media Initiatives	JH/EB	Ongoing coordination of press releases, media outreach and various trade initiatives to support new developments and airlift.	Ongoing	Ongoing	
Vertical Markets Support	Team	Agency working to support various market groups including diving, fishing, romance and religious marketing.	Continuing media outreach.	Ongoing	
Meetings	Team	Participate and support BMOT initiatives.	Ongoing	Ongoing	
Islands of the World Fashion Week	AD	Support destination fashion and cultural show	Reviewing logistics to determine PR tactics.	May	

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through Sept. 30, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
News Bureau					
Name	WS Contact	Media Affiliation	Material Sent	Use	
Rebecca Strauss	AO/MP	<i>Caribbean Travel + Life</i>	Info on fall/winter deals and Junkanoo	Proactive	
Toni May	AO	" <i>South Florida Today</i> " TV program	Info on press trips	Per Request	
Kirk Deeter	AO	<i>Garden & Gun</i>	Information for feature on "Hidden Bahamas"	Per Request	
Suzy Buckley	AO	<i>Ocean Drive</i>	Press trip information and release pitching	Proactive	
Blake Miller	AO	<i>Charlotte Magazine</i>	Adventure travel	Proactive	
Celeste Moure	AO	<i>US Airways Magazine</i>	Upscale travel	Per Request	
Charyn Pfueller	AO	Freelancer	Story ideas for 2009	Per Request	
Terry Ward	AO	Freelancer	Press trip information	Proactive	
via Lou Hammond	AO	<i>Newsday, NY</i>	Direct flight information	Per Request	
Kim VanDang	AO	Freelancer	Information on press trips and adventure travel	Proactive	
Jacquie Kubin	AO	<i>Donne Tempo</i>	Information on Green Turtle Club, Brendal, Green Turtle Cay and Abaco	Per Request	
Jason Kephart	AO	<i>SmartMoney</i>	Adventure travel, news	Proactive	
Eleanor Wilson	MP	<i>Porthole Magazine</i>	Information on Nassau and Freeport	Per Request	
Patricia Born	JH	<i>Boston Herald</i>	Cat Island	Per Request	
Bob Curley	JH	<i>Meeting News</i>	New developments with meetings in The Bahamas	Per Request	

**Rogers & Cowan/Weber Shandwick
Status Report for The Islands Of The
Bahamas through Sept. 30, 2008**

Project	Contact	Activity	Status	Due Date	Complete
Big Picture Movie and Television Promotions:					
"Eloise in Paradise"/Independent	CB	Handmade Films is looking for a destination partner to host location shooting of feature film starring Uma Thurman. Production would likely occur in August/September 2009.	WS/R&C had initial call to discuss details and is working with MOT to determine interest level. Producers are in discussion with Atlantis as host hotel, however, as the film will encompass both the hotel and destination are open to story line suggestions as the script has not yet been written.	Release date: TBD 2010	Pending
Television, Location					
Scrubs/NBC	TW	R&C followed up with Scrubs regarding additional expenses from shoot. The Bahamas will be mentioned in three episodes. Producers are negotiating with ABC about returning for a ninth season.	Photo of Zach Braff and Sarah Chalke on location in Abaco appeared in the Sept. 8, 2008, issue of <i>People</i> .	Air date: Q1 or Q2 2009	Ongoing
Top Chef/Bravo	JP/ML	Production interested in filming the two-part season finale in The Bahamas in early January. R&C met with producers about possible integration opportunities. WS developed proposal outlining potential hotel partners and filming locations on Nassau/Paradise Island, including Rose Island, Arawak Cay and Nygard Cay. In discussion with Sheraton Nassau Beach to participate as host hotel.	Production is looking to scout in October. WS & R&C finalizing details with production.	Air date: Spring 2009	Pending
New Adventures of Old Christine/CBS	LS/CB	R&C pitched producers on The Bahamas storyline. Wanda Sykes' character will be revealed to be from The Bahamas this season.	WS/R&C are brainstorming story line suggestions and will meet with producers to discuss possible filming location.	Air date: Winter 2008/2009	Pending
Television Exposure					

"Mad Men"/AMC		Verbal with Kristoffer Polaha's character while he talks with Jon Hamm - "I'm taking her to Nassau." -excellent exposure, 1 second	The show is in its second season. In 2008, "Mad Men" won the Golden Globe Award for Best Television Series - Drama.	8/1/2008	Complete
"Til Death"/Fox		A Bahamas Poster is hanging on the wall in the travel agency with Joely Fisher and Joe Manganiello - great, poster recognizable and readable; 16 seconds	The show is currently in its third season and reaches 4.5 million viewers. This is the second time the Bahamas poster has appeared in an episode (it first appeared last year in a similar scene during the first season).	9/17/2008	Complete
"House"/Fox		Verbal with Michael Weston character - "He was in Madrid and the Bahamas."-excellent exposure, 2 seconds	The show is currently in its seventh season and reaches approximately 14 million viewers. "House" was nominated for the 2008 Golden Globe Award for Best Television Series - Drama but lost to "Mad Men."	9/23/2008	Complete
"The Office"/NBC		Verbal with Ed Helms' character - "Scuba diving wedding in the Bahamas."-excellent exposure, 1 second.	The show is currently in its fifth season and reaches approximately 8.1 million viewers.	9/25/2008	Complete

Feature Films, Passed					
"Demoted"/Independent	LS	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Textuality"/Independent	CB	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Every Day"/Independent	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Sideways Japan"/Independent	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Last Night"/Independent	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Law Abiding Citizen"/Independent	CB	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Our Child is Missing"/Independent	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Storyteller"/Independent	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Untitled Todd Solondz Project"/Independent	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Joneses"/Independent	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Waiting for Forever"/Independent	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Welcome to the Rileys"/Independent	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through Oct. 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Press Releases					
The "Who Knew" Zoo; Visit The Islands Of The Bahamas For Bird Watching, Swimming Pigs and Wild Horses	KK	Release discussing the exotic animals found in The Bahamas	Incorporating latest information on Inagua flamingo population.	August	
Delta Adds New York Flight to Nassau/Paradise Island	KK	Release announcing the increase Delta flights between NYC and Nassau	Release distributed.	September	Yes
New MasterCard Program Enhances Visitors Experiences In The Islands Of The Bahamas	EW/KK	Release announcing partnership with MasterCard	Release distributed.	October	Yes
Save a Cool \$500 With a Hot Escape to The Islands Of The Bahamas	MP	Release announcing the Fall 2008 Bahamas rebate offer	Release distributed.	October	Yes
Media Experiences					
Learn to Kite Surf, Exuma, Oct. 25-29, 2008	AO/EB	As part of the "Learn To" press trip series, Agency coordinated kiteboarding press trip to Exuma, with accommodations at The Four Seasons.	Media included <i>Kite Surf Magazine</i> , <i>Desert Living</i> , <i>New York Daily News</i> and <i>Charlotte Magazine</i> . Hotel provided by The Four Seasons.	August	Yes
Learn to Cook/Relax 3.0, Cat Island, Nov. 19-23, 2008	EB/AO	As part of the "Learn To" press trip series, Agency planning third cooking/relaxing experience on Cat Island, with accommodations at Fernandez Bay.	Media interested include <i>The New Jersey Record</i> , <i>Jacksonville 904 Magazine</i> , <i>Times of the Islands</i> , <i>RSW Living</i> and Gatehouse Media Syndicate.	September	
Water Adventure, Nassau & Exuma, Dec. 4-7, 2008	EW/KK	Agency planning water adventure press trip to Nassau and Exuma that includes a one full day excursion to Exuma on a High Seas Bahamas Powerboat and another half day of the America's Cup Racing Challenge.	Media interested include RomanticDestinations.com, <i>Southern Bride</i> and Fodor's.	September	

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through Oct. 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Visiting Journalist Program - Individual Visits					
Victoria de Silverio, <i>Sherman's Travel/Plenty</i> , November 2008	AO	Agency coordinating trip focusing on Andros. Feature story will be 1,000 words and will focus on accommodations, restaurants and activities.	Journalist secured accommodations at Kamalame. Agency to provide flight support.	September	
Shana Leibman, <i>Endless Vacation</i>	KK	Agency coordinating trip focusing on Nassau/Paradise Island.	Agency working with MOT to create itinerary and secure accommodations.	September	
Marketing Partnerships/Promotions					
Orvis	EB/AO	Agency continues ongoing communication with Orvis to ensure multi-year partnership stays intact and prospers. Along with world-famous fly-fishing gear, Orvis offers distinctive clothing, home furnishings, gifts, and dog products - all rooted in the outdoors.	Beginning initial discussions for 2nd Annual Bonefish Pro-Am Classic.	Ongoing	
SuperCoups	EW	Following the success of last year's SuperCoups promotion, Agency is working with the direct mail company for a second time on a trip giveaway sweepstakes executed in conjunction with the charity Alex's Lemonade Stand, a foundation that raises funds for childhood cancer research.	Nassau's British Colonial Hilton was secured as hotel partner to provide two 3-night trips for two people. Sweepstakes went live on April 1 and will run through Nov. 14.	February	
Bed, Bath & Beyond	EW/EB	Agency in preliminary discussions with BBB to determine partnership/promotion opportunities for 2009.	Agency reviewed partnership opportunity with MOT and negotiating program elements and budget with BBB.	August	

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through Oct. 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Special Projects					
Bahamas Web Channel/B-roll	VE/JH EW/AO	Agency utilizing footage from ACT Productions shoot, BlueHole Pictures, etc. to log and establish extent of b-roll holdings for creation of web channel or use on existing website	Reviewing all footage and establishing needs for remaining footage to complete b-roll library	January	
Bahamas Google Earth	VE/MP	Agency developing draft template and content outline to create strategic overlays with hotels, airports, beaches, historical sites, vertical market points of interest.	Completing outline for MOT review.	September	
Bahamas Social Media Newsroom	VE	Agency to create online media room and refining features.	Developing specs.	September	
Bahamas Social Media Monitoring	VE/MP	Agency monitoring and creating response procedures	Agency provided BMOT with first analysis report with assessment of messages. Developed guidelines and response procedure and continuing monitor with Radian6 tool.	September	
Bahamas Weather Conference	VE	Agency worked with M. Mayfield to determine April 15-19, 2009, as best dates for conference. These avoid the March sweeps period and secure participation of NHC director.	Agency working with I. Bartlett on organizing scout to Bimini.	May	
Crisis Communications	RM/VE	Ongoing.	Ongoing.	April	
Promotion Boards	Team	Ongoing contact to support Promotion Boards' initiatives.	Ongoing	Ongoing	
POV	Team	Reviewed media, events and promotions proposals.	Ongoing	Ongoing	
Trade Media Initiatives	JH/EB	Ongoing coordination of press releases, media outreach and various trade initiatives to support new developments and airlift.	Ongoing	Ongoing	
Vertical Markets Support	Team	Agency working to support various market groups including diving, fishing, romance and religious marketing.	Continuing media outreach.	Ongoing	
Meetings	Team	Participate and support BMOT initiatives.	Agency participated in JMC and Bahamas.com strategy meetings. Developed U.S. communications report for BMOT staff meeting.	Ongoing	

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through Oct. 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Islands of the World Fashion Week	AD	Support destination fashion and cultural show	Multiple contacts attempted. Event being supported by LaGrant.	May	
Mo'Nique Show	AD/KK	Provided POV on hosting radio broadcast	Consulting with BMOT on developing radio broadcast in conjunction with an audience come along.	October	

Weber Shandwick Status Report for Bahamas Ministry of Tourism Work completed through Oct. 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
News Bureau					
Name	WS Contact	Media Affiliation	Material Sent	Use	
Carol Sotilli	MP	<i>The Washington Post</i>	Information on \$500 Rebate offer	By Request	
Rebecca Taggard	MP	Caribbean Hotel & Tourism Association	Information on Fall deals in The Islands Of The Bahamas	By Request	
Cynthia Delonas	MP	<i>The Star-Ledger</i>	Photographs of Nassau/Paradise Island	By Request	
Jason Kephart	AO	<i>SmartMoney</i>	Information on spring/summer and adventure travel	Proactive	
Alison Presley	AO	<i>Travelocity</i>	Information on beach, family and romance tips on Nassau	By Request	
KT Harrison	AO	<i>Bridal Guide</i>	Caribbean luxe for léss	By Request	
Rebecca Strauss	AO	<i>Caribbean Travel + Life</i>	What's new and high season deals	By Request	
Stephanie Johnnidis	AO	<i>Sherman's Travel</i>	Christmas in the Caribbean	By Request	
Rebecca Rothbaum	JH	<i>New York Magazine</i>	Off-the-beaten path islands - Cat Island and Long Island	Proactive	
Felicity Long	JH	GateHouse Media	Exuma	By Request	
Ilyna Caruso	JH	<i>Wall Street Journal</i>	What's New	By Request	

Rogers & Cowan/Weber Shandwick Status Report for The Islands Of The Bahamas through Oct. 31, 2008					
Project	Contact	Activity	Status	Due Date	Complete
Big Picture Movie and Television Promotions:					
"Eloise in Paradise"/Independent	CB	Handmade Films is looking for a destination partner to host location shooting of feature film starring Uma Thurman. Production would likely occur in August/September 2009.	WS/R&C had initial call to discuss details and confirmed interest from MOT in exploring opportunity further. Producers are in discussion with Atlantis as one destination within The Bahamas, however, as the film could encompass multiple Bahamian destinations, the producers are open to story line suggestions as the script has not yet been written. R&C is arranging conference call with Handmade Films for the beginning of December to discuss treatment.	Release date: TBD 2010	Pending
Television, Location					
Scrubs/NBC	TW	R&C followed up with Scrubs regarding additional expenses from shoot. The Bahamas will be mentioned in three episodes. Producers are negotiating with ABC about returning for a ninth season.	R&C is exploring promotional opportunities with the network and will inform WS and BMOT of exact air date once producers confirm with the network.	Air date: Q1 or Q2 2009	Ongoing

Top Chef/Bravo	JP/ML	Production interested in filming the two-part season finale in The Bahamas in early January. R&C met with producers about possible integration opportunities. WS developed proposal outlining potential hotel partners and filming locations on Nassau/Paradise Island, including Sheraton Cable Beach Resort, Rose Island, Arawak Cay and Nygard Cay. WS liaised with partners to develop an extensive itinerary for a location scout with the producers, Nov. 10-13.	Production was directed to pursue a different filming location due to concerns from Bravo on featuring Caribbean destinations back-to-back (the last season finale was filmed in Puerto Rico). Producers remain very interested in pursuing The Bahamas as a location for upcoming seasons. R&C will continue discussions for next season when appropriate.	Air date: Spring 2009	Declined
New Adventures of Old Christine/CBS	LS/CB	R&C pitched producers on The Bahamas storyline. Wanda Sykes' character has been revealed to be from The Bahamas this season.	WS/R&C are brainstorming story line suggestions and will meet with producers to discuss possible filming location.	Air date: 2009	Pending
Television Exposure					
"Entourage"/HBO		"Tom" (Brandon Quinn) wears a retro "It's Better In The Bahamas" T-shirt - great exposure, "Bahamas" readable; 68 seconds	An Emmy Award-winning HBO original series that chronicles the rise of a young A-list movie star and his childhood friends from Queens, New York City as they navigate the unfamiliar terrain of Hollywood.	10/5/2008	Complete
"Mad Men"/AMC		Verbal mention with a guest star when she talks to the show's main character Don Draper (played by Jon Hamm) - "We're headed to Lyford Key, Nassau." Excellent exposure; 2 seconds	The show is in its second season. In 2008, "Mad Men" won the Golden Globe Award for Best Television Series - Drama.	10/12/2008	Complete

"Dexter"/Showtime		Bimini was integrated into the plot line of a recent episode, titled "Turning Biminese." The lead character, Dexter, is pursuing a suspect who is on a Caribbean cruise that stops in Bimini. The episode includes a beach scene that "takes place" in Bimini, as well as several verbal mentions: Guest Star - "If I were you, I'd cut a few corners, head over to Bimini. They'll have you under the water (diving) in less than a day. The water is beautiful there." Michael C. Hall - "Bimini. It's close. I can be there and back in my boat." - excellent; 11 seconds - Cruise Director (loudspeaker) - "The next sea taxi's leaving Bimini for our ship in 20 minutes." - excellent; 3 seconds. Cruise Director (loudspeaker) - "This sea taxi's departing Bimini for our ship in five minutes." - excellent; 3 seconds. Jimmy Smits - "Bimini's what, 40 miles away?" - excellent; 3 seconds	An award-winning drama series that airs on Showtime. Set in Miami, the series, now in its third season, centers on Dexter Morgan (Michael C. Hall), who works for the Miami Metro Police Department. Dexter, however, harbors a dark secret – he is a serial killer who's victims are killers themselves.	10/26/2008	Complete
Feature Films, Passed					
"Baggage Claim"/Fox Searchlight	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Dear John"/Independent	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Zombieland"/Columbia	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Love at First Hiccup"/Disney	CB	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Solitary Man"/Independent	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Couple's Retreat"/Universal	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Men Who Stare at Goats"/Independent	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		
"My Own Love Song"/Independent	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Middle Man"/Independent	ML	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Love and Other Impossible Pursuits"/Independent	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Ghost in the Ring"/Independent	LS	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Up in the Air"/Independent	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		

"Zookeeper"/MGM	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Coach"/Independent	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"First Dog"/First American Cinema	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Pongo Boy"/Independent		Review for placement/promotion opportunities.	No appropriate opportunities.		
"High School"/Independent	LS	Review for placement/promotion opportunities.	No appropriate opportunities.		
"13"/Independent	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		

Weber Shandwick Status Report for Bahamas Ministry of Tourism work completed through Nov. 30, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Press Releases					
The "Who Knew" Zoo; Visit The Islands Of The Bahamas For Bird Watching, Swimming Pigs and Wild Horses	KK	Release discussing the exotic animals found in The Bahamas	Incorporating latest information on Inagua flamingo population. To be distributed Dec. 1, 2008.	August	
Hot Deals, New Flights Have Travelers Cheering It's Better In The Bahamas!	EW	Release highlighting current deals and new flights as reasons why it's better in The Bahamas.	Release updated per edits from Delta and distributed Nov. 14.	November	Yes
Media Experiences					
Learn to Cook/Relax 3.0, Cat Island, Nov. 19-23, 2008	EB/AO	As part of the "Learn To" press trip series, Agency coordinated third cooking/relaxing experience on Cat Island, with accommodations at Fernandez Bay Village.	Media in attendance included <i>The New Jersey Record</i> , <i>AirCurrents</i> , <i>Jacksonville 904 Magazine</i> , <i>Times of the Islands</i> and <i>RSW Living</i> .	September	Yes
Water Adventure, Nassau & Exuma, Dec. 4-7, 2008	KK/EW	Agency working with MOT to plan a water adventure press trip to Nassau that includes a day trip to Exuma with High Seas Bahamas and the America's Cup Racing Challenge. Agency liaising with Sheraton Nassau Beach as host hotel.	Media secured include <i>Grace Ormond Wedding Style Magazine</i> , <i>Southern Bride</i> , <i>Romantic Destinations.com</i> and <i>Fodors</i> .	September	
Visiting Journalist Program - Individual Visits					
Victoria de Silverio, <i>Sherman's Travel/Plenty</i> , November 2008	AO/MP/JH	Agency coordinated trip to Andros for 1,000-word feature highlighting activities, cuisine and resorts.	Journalist secured accommodations at Kamalame Cay. Agency provided flight support and now coordinating photo shoot for feature.	September	
Shana Leibman, <i>Endless Vacation</i>	KK	Agency coordinating trip focusing on Nassau/Paradise Island highlights for foodies, wildlife enthusiasts, families.	Agency working with MOT to create itinerary and secure accommodations.	September	Yes
Debbie Snow, <i>Caribbean Travel + Life</i>	KK	Agency coordinating trip focusing on new developments in Nassau/Paradise Island.	Agency working with MOT to create itinerary and secure accommodations.	November	

Weber Shandwick Status Report for Bahamas Ministry of Tourism work completed through Nov. 30, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
G.W. and Christine Tibbetts, <i>Tifton Gazette</i> (Ga.), Dec. 11, 2008	KK	Agency coordinating island tour while journalists are in port on Nassau/Paradise Island	Agency working with MOT to create itinerary. No accommodations needed.	November	
Geoff Mueller, <i>Fly Fishing</i> , Jan. 31-Feb 7, 2009	JH	Agency working with journalists to coordinate VJP experience on South Andros for bonefishing feature.	Journalist secured their own accommodations. Agency booking airfare and working with journalists/MOT to develop story.	November	
Marketing Partnerships/Promotions					
Orvis	EB/AO	Agency continues ongoing communication with Orvis to ensure multi-year partnership stays intact and prospers. Along with world-famous fly fishing gear, Orvis offers distinctive clothing, home furnishings, gifts, and dog products - all rooted in the outdoors.	Beginning initial discussions for 2nd Annual Bonefish Pro-Am Classic and setting up meeting to discuss partnership moving forward.	Ongoing	
SuperCoups	EW	Following the success of last year's SuperCoups promotion, Agency is working with the direct mail company for a second time on a trip giveaway sweepstakes executed in conjunction with the charity Alex's Lemonade Stand, a foundation that raises funds for childhood cancer research.	Nassau's British Colonial Hilton was secured as hotel partner to provide two 3-night trips for two people. Sweepstakes went live on April 1 and ran through Nov. 14.	February	Yes

Weber Shandwick Status Report for Bahamas Ministry of Tourism work completed through Nov. 30, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Special Projects					
Bahamas Web Channel/B-roll	VE/EW/AO	Agency utilizing footage from ACT Productions shoot, BlueHole Pictures, etc. to log and establish extent of b-roll holdings for creation of web channel or use on existing website.	Reviewing all footage and establishing needs for remaining footage to complete b-roll library.	January	
Outside Magazine March Style Feature - Photo Shoot, Exuma - Dec. 17-20, 2008	AO/VE	Agency coordinating photo shoot with <i>Outside</i> magazine and Exuma tourism office. Accommodations secured at Peace and Plenty.	Finalizing details for shoot and recruiting local Bahamas residents and citizens to participate in shoot.	November	
Bahamas Google Earth	VE/MP	Agency developing draft template and content outline to create strategic overlays with hotels, airports, beaches, historical sites, vertical market points of interest.	Completing outline for MOT review.	September	
Bahamas Social Media Newsroom	VE	Agency creating online media room and refining features.	Agency working with Outthink to develop.	September	
Bahamas Social Media Monitoring	VE/MP	Agency monitoring and creating response procedures	Agency working with BMOT to monitor with Radian6 tool.	September	
Bahamas Weather Conference	VE/JH	Agency worked with M. Mayfield to determine if April 15-19, 2009, are best dates for conference. These avoid the March sweeps period and secure participation of NHC director.	Agency working with I. Bartlett to organize Sheraton Cable Beach scout for December.	May	
It's Better In The Bahamas - Added Value Marketing Programs	EW	Agency is supporting Arnold/MPG on an added-value marketing program resulting from ad buys with the local NBC, CBS and ABC networks in some of The Bahamas' top markets.	Agency is coordinating sweepstakes component of program with each network and assisting with media rates for any on-island filming.	November	
Crisis Communications	RM/VE	Ongoing	Ongoing	April	
Promotion Boards	Team	Ongoing contact to support Promotion Boards' initiatives.	Ongoing	Ongoing	

Weber Shandwick Status Report for Bahamas Ministry of Tourism work completed through Nov. 30, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
POV	Team	Reviewed media, events and promotions proposals.	Ongoing	Ongoing	
Trade Media Initiatives	JH/EB	Ongoing coordination of press releases, media outreach and various trade initiatives to support new developments and airlift.	Ongoing	Ongoing	
Vertical Markets Support	Team	Agency working to support various market groups including diving, fishing and romance.	Continuing media outreach.	Ongoing	
Meetings	Team	Participate and support BMOT initiatives.	Agency participated in JMC and Bahamas.com strategy meetings. Developed U.S. communications report for BMOT staff meeting.	Ongoing	
Mo'Nique Show	AD/KK	Agency provided POV on hosting radio broadcast	Agency coordinating visit in Spring 2009 per talent's schedule.	October	
It's Better In The Bahamas Ad Campaign Support	Team	Agency brainstorming public relations tactics and activities in support of the new brand platform.	Message will be woven throughout ongoing communication efforts, including press trips, release, promotions, etc.	November	
Bahamas-branded USBs Press Kit	JH	Agency working with vendor to produce 1,000 Bahamas branded USBs for Caribbean Tourism Week.	Agency acquiring mock-up from vendor and placing order following MOT's approval.	November	
News Bureau					
Name	WS Contact	Media/Affiliation	Material Sent	Use	
Richard Kahn	MP	<i>USA Today</i> Caribbean Issue	Information on what's new in the Bahamas	By Request	
Karen Schaler	AO	<i>Travel Therapy</i>	Paradise Island photos	By Request	
Chelsea Greenwood	MP	<i>Boca Raton</i> magazine	Photos of Bimini for February issue	By Request	
Andrea Bennett	EW	<i>New York Post</i>	Information on what's new in the Bahamas for a new online travel guide	By Request	

Weber Shandwick Status Report for Bahamas Ministry of Tourism work completed through Nov. 30, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Jill Waterman, AP	EW	New Year's Photos.com	Information on press credentials for Junkanoo parade	By Request	
Jennifer Goldstein	JH	<i>Ink</i>	Information on Harbour Island as ideal destination for understated luxury.	By Request	
Kim Foley MacKinnon	JH/MP	TravelMuse.com	Complimentary activities in The Bahamas	By Request	

Rogers & Cowan/Weber Shandwick Status Report for The Islands Of The Bahamas through Nov. 30, 2008					
Project	Contact	Activity	Status	Due Date	Complete
Big Picture Movie and Television Promotions:					
"Eloise in Paradise"/Independent	CB	Handmade Films is looking for a destination partner to host location shooting of feature film starring Uma Thurman. Production would likely occur in August/September 2009.	WS/R&C had initial call to discuss details and confirmed interest from MOT in exploring opportunity further. Producers are in discussion with Atlantis as one destination within The Bahamas, however, as the film could encompass multiple Bahamian destinations, the producers are open to story line suggestions as the script has not yet been written. R&C met with Handmade Films to further discuss integration opportunities and locations - they are reviewing budgets for this opportunity.	Release date: TBD 2010	Pending
Television, Location					
"Scrubs"/NBC	TW	R&C followed up with Scrubs regarding additional expenses from shoot. The Bahamas will be mentioned in three episodes. Producers are negotiating with ABC about returning for a ninth season.	R&C is exploring promotional opportunities with the network and will inform WS and BMOT of exact air date once producers confirm with the network. WS is reaching out to ABC publicist to discuss PR and sweepstakes opportunities.	Air date: Late January or early February 2009	Ongoing
"New Adventures of Old Christine"/CBS	LS/CB	R&C pitched producers on The Bahamas storyline. Wanda Sykes' character has been revealed to be from The Bahamas this season.	WS/R&C are brainstorming story line and locations suggestions. R&C met with producers to discuss opportunity further - producers are checking their budgets for the upcoming year to determine whether an on-island shoot is a viable option.	Air date: 2009	Pending

Feature Films, Passed					
"Paper Man"/Independent	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		
"After Life"/Independent	EC	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Sinners and Saints"/Independent	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Acceptance"/Lifetime	N/A	Review for placement/promotion opportunities.	No appropriate opportunities.		
"Mike and Devo"/Independent	CB	Review for placement/promotion opportunities.	No appropriate opportunities.		
"The Book of Eli"/ Warner Bros.	HJ	Review for placement/promotion opportunities.	No appropriate opportunities. Period piece.		
"Boogie Town"/Universal	HJ	Review for placement/promotion opportunities.	No appropriate opportunities. Period piece.		
"A Single Man"/ Independent	CB	Review for placement/promotion opportunities.	No appropriate opportunities.		

Weber Shandwick Status Report for Bahamas Ministry of Tourism work completed through Dec. 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Press Releases					
The "Who Knew" Zoo; Visit The Islands Of The Bahamas For Bird Watching, Swimming Pigs and Wild Horses	KK	Release discussed the exotic animals found in The Bahamas	Distributed Dec. 1.	August	Yes
Bahamas Voted a Top 10 Dream Escape; With Hot Deals and Non-Stop Flights, Last-Minute Holiday Getaways are a Traveler's Dream Come True	AO/MP	Release announcing last-minute holiday deals and recent survey results from TripAdvisor.com	Distributed Dec. 19.	December	Yes
Media Experiences					
Water Adventure, Nassau & Exuma, Dec. 4-7, 2008	KK/EW	Agency and MOT executed a water adventure press trip to Nassau. Activities included a day trip to Exuma with High Seas Bahamas, the America's Cup Racing Challenge and the Opening Night Party for the Bahamas International Film Festival (BIFF). Sheraton Nassau Beach served as host hotel.	Participating journalists included <i>Grace Ormond Wedding Style Magazine</i> , <i>Fodor's</i> , <i>Southern Bride Magazine</i> and <i>Romantic DestinationsTravel.com</i> .	September	Yes
Visiting Journalist Program - Individual Visits					
Victoria de Silverio, <i>Sherman's Travel/Plenty</i> , November 2008	AO/MP/JH	Agency coordinated trip to Andros for 1,000-word feature highlighting activities, cuisine and resorts.	Journalist secured accommodations at Kamalame Cay. Agency provided flight support and coordinated photo shoot for feature.	September	Yes
Debbie Snow, <i>Caribbean Travel + Life</i> , Dec. 11-14, 2008	EW/KK	Agency liaised with MOT to coordinate a visit to Nassau/Paradise Island for Debbie to experience the most recent new developments on island. Sheraton Nassau Beach served as host hotel.	"Just Back" feature slated for the April 2009 issue.	November	Yes

Weber Shandwick Status Report for Bahamas Ministry of Tourism work completed through Dec. 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
G.W. & Christine Tibbetts, <i>Tifton Gazette (GA)</i> , Dec. 11, 2008	KK	Agency coordinated island tour while journalists were in port in Nassau/Paradise Island.	Trip complete. Story slated to run Sun., Jan. 11.	November	Yes
Pat and Walter Brooks <i>Best Read Guides, Inc.</i> , Jan. 10, 2009	KK	Agency coordinating island tour while journalists are in Nassau/Paradise Island during a layover following a trip to Exuma.	Agency working with MOT to create itinerary. No accommodations needed.	December	
Geoff Mueller, <i>Fly Fishing</i> , Jan. 31-Feb 7, 2009	JH	Agency working with journalists to coordinate VJP experience on South Andros for bonefishing feature.	Journalist secured their own accommodations. Agency booking airfare and working with journalists/MOT to develop story.	November	
Marketing Partnerships/Promotions					
Orvis	EB/AO	Agency continues ongoing communication with Orvis to ensure multi-year partnership stays intact and prospers. Along with world-famous fly-fishing gear, Orvis offers distinctive clothing, home furnishings, gifts, and dog products - all rooted in the outdoors.	Beginning initial discussions for 2nd Annual Bonefish Pro-Am Classic and setting up meeting to discuss partnership moving forward.	Ongoing	
Macy's Central	EB/MP	Agency working with Macy's Central for the spring 2009 swim catalog, to be shot in Grand Bahama Island. Old Bahama Bay was secured as hotel partner and is providing rooms for the 14 models and crew for the shoot.	Agency to work with Macy's Central to provide copy for the catalog and nine magazine advertisements featuring The Bahamas. Agency to offer an exclusive travel deal to Old Bahama Bay that will be featured in all Macy's Central cardholder's billing statements.	December	

**Weber Shandwick Status Report for
Bahamas Ministry of Tourism work
completed through Dec. 31, 2008**

Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Bed Bath & Beyond	EW/EB	Agency secured partnership/promotion opportunity with Bed Bath & Beyond's popular Bridal Registry department. The promotion would take place during BBB's biggest registry period of the year and be formatted as trip giveaway sweepstakes whereby consumers that open a bridal registry will automatically be entered to win an ultimate honeymoon in The Bahamas. Agency developed proposal outlining details and costs and provided to MOT	Given the quick turn around time BBB has determined to postpone opportunity until next December when it can be executed properly and transformed into a larger program. Agency is awaiting revised proposal and will review with MOT once available.	December	

Weber Shandwick Status Report for Bahamas Ministry of Tourism work completed through Dec. 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
H2O Plus	EB/EW/KK	Agency secured partnership/promotion with H2O Plus. Promotion will be formatted as a trip giveaway sweepstakes whereby consumers can enter for their chance to win a five-night trip for two to Andros. Kamalame Cay was secured as partner hotel and is providing one trip for two people, including spa treatments and airport transfers.	Agency is liaising with H2O Plus on promotional materials, providing logos, photos, copy and web links. The promotion will run from Jan. 16 - Feb. 12 in the brand's 13 stores in North America, and will include an online component as well.	November	
Special Projects					
Bahamas Web Channel/ B-roll	VE/EW/AO	Agency utilizing footage from ACT Productions shoot, BlueHole Pictures, etc. to log and establish extent of b-roll holdings for creation of web channel or use on existing website.	Reviewing all footage and establishing needs for remaining footage to complete b-roll library.	January	
<i>Outside Magazine</i> Spring Style Photo Shoot, Exuma, Dec. 16-20, 2008	AO/VE	Agency coordinated photo shoot with <i>Outside</i> magazine and Exuma tourism office and recruited locals to participate as models. Accommodations were at Peace and Plenty.	Agency liaising with <i>Outside</i> contacts to create online promotion in sync with March issue.	November	
Bahamas Google Earth	VE/MP	Agency developing draft template and content outline to create strategic overlays with hotels, airports, beaches, historical sites, vertical market points of interest.	Completed outline and proceeding to map Cat Island.	September	
Bahamas Social Media Newsroom	VE/MP	Agency creating online media room and refining features.	Agency working with Outthink to develop.	September	
Bahamas Social Media Monitoring	VE/MP	Agency monitoring and creating response procedures.	Agency working with BMOT to monitor with Radian6 tool. Martella Matthews provided with ongoing prepared responses.	September	
Bahamas Bridal Bailout	AD/EB/EW	Agency liaising with MOT on details of Brighthouse proposal and determining PR support and activities.	Agency contacting promotional partners.	December	

Weber Shandwick Status Report for Bahamas Ministry of Tourism work completed through Dec. 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Bahamas Weather Conference	VE/JH	Agency worked with M. Mayfield to determine if April 15-19, 2009, are best dates for conference. These avoid the March sweeps period and secure participation of NHC director.	Agency distributed save the date and scouted Sheraton Cable Beach. Working with Ingrid Bartlett on contract.	May	
Delicious	NS	Agency creating and maintaining a Delicious page to include major online articles written about The Bahamas.	Bahamas Delicious page is live on the Internet.	November	Ongoing
Conde Nast Advertising	AD/VE	Reviewed Conde Nast '09 program.	Met with reps and provided feedback and development ideas to strengthen proposal.	December	
It's Better In The Bahamas - Added Value Marketing Programs	EW	Agency is supporting Arnold/MPG on an added-value marketing program resulting from ad buys with the local NBC, CBS and ABC networks in some of The Bahamas' top markets.	Agency is coordinating sweepstakes component of program with each network and assisting with media rates for any on-island filming.	November	
Kids' Guide To Nassau Creative Mailer	EW/KK	Agency working with vendor to produce a puzzle to use as a creative mailer for family focused journalists. Puzzle image will be a map of Nassau featuring family friendly activities.	Agency acquiring mock-up from vendor and placing order following MOT's approval.	December	
Mo'Nique Show	AD/KK	Agency provided MOT a POV on hosting radio broadcast that includes estimated budget, show demographics, station information, and audience reach. Mo'Nique Show is proposing a 2-day LIVE remote broadcast from The Bahamas where she will participate in local activities, interview a member of the MOT and conduct a listener contest whereby two winners would win a Spring Break trip for two to Nassau.	Agency coordinating details of the broadcast with the Mo'Nique Show for spring 2009. Agency awaiting MOT approval of budget before moving forward.	October	

Weber Shandwick Status Report for Bahamas Ministry of Tourism work completed through Dec. 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
It's Better In The Bahamas Ad Campaign Support	Team	Agency brainstorming public relations tactics and activities in support of the new brand platform.	Message will be woven throughout ongoing communication efforts, including press trips, release, promotions, etc. Support PR plan created.	November	
Bahamas-branded USBs Press Kit	JH	Agency working with vendor to produce 1,000 Bahamas branded USBs for Caribbean Tourism Week.	On hold - agency researching additional vendors and will provide details to MOT for approval.	November	
Crisis Communications	RM/VE	Ongoing	Ongoing	April	
Promotion Boards	Team	Ongoing contact to support Promotion Boards' initiatives.	Ongoing	Ongoing	
POV	Team	Reviewed media, events and promotions proposals.	Ongoing	Ongoing	
Trade Media Initiatives	JH/EB	Ongoing coordination of press releases, media outreach and various trade initiatives to support new developments and airlift.	Ongoing	Ongoing	
Vertical Markets Support	Team	Agency working to support various market groups including diving, fishing and romance.	Continuing media outreach.	Ongoing	
News Bureau					
Name	WS Contact	Media Affiliation	Action Taken/Sent		
Kim Foley MacKinnon	MP	<i>TravelMuse</i>	Information on free activities in The Islands Of The Bahamas		
Barbara De Lollis	RM	<i>USA Today</i>	Arranged interview with Minister.		
Donna Garlough	MP	<i>Boston Magazine / Boston Weddings</i>	Provided information on honeymoon packages in The Bahamas		
Glenn Rosen	KK	<i>Dallas Morning News</i>	Provided information on NPI, ferries, and deals.		
Jeryl Brunner	JH	<i>National Geographic Traveler</i>	Provided info on community relations events by Cove Eleuthera		

Weber Shandwick Status Report for Bahamas Ministry of Tourism work completed through Dec. 31, 2008					
Project	WS Contact	Activity	Status/Story Opportunity	Begun	Complete
Cemile Kavountzis	JH	<i>The Nest</i>	Provided details on resorts operated by couples (Fernandez Bay)		

Rogers & Cowan/Weber Shandwick Status Report for The Islands Of The Bahamas through Dec. 31, 2008					
Project	Contact	Activity	Status/Story Opportunity	Begun	Complete
Big Picture Movie and Television Promotions:					
"Eloise in Paradise"/Independent	CB	Handmade Films is looking for a destination partner to host location shooting of feature film starring Uma Thurman. Production would likely occur in August/September 2009.	Producers are in discussion with Atlantis as a lead destination within The Bahamas. However, as the film could encompass multiple Bahamian destinations, the producers are open to story line suggestions that the writers can incorporate into the script. R&C met with Handmade Films to further discuss integration opportunities and locations - they are reviewing budgets for this opportunity. WS/R&C provided writers with background materials and books on the many islands, as well as the history of pirates in The Bahamas.	Release date: TBD 2010	Pending
Television Location					
"Scrubs"/NBC	TW	R&C followed up with Scrubs regarding additional expenses from shoot. The Bahamas will be mentioned in three episodes. Producers are negotiating with ABC about returning for a ninth season.	R&C is exploring promotional opportunities with the network and will inform WS and BMOT of exact air date once confirmed. WS reached out to ABC publicist to discuss PR and sweepstakes opportunities. WS provided authentically Bahamian songs for inclusion in the episodes and coordinated rights/release forms with the artist. Two Bahamian songs will be used in the episodes - "Gatta Find My Woman" by Jay Mitchell and "For You" by Lady E.	New season began on Jan. 6 and The Bahamas episode is expected to air in late January or early February.	Ongoing

"New Adventures of Old Christine"/CBS	LS/CB	R&C pitched producers on The Bahamas storyline. Wanda Sykes' character has been revealed to be from The Bahamas this season.	Due to minimal budgets this year, the show is unable to fund a location shoot in The Bahamas at this time. Producers are very grateful for the opportunity and will keep The Bahamas in mind should anything change in the future.	N/A	Complete
Television Exposure					
"New Adventures of Old Christine"/CBS		Verbal mention with Wanda Sykes' character - "I was born in the Bahamas."	DVD to be sent.	Air date: 12/19/2008	Complete
Feature Films, Passed					
Sympathy for Delicious/Independent	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		
Ticket Out/Independent	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		
Green Hornet/Warner Bros.	HJ	Review for placement/promotion opportunities.	No appropriate opportunities.		
Miscellaneous					
2009 Planning	JP/CB	R&C developed six-month plan with targets for on-location shoots, product placement and set dressings. Also included film/tv strategy for supporting the "It's Better In The Bahamas" campaign.	R&C executing plan		Ongoing

BAHRAIN ECONOMIC DEVELOPMENT BOARD - ATTACHMENT "A"

Section (iii) - EDB/Weber Shandwick ongoing media activity not yet resulting in coverage

Date	Journalist	Media	Activity	Outcome	Next steps
September 22, 2008	Krishna Guha	<i>Financial Times</i>	INTERVIEW Washington, DC media trip	Weber Shandwick arranged in-person interview with Kamal Ahmed, EDB	Weber Shandwick liaising with journalists to develop relationship with EDB.
September 22, 2008	Jamie Strawbridge	<i>Inside US Trade</i>	INTERVIEW Washington, DC media trip	Weber Shandwick arranged in-person interview with Kamal Ahmed, EDB	Weber Shandwick to follow up with journalist and monitor for coverage.
September 22, 2008	Jim McTague	<i>Barron's</i>	INTERVIEW Washington, DC media trip	Weber Shandwick arranged in-person interview with Kamal Ahmed, EDB.	Weber Shandwick to follow up with journalist and monitor for coverage.
September 23, 2008	Stephanie Mehta, Barney Gimbel	<i>Fortune</i>	INTERVIEW New York media trip	Weber Shandwick arranged in-person interview with Kamal Ahmed, EDB.	Weber Shandwick liaising with journalists to develop relationship with EDB.
September 23, 2008	Rana Foroohar	<i>Newsweek International</i>	INTERVIEW New York media trip	Weber Shandwick arranged in-person interview with Kamal Ahmed, EDB.	Weber Shandwick liaising with journalist to develop relationship with EDB.
September 24, 2008	Francesco Guerrera	<i>Financial Times</i>	INTERVIEW New York media trip	Weber Shandwick arranged in-person interview with Kamal Ahmed, EDB.	Weber Shandwick liaising with journalist to develop relationship with EDB.
September 24, 2008	Chris Power, Rose Brady	<i>BusinessWeek</i>	INTERVIEW New York media trip	Weber Shandwick arranged in-person interview with Kamal Ahmed, EDB.	Weber Shandwick liaising with journalist to develop relationship with EDB.

October 8, 2008	Maria Bartiromo	CNBC	INTERVIEW - SPECIAL FEATURE TBD	Weber Shandwick garnered journalist interest in going to Bahrain for a special feature on the Kingdom	Weber Shandwick liaising with the journalist and EDB to realize opportunity
October 10, 2008	Mark Landler	<i>The New York Times</i>	INTERVIEW IMF/World Bank Annual Meetings	Weber Shandwick arranged briefing with Rasheed al Maraj	Journalist interview of H.E. Rasheed al Maraj. Weber Shandwick liaising with journalist to develop relationship with EDB and monitor for coverage.
October 10, 2008	Chris Rugaber	<i>Associated Press</i>	INTERVIEW IMF/World Bank Annual Meetings	Weber Shandwick secured interview with Governor of the CBB. Confirmation pending. Weber Shandwick arranged journalist attendance at the EDB reception.	Weber Shandwick liaising with journalist to develop relationship with EDB and potentially conduct an interview with the Governor of the CBB.
October 10, 2008	Patrice Hill	<i>Washington Times</i>	RELATIONSHIP BUILDING EDB Reception at IMF.WB meetings	Weber Shandwick arranged journalist attendance at the EDB reception	Weber Shandwick liaising with journalist to develop relationship with EDB.
October 10, 2008	Nora Boustany	<i>The Washington Post</i>	RELATIONSHIP BUILDING EDB Reception at IMF.WB meetings	Weber Shandwick arranged journalist attendance at the EDB reception	Weber Shandwick liaising with journalist to develop relationship with EDB.

October 10, 2008	Thomas Heath	<i>The Washington Post</i>	RELATIONSHIP BUILDING EDB Reception at IMF.WB meetings	Weber Shandwick arranged journalist attendance at the EDB reception	Weber Shandwick liaising with journalist to develop relationship with EDB.
October 10, 2008	Diana Gregg	<i>BNA Report</i>	RELATIONSHIP BUILDING EDB Reception at IMF.WB meetings	Weber Shandwick arranged journalist attendance at the EDB reception	Weber Shandwick liaising with journalist to develop relationship with EDB.
October 10, 2008	Amy Tsui	<i>BNA Report</i>	RELATIONSHIP BUILDING EDB Reception at IMF.WB meetings	Weber Shandwick arranged journalist attendance at the EDB reception	Weber Shandwick liaising with journalist to develop relationship with EDB.

Section (iv) - EDB/Weber Shandwick missed opportunities and activity not resulting in coverage

Date	Media	Activity	Result
September 22, 2008	Bruce Stokes <i>National Journal</i>	Weber Shandwick arranged for journalist to interview EDB COO Kamal Ahmed during Kamal's visit to Washington, DC	Meeting could not take place due to journalist's cancellation as a result of developments in the US financial crisis. Bruce Stokes would like to reschedule an opportunity to speak with someone from the EDB.
September 24, 2008	Lauren Silva <i>BreakingViews</i>	Weber Shandwick arranged for journalist to interview EDB COO Kamal Ahmed during Kamal's visit to New York.	EDB declined opportunity.
September 24, 2008	Yael Bizouati <i>Financial News</i>	Weber Shandwick arranged for journalist to interview EDB COO Kamal Ahmed during Kamal's visit to New York	EDB declined opportunity.
October 9, 2008	Maria Bartiromo <i>CNBC Closing Bell</i>	Weber Shandwick secured an interview with Bahrain's Minister of Finance on CNBC's Closing Bell with Maria Bartiromo.	EDB declined opportunity.

Section (v) - EDB/Weber Shandwick third-party advocacy outreach

Date	Influencer	Organization	Activity	Outcome	Next steps
October 10, 2008	Douglas Rediker	<i>New America Foundation</i>	RELATIONSHIP BUILDING EDB Reception at IMF.WB meetings	Weber Shandwick arranged third-party attendance at the EDB reception	Weber Shandwick liaising with third-party to develop relationship with EDB.
October 10, 2008	Heidi Crebo-Rediker	<i>New America Foundation</i>	RELATIONSHIP BUILDING EDB Reception at IMF.WB meetings	Weber Shandwick arranged third-party attendance at the EDB reception	Weber Shandwick liaising with third-party to develop relationship with EDB.
October 10, 2008	Moana Erickson	<i>Center for Strategic International Studies</i>	RELATIONSHIP BUILDING EDB Reception at IMF.WB meetings	Weber Shandwick arranged third-party attendance at the EDB reception	Weber Shandwick liaising with third-party to develop relationship with EDB.