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

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

- To correct a deficiency in  
 Initial Statement
- Supplemental Statement for 12/1/99
- To give a 10-day notice of a change in information as required by Section 2(b) of the Act.
- Other purpose (specify) \_\_\_\_\_
- To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list-

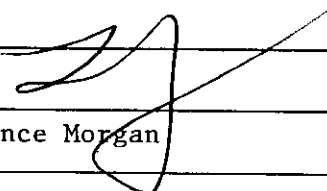
Additional lists of activities performed  
:  
:

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

See attached

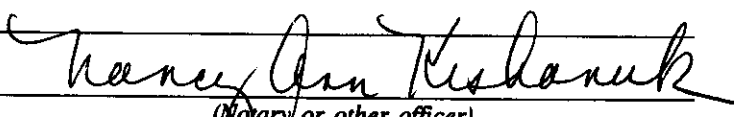
The undersigned swear(s) or affirm(s) that he has *(they have)* read the information set forth in this amendment and that he is *(they are)* familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his *(their)* knowledge and belief.

*(All copies of this amendment shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)*

  
\_\_\_\_\_  
Lance Morgan  
\_\_\_\_\_

Subscribed and sworn to before me at Washington, DC

this 23 day of February 2000

  
\_\_\_\_\_  
*(Notary or other officer)*

My commission expires 10/31/01

Nancy Ann Kishanuk

BSMG Worldwide  
1501 M Street, N.W., #600  
Washington, D.C. 20005

Registration Number 3911

Amendment for Supplemental Filing of December 1, 1999  
This information had not been compiled at time of original filing.

14 (a) Receipts of Monies

During this 6 month period, have you received from any foreign principal named in Items 8, 9 and 10 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

ITEM 14 (a)

Fees reported on original  
filing for 6/1/99 - 11/30: \$ 793,231.12

Additional fees this amendment:

11/99	Gov't of Bahamas	41,708.40
10 & 11/99	Embassy of Bulgaria *	- 0 -
9,10,11,12/99	Republic of Colombia **	140,000.00

Grand total fees, 6/1/99 - 11/30/99 \$ 974,939.52

\* No fees were billed in October and November. Project fee of \$45,000.00 was billed in September, 1999.

\*\* Fees were not billed on monthly basis, but on a project basis.

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 8, 9 and 10 of this statement? Yes

GOVERNMENT OF THE BAHAMAS

<u>DATE TO WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT</u>
11/99 Agency	Reimburse Expenses	

Film/Slides/Photos/Photography	1,173.01
Research	99.41
Local Transportation	1,587.20
Staff Meals	395.06
Overnight Courier	1,080.79
Telephone	2,271.83
Messenger Service	750.22
Photocopying	466.75
Facsimiles	599.11
Clipping Service	313.62
PIMS	3,238.32
Airline Credit	(425.00)
FARA Reporting Fee	305.00
Video Tapes	182.94
Miscellaneous Travel	144.71
Publications	18.00
Gas/Charter Flight	68.25
Tape Duplication	761.17
Samsonite In-Store Promotion	25,000.00
Supplies	155.25
Color Copies	63.00
Printing	1,037.03

Following travel was for marketing/public relations purposes; to coordinate Bahamian Government and travel writers activities; for media coverage after the hurricane; for weather conference; for visiting journalist program; and to meet with client:

Roundtrip airfares, New York/Bahamas:

E. Welch & C. Dunne, 11/19-11/22/99	1,220.90
R. Rubin, 11/2-11/6	395.45

Roundtrip airfares, P. & S. Dunne, Toronto, Canada/Bahamas, 11/14-11/21/99: 522.00

Roundtrip airfare, D. Bonan & L. Montes, Chicago, Il/Cincinnati, OH/Cleveland, OH, 9/30-10/1/99  
353.28

Roundtrip airfare, C. Puglese, West Palm Beach, Fl/Bahamas, 9/28/99  
205.40

Roundtrip airfare, R. Mack, New York/Ft. Lauderdale, 10/6-10/8/99  
264.50

Roundtrip airfare, Ft. Lauderdale/Bahamas, 11/19/99  
231.00

Lodging while in Ft. Lauderdale, L. Brown, 11/3/99  
146.23

Total Bahamas expenses this amendment, 11/99	\$ 42,624.43
Total Bahamas expenses reported on original filing for 6/1/99-11/30/99	370,702.71
Total expenses for Bahamas for 6/1/99-11/30/99	\$413,327.14

EMBASSY OF BULGARIA

No reimbursement of expenses

REPUBLIC OF COLOMBIA

No reimbursement of expenses

Grand Total Expenses reported on original filing for 6/1/99-11/30/99	\$ 373,676.95
Additional expenses this amendment:	
Gov't of Bahamas	\$ 42,624.43
Grand total expenses, 6/1/99-11/30/99	\$ 416,301.38

**MEMO**

**DATE:** November 30, 1999

**TO:** Adrian Archer  
Charity Armbrister  
Angela Archer  
Freddie Cartwright  
David Johnson  
George Mullin  
Nettie Symonette  
Vincent Vanderpool-Wallace  
Bill Volk  
Vernice Walkine

**FROM:** The Bahamas Team  
BSMG Marketing Communications

**RE:** November 1999 Activity Report

**CC:** John Roth, Sheila Schofield

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Listed below is a summary of services conducted by BSMG Marketing Communications with The Bahamas Ministry of Tourism from October 1 – November 30, 1999. The monthly clip reports are sent under separate cover.

**PRESS RELEASES**

If dated, BSMG Marketing Communications wrote and distributed the following press releases with BMOT input and approval. If not dated, these releases were created for The Islands Of The Bahamas media information kit.

October 8, 1999	Fishing In The Bahamas
October 21, 1999	Half Price Millennium Air Fares To The Bahamas on Nassau/ Paradise Island Express
November 2, 1999	Nassau, The Islands Of The Bahamas, Presents Nassau Nights
Pending Approval	Welcome In The New Century On Grand Bahama Island

Pending Approval      New Non-Stop Service from Philadelphia to Grand Bahama Island  
Pending Approval      New Non-Stop Service to Grand Bahama Island (from Toronto)  
Pending Approval      Dive Grand Bahama Island – No Experience Necessary (UNEXSCO)  
Pending Approval      December Calendar Release  
In-Progress              Winter Escapes to The Islands Of The Bahamas

### **SPECIAL PROJECTS**

#### **PARENTS MAGAZINE**

BSMG has confirmed with the photo editor a photo shoot in The Bahamas, which would take place in January 2000. BSMG has received a formal letter of intent from the travel editor of Parents Magazine. The Radisson has confirmed the rooms for January 10-15, 2000. BSMG is working with the BMOT to arrange for models.

#### **USA TODAY**

BSMG worked with Atlantis on an Advertorial about Eco-Tourism in The Bahamas, which appeared in USA Today.

#### **HOMEMAKER MAGAZINE**

BSMG explored a potential photo shoot with Homemaker Magazine. The shoot would have entailed an eight-page fashion and beauty feature using Bahamian models and designers, in addition to a food and travel feature, November 19 – 24, 1999. However due to the number of people requested, the short lead-time and the high costs that would have been incurred by the BMOT for a relatively low return, it was agreed not to go ahead with this photo shoot.

#### **FLARE**

BSMG is in discussion with Flare (circ: 216,000), a Canadian women's interest magazine for 20 – 35 year olds, to do a travel feature and photo shoot in February or March 2000.

#### **COOKING LIGHT MAGAZINE**

BSMG is working with HMS, Cooking Light Magazine and BMOT on two upcoming events at Club Med in Eleuthera on November 15, 1999 and March 13, 2000. Cooking Light is sponsoring an afternoon at Club Med for 200-300 editors of the publication, and has requested assistance in arranging the cultural portion of the event.

#### **TRAVEL HOLIDAY ADVERTORIAL**

BSMG provided Travel Holiday with a 150-word advertorial for the December/January issue. The advertorial stated that The Bahamas is back in business after Hurricane Floyd. BSMG also provided a selection of slides.

#### **Crisis Communication Manual**

BSMG and BMOT updated the 1999-2000 manual and BSMG is in the process of having copies made for distribution.

#### **4<sup>th</sup> BAHAMAS WEATHER CONFERENCE**

BSMG and the BMOT are working to put together the 4<sup>th</sup> Annual Bahamas Weather Conference.

Two weeks after sending out the Save The Date, we have had an overwhelming response. So far, 45 meteorologist have confirmed their attendance at the 2000 conference, including meteorologists from Los Angeles, San Francisco, Boston, Philadelphia, New York, Baltimore, Tampa, New Orleans, Atlanta and Miami (including Univision, a Hispanic network). Over half of the confirmed meteorologists have indicated that they are interested in doing live satellite uplinks.

The VIP letters have been sent out and we have confirmed the following speakers:

- Scott Zahorik, National Weather Association Public Relations Director
- Dr. Claudius Carnegie, Professor of Engineering at Florida Institute of Technology
- Dr. Bob Sheets, Former Director of the National Hurricane Center
- Mr. Bryan Norcross, Meteorologist of Hurricane Andrew fame
- Dr. Jerry Jarrell, Director of the National Hurricane Center - He has also agreed to be interviewed by meteorologists doing live satellite uplinks.
- Dr. Gray has agreed to give a taped presentation - please advise what you would like him to cover in his presentation, whether we should be in interview format, direct presentation, etc.

Letters to universities and colleges with meteorology programs have been sent, advising them of The Bahamas program and inviting the deans, professors and students to attend the 2000 conference.

The sponsorship letters are going out early the week of November 15, 1999 to a variety of possible sponsors, including hardware stores, grocery stores, battery companies and cell phone companies, among other industries.

BSMG has begun talks with the Hurricane Hunters to obtain permission to have the GulfStream IV on display in The Bahamas during the Weather Conference.

BSMG researched the best possible airline for the conference. BSMG recommends that either Delta or Continental would provide the best possible service for our participants.

#### **INDIVIDUAL VISITING JOURNALIST PROGRAM**

##### **FODOR'S**

BSMG arranged for writer Rich Rubin to the visit Nassau/Paradise Island November 2-6, 1999, as he is updating the N/PI chapter in Fodor's 2000 guidebook. BSMG secured accommodations for him at the British Colonial Hilton and Breezes and also worked with the



Ministry to secure site inspections and tours of Atlantis and the Clarion. Rich also met with Charity Armbrister at the Ministry.

### **CARIBBEAN TRAVEL & LIFE**

BSMG is coordinating a trip for Greg Johnston to photograph Cat Island for an upcoming feature. While the piece is slated for the January issue, BSMG is recommending that the publication schedule the article for February/March issue so that Greg may photograph the island after it has sufficient time to recover and rebuild from Hurricane Floyd.

### **FODOR'S 2001: THE BAHAMAS**

BSMG is working with the BMOT and OIPB to coordinate a trip for Sandra Davis Taylor to update the Out Islands section of *Fodor's 2001: The Bahamas*, to be published in the fall of 2000. BMSG forwarded a detailed memo outlining the islands and properties Sandra would like to visit and the dates.

### **FROMMER'S**

BSMG arranged for writer Rachel Christmas Derrick to visit Nassau/Paradise Island November 9-15, 1999, as she is updating the NPI chapter of the guidebook. BSMG secured accommodations at the Nassau Marriott and Atlantis and arranged a meeting with A. Archer at the Ministry. BMOT advised of contacts at additional properties, such as the Clarion, for Rachel's visit.

### **THE TRAVEL MOM**

BSMG is working with the BMOT to arrange airfare and activities for The Travel Mom and her family while they are in Nassau. Her trip is scheduled for April 16-20, 2000. She is developing a piece for Later Today and possible The Travel Channel.

### **LATITUDES AND FODORS**

BSMG has arranged for Chelle Koster Walton, freelancer, to come to GBI and stay at The Lucayan. She is on assignment for American Eagle's in-flight magazine *Latitudes*, which plans on featuring the Bahamas in an upcoming feature, as well as in several shorter pieces throughout the year. Also, she is updating a *Fodor's* GBI guidebook. Chelle was hosted last year on GBI and produced an 8-page story in *Times of the Islands*. In addition, she is a frequent contributor to *Caribbean Travel & Life*, *Island Scene*, *Fodor's*, *National Geographic Traveler*, *New York Post*, *Frommer's*, and local magazines

### **GRAND BAHAMA VACATIONS**

BSMG coordinated with Dotty Cox and Cindy Barclay, GBV to invite five media (newspapers, regional magazines) in each of their 11 markets (Ft. Lauderdale, Charlotte, Cincinnati, Baltimore/Washington, D.C., Memphis, Nashville, Raleigh/Durham, Richmond, Cleveland, Pittsburgh and Hartford) to Grand Bahama Island in the next six months. GBV will pay for airfare and the resorts will provide accommodations.

## **GROUP VISITING JOURNALIST PROGRAM**

### **SEA PLANE PRESS TRIP**

BMSG and ISM conducted a seaplane press trip to the Out Islands, specifically Bimini, The Abacos, Harbour Island and Exuma on July 26-31, 1999. BSMG worked with Chalks and OIPB to arrange the itinerary. Accommodations were secured at Green Turtle Club and Bluff House, Coral Sands Hotel, Pink Sands and Romora Bay Club, and Club Peace & Plenty and Peace & Plenty Beach Inn. BMSG and ISM escorted the trip. TO date the following articles have appeared:

*Dallas Morning News*

*Boston Herald*

*Press Publications*

*Travel Weekly*

**EXTREME PRESS TRIP:** BMOT approved Extreme press trip to the destination. The trip is tentatively scheduled for January 18 – 23, 2000. BSMG to develop media list, invitations, and work with BMOT and NPIPB to secure hotel accommodations and arrange itinerary.

#### **NASSAU/PARADISE ISLAND – BACK IN BUSINESS PRESS TRIP**

BMOT approved a press trip to Nassau/Paradise Island to reinforce that the destination is back in business after the hurricanes. BSMG recommended canceling this trip due to a lack of available rooms at hotels in Nassau and Paradise Island.

#### **CANADIAN MEDIA PRESS TRIP**

BSMG is conducting a Canadian press trip to Nassau from November 30 to December 4, 1999. BSMG worked with NPIPB and BTO-Canada to secure media, arrange hotel accommodations with the Nassau Marriott and an itinerary. The participants are as follows:

##### **Edith Baxter**

*Canadian Travel Press* (13,000c) is the leading travel trade publication in Canada.

##### **Dave Glofcheski**

*Visitor* (250,000c) is a monthly travel and entertainment magazine for the Ontario region.

##### **Sue Lebrecht**

*Access Magazine* (circ: 100,000) magazine for 17-35 year olds on travel, art, culture, literature, entertainment and the latest trends.

*The Toronto Star* (708,000c) is the highest circulation English language paper in Canada.

##### **Jean-Paul Soulie**

*La Presse* (300,000c) is a leading French language newspaper in the Montreal Region.

##### **Yvon Laprade**

*Le Journal de Montreal* (318,000c) is the highest circulation French language newspaper in Canada.

##### **Narissa Tadros**

*Doctor's Review* (circ: 37,500) is a monthly travel and leisure magazine for Canadian Doctors and Physicians.

**GBI-TWA PRESS TRIP:** BMOT approved press trip to GBI to celebrate the launch of TWA service on December 16, 1999. Week of Nov. 1, BSMG sent an invitation to targeted tri-state area media (newspapers, regional magazines, national consumer magazines in vertical markets) to invite them to experience the first flight and the renaissance on Grand Bahama Island. We are currently in communication with the editors of the TWA internal newsletter, in-flight magazine and frequent flyer direct mail programs to encourage publicity of the new service and the destination. Confirmed attendees to date are:

**Audrey Bernard**

*New York Trend* (xxxx) is a consumer magazine in the New York area.

**John Walsh**

*Maxim* (xxxx) is a men's national consumer magazine.

**Ray Flannagan**

*The Scranton Times Tribune* (xxxx) is a newspaper servicing the Scranton, PA, area.

**SMALL TREASURES PRESS TRIP**

BMOT approved a joint BMSG/ISM featuring the small treasures properties, to include a visit Nassau and an Out Island, via the Fast Ferry.

**NEWS BUREAU**

Listed below are journalists or publications that the agency has contacted about The Islands Of The Bahamas and provided information in the way of press kits, releases, brochures, slides, information, fact checking or video footage.

**NEW YORK POST:** provided the Boating and Fishing Guide for upcoming article.

**BRIDE'S:** forwarded information on restaurants on Cat Island for upcoming article.

**AQUA:** provided Boating & Fishing Guide and Out Island brochure/information on upcoming article. Fact-checked article.

**100 BEST ROMANTIC RESORTS OF THE WORLD:** provided Katharine Dyson with information on hotel rates and wedding/honeymoon packages for a story about destination weddings.

**WOMEN'S OWN MAGAZINE:** sent slides and information on hotel rates and packages to Chryso Kartsimadis.

**FAMILY TRAVEL NEWS:** sent information about hotel rates, fall/winter specials, and "things to do" to Mary Flynn for an upcoming piece on destinations offering adventure and activities for families together or separately for adults and children.

**TRAVEL HOLIDAY:** provided Cathy Garrad with Bimini release for upcoming article on Famous Hotel Bars.

**GROUP TRAVEL LEADER:** sent Vickie Mitchell slides for upcoming article.

**BTO-CANADA:** forwarded Floyd video to Stephanie Jones

**PARENTS MAGAZINE:** provided Alexandra Truitt conch slides for upcoming article about conch and its preparation.

**BRIDAL GUIDE:** sent Katie Biaz honeymoon slides.

**BRIDAL GUIDE:** sent Steve Jourmank wedding release and all information about new developments in The Bahamas.

**ISLAND SCENE MAGAZINE:** provided more freelancers for Margie Markarian.

**SAN JOSE MAGAZINE:** sent Dave Clarke a selection of slides from Abaco and Andros.

**HOMEMAKER MAGAZINE:** though the photo shoot was cancelled there is still great interest in sending Julia Kuipers to the destination next Feb/ March. Sent press pack and VJP information.

**TRAVELWISE.COM:** sent Trudi Beutel press kit and VJP info for leading Canadian travel website. She also writes for the Delta Optimist (25,000 c).

**DONNA CARTER:** Canadian freelancer interested in The Bahamas especially if related to Golf or Sailing. Sent press pack and VJP information. Writes regularly for Travel a la Carte and Sail Canada, among other travel and golf publications.

**L'EXPRESS:** sent Benoit Legault, Travel Editor, (25,000c) information and press pack as is interested in featuring The Bahamas Outer Islands for a cycling holidays feature, to also be syndicating to French language cycling publication.

**TORONTO SUN:** sent Jill Rigby, Travel Editor (405,000c) a press pack and VJP information as she does not like group press trips. Is very interested in the destination and will reconsider going herself early next year.

**TED KOSOY:** Canadian freelance who writes for Advice for Canadians Travelling abroad and other titles. Sent press pack and VJP information.

**WENDY LINDSAY:** Canadian travel freelance who writes for Wanderlust, Royal Inflight Magazine and Travelwise.com. Sent press pack and VJP information.

**WEDDINGS AND HONEYMOONS:** sent Joyce Barslow, Travel Editor, press pack and VJP information. Interested in sending journalist in Feb 2000 on group trip or VJP, who

would write for W&H (30,000c) and also film for MTTV - Model and Talent TV broadcast on cable throughout Canada.

**BRIDE'S GUIDE:** forwarded information on weddings and honeymoons in The Bahamas for an upcoming article.

**CARIBBEAN VACATION PLANNER:** fact-checked Bahamas chapter.

**PANACHE:** furnished highlights of the 2000 calendar of events for upcoming Caribbean round-up.

**ROMANTIC ESCAPES:** sent slides of romantic spots in The Bahamas.

**IN-STYLE:** forwarded information about weddings in The Bahamas for upcoming article. BSMG arranged a telephone interview with the writer, Karen Bressler, and Robyn Ferrier to discuss the variety of wedding and honeymoon possibilities in The Bahamas.

## **PROMOTIONS**

### **HOLLYWOOD SQUARES**

BSMG has entered into talks with Hollywood Squares to get the game show to film in The Bahamas. The guest host, Whoopi Goldberg, is keen on the idea, especially since the show has never traveled outside the studio before. Whoopi and 14 other celebrities would tape two weeks worth of shows in two days. Scenes of the Islands would be incorporated into the show. The show is tentatively scheduled to air in April.

### **BAHAMAS FRIENDS AND FAMILY PROGRAM**

The BMOT and BSMG worked to forge a promotion for the family and friends of people who work for BSMG. The promotion will run from December 1, 1999 to January 31, 2000. Certain hotels have offered discounts through American Express Travel agencies and Delta airlines has discounted their tickets for employees as well.

### **THEKNOT.COM**

BSMG is in discussion with theknot.com, the biggest romance website, to conduct a promotion with The Bahamas. Following a conference call, BSMG forwarded pitch letter and continues to follow-up.

### **RIELLY PROMOTION**

BSMG secured a marketing partnership with Rielly Industries, a chemical production company, which is launching a new "winter-time" product. The Radisson was secured as the hotel partner and the BMOT will provide r/t airfare for two. The new "winter-time" product will first be introduced at the National Hardware Show, which took place on Aug. 15-18, 1999 in Chicago. BSMG notified the winner and sent flight certificates.

### **HOLE IN THE WALL GANG**

BSMG secured a promotion with Paul Newman's Hole in the Wall Gang charity. In exchange for a trip for two to the destination, luxury accommodations and first-class air transportation on NPI Express, the BMOT and partners received feature placement at the live auction, display materials at the auction and trip description in the auction catalogue. The Bahamas trip won \$15,000 at the auction.

### **EXCEDRIN**

BSMG is in discussion with Excedrin to develop a promotion with The Bahamas surrounding tax season and tax relief.

### **CFRA RADIO PROMOTION**

BSMG recommends that the BMOT participate in the CFRA Radio Promotion, which is the number one radio station in Ottawa. While this is not an on-air promotion, the station is offering 125 commercial spots (4 per day over a 30-day period). This direct mail promotion is going out to 100,000 high-end listeners in the Ottawa region. BSMG recommends that the BMOT offer 1 trip for 5 nights / 6 days, economy travel, open for one year and black out dates applicable.

### **"GET LOST WITH SCOTT & LORI"**

BSMG recommends the BTO-Canada and the BMOT participate in the Y95.3 radio promotion titled "Get Lost with Scott & Lori." In return for 10 trips to The Bahamas for one-week, the BMOT will receive 6 recorded promotional announcements daily, 3 live promotional support announcements daily, 5 live morning show contests weekly for 10 weeks, and 50 live winner congratulations announcements.

### **THE ROSIE O'DONNELL SHOW**

The Radisson Cable Beach has entered into a promotion with The Rosie O'Donnell Show, which is a syndicated morning variety show and features musicians and actors. The BMOT has agreed to provide air via gift certificates for two. In return, The Islands Of The Bahamas will be mentioned throughout the promotion on the show, which airs Monday – Friday. BSMG forwarded flight certificates to Kahn Communications.

### **MADemoiselle MAGAZINE**

BSMG is working with Mademoiselle Magazine on the CibaVision Promotion, which will be featured in their December 1999 issue, their biggest issue of the year. The BMOT is providing air via gift certificates and SuperClubs Breezes has agreed to provide accommodations for two guests for 4-day/3-night trip. In return, the destination and the resort will be featured and in a section called "Mad Insider" and the destinations tagline will appear in the ad.

### **REDBOOK**

BSMG has secured an exciting promotional opportunity with *Redbook* magazine (circ: 2,800,000). *Redbook* has requested ONE 6-night/7-day vacation for two people to The Bahamas, which will be featured in the "Year 2000 Dream Trip" survey and contest. Based on reader feedback, *Redbook* has learned that a tropical, beach-related, island-hopping vacation is on the "I Wish" list for their readers. In honor of the millennium, *Redbook* is

taking the top four dream vacations and creating a contest based on the results of the survey. The survey results, contest and prizes (including destination and property copy) will be featured on two editorial pages of the December 1999 issue of *Redbook*. In order to maximize exposure for the destination, both Nassau/Paradise Island and the Out Islands will be featured as part of the vacation package, with Radisson Cable Beach and Abaco Boat Harbour providing a portion of the trip. BSMG has worked with *Redbook* and fact-checked the text.

#### **SUNCOAST VIDEO and ACT ONE**

BSMG has secured a promotional opportunity for the BMOT to participate in a promotion with Suncoast Video and Media Play Stores. The contest features a trip giveaway and will run for two months (November and December 1999) in all 600 Suncoast and Media Play stores across the US. Suncoast stores have a traffic count of 5 million people per month and Media Play has store traffic of 4.4 million people. In exchange, the BMOT will provide round-trip airfare for three 3-night/4-day trips for two and SuperClubs Breezes will provide accommodations.

#### **WGVU-TV**

BSMG recommended that the BMOT not participate in the 26<sup>th</sup> Anniversary live TV auction for the PBS station located in Grand Rapids, Michigan. The value of the trip is worth more than the cost of the coverage The Bahamas would receive throughout the auction, and it is not a target market of the BMOT.

#### **PEPSI COLA**

BSMG provided Pepsi with a "sell sheet" that Pepsi will distribute both nationally and regionally to begin the development of a nation-wide Pepsi on-can campaign. BSMG is in the process of following up with Pepsi.

#### **WFTS**

BSMG has secured a promotional opportunity for the BMOT. During the February sweeps WFTS-TV ABC in Tampa, Florida will provide one :15 second spot for the morning news, which will air a minimum of three times per day; contest and prize information will be provided twice during the morning news; and one :30 second promotional spot with contest details, which will air a minimum of 10 times through the promotion. All spots will include the destination and hotel partner's logo. In exchange, the BMOT will provide 10 trips for 2, including airfare and 2-nights of hotel accommodations and meals.

#### **BICYCLE WILD CARD**

Agency is working with The Sheraton to develop a promotion with Bicycle Wild Playing Cards. This national promotion was brought to us by the property and is requesting air support out of Miami. A pitch letter/proposal was sent to Bahamasair, outlining the promotion and requesting 45 air tickets from S. Florida.

#### **PGA NATIONAL RESORT & SPA**

This major golf school, home to the PGA, is interested in developing a major vacation program with The Islands Of The Bahamas for 3 day Florida/4 day Bahama golf vacations.

BSMG is working with the Resort now to help further this idea. A joint PGA/GBI golf program would be promising.

### **LOEWS THEATERS**

BSMG continues to liaise with Loews regarding the opening dates of the E-Walk theater in New York City's Times Square. The Sheraton has been secured as the hotel partner for this promotion. Agency is awaiting logistics of project from Loews.

### **HARPER COLLINS PUBLISHING**

Agency is currently entertaining the possibility of entering into another marketing promotion with Harper Collins on a golf magazine and on-island promotion with Tiger Woods.

### **INTERNATIONAL TOURS**

BSMG and BTO-NY met with Scott Winston of International Tours to discuss the "Let's Bond In The Bahamas" promotion. The Bond promotion would involve related tour packages and a black-tie gala event for the promotion launch.

### **GENERAL CINEMA**

BSMG secured client approval on a promotion with this major national movie chain. GBI and The Lucayan will be promoted on screenslides, posters and frequent moviegoer newsletters in multiple cities. The promotion begins in October 1999. BSMG forwarded text to General Cinemas and will approve slide content and images this fall. The promotion was revised to use one trip internally as a manager incentive reward for the Summer Movie Camp Program. General Cinemas will give Grand Bahama and The Lucayan two additional weeks of exposure on screenslides.

### **DAIRY QUEEN**

BSMG sent a marketing partnership pitch letter to company surrounding the recent opening of their Bahamas-based outlet. BSMG will follow-up with the marketing director, who has already contacted us regarding logistics of a promotion.

## **HISPANIC MARKETING EFFORT**

### **CALIENTE/Univision Network**

BSMG has secured taping the TV program, "Caliente" in the Bahamas to take place Dec 9-12, 1999. BSMG and the BMOT have approached Super Clubs Breezes as the possible site for the taping of the show. The producer plans to do one day of taping at the hotel and another day, which features other 'hot spots' on the islands. Caliente means "hot" and this dynamic show features the most spectacular seaside resorts in the world with plenty of music, fashion and famous personalities. The producers of the show plan to highlight local Bahamian musical talent as well as work with local modeling agencies to recruit dancers for the show. The program also has a segment called "Moda" which means, "Fashion". During this segment the producer is interested in featuring a local designer of swimwear from the islands. BSMG and the BMOT are working with the producer in coordinating the logistics, providing necessary contacts and securing the location. This show airs weekly on the Univision network.



## **HISPANIC PRESS TRIP**

BMSG conducted a press trip to Nassau/Paradise Island on September 30 – October 3, 1999 with six Hispanic publications. BSMG worked with the BMOT to develop a comprehensive itinerary that provided the journalists with an opportunity to see first hand that The Islands Of The Bahamas are a destination of many islands and personalities that provides distinct and varied experiences. The itinerary incorporated unique on-island experiences with such tours as The PowerBoat Adventure to the Exuma Keys and The Dolphin Encounter at Blue Lagoon Island. The trip to the Exuma keys provided an opportunity to leave the hustle and bustle of Nassau and take in the unique natural beauty of the Exuma Keys in all its splendor in a relaxing and fun environment. At the Exuma Keys the journalists were thrilled with everything they were able to do and enjoy. The trip included a barbecue, snorkeling, feeding iguanas, petting stingrays and a nature trail. One journalist stated that he had “no idea that Nassau was the port to Paradise.”

### **Hispanic Press Trip Participants**

- Tania Bien – Travel Editor for *Latina Magazine*  
*Latina Magazine* (300,000) is a national monthly bilingual magazine that provides women with information on career, fashion, health, entertainment and travel. The article is scheduled to appear in their February 2000 issue.
- Emilio Lezcano – Freelance writer on assignment for *El Nuevo Herald*  
*El Nuevo Herald* is a regional daily newspaper for the Florida market with circulation of 137,965
- Sonia Albarracin – Reporter for *Cristina La Revista*  
*Cristina La Revista* (200,000) is a monthly national magazine that provides women with information on career, fashion, health, entertainment and travel. The magazine is also an “offspring” of the famous Hispanic talk show host Cristina Saralegui, who has been described as the Hispanic Oprah. The article is scheduled to appear in their February 2000 issue.
- Justo Sanchez – Travel Editor for *El Diario La Prensa*  
*El Diario La Prensa* is a regional daily newspaper for the New York market with a circulation of 68,000. The article appeared in the newspaper’s October 14, 1999 travel section.
- Manuel Gallego – Travel Editor for *Hoy*  
*Hoy* is a regional daily newspaper for the New York market with a circulation of 60,000. The article appeared in the newspaper’s October 19, 1999 travel section.
- Hector Martinez – Travel Editor for *Glamour En Español*  
*Glamour En Español* (200,000) is a national magazine that provides women with information on career, fashion, health, entertainment and travel.

### **GEOMUNDO Travel Magazine**

BSMG is coordinating an individual journalist trip with the editor of this Hispanic travel magazine. This magazine highlights many of the world's most exotic destinations and they are interesting in featuring the Bahamas on their cover with an 8-10-page article. BSMG is working with the BMOT to secure a travel dates for one reporter and a photographer for early December. The magazine has a circulation in the US and Latin America. The piece is slated for their January 2000 issue.

## **FILM COMMISSION**

### **FILM & TV COMMISSION PHOTO CATALOG**

The agency will create a photo catalog for the FC to promote the destination to the fashion and commercial photography community. Currently we are locating photographers who have worked in The Bahamas and are interested in supplying us with their work in exchange for exposure.

### **PRODUCTION GUIDE**

The Film Commission and BSMG will recreate a production guide for The Islands Of The Bahamas by September 1999.

## **MAJOR BROADCASTS**

### **FOX NEWS**

BSMG secured a live in-studio interview for The Bahamas on FOX NEWS' " Travelling for the Millennium" segment. Kerry Fountain conducted the interview on October 23, 1999. The Agency prepared message points and reviewed key topics, provided the program with b-roll footage, press materials, and the destination's 800-number and website and arranged logistics. FOX NEWS reaches 42 million households.

### **MULTI MEDIA & TRAVEL COMPANY**

BSMG has secured an opportunity for the Out Islands to be featured in one or all three of Multimedia's travel programs: *Island Vacations*, featuring upscale destinations and properties; *Sport Fishing*, an adventure program highlighting fishing destinations and adventures; *Golf Vacations*, showcasing golf vacations in tropical and exotic settings. All three programs produced by Multimedia feature celebrity hosts and participants. BSMG is working with the program to secure dates when they are available to visit the Out Islands and will work with the BMOT and OIPB to develop an itinerary.

### **STAR SKATES ICE SHOW**

Agency is in negotiations with the D&F Group regarding a Katarina Witt Ice Show to be produced at the Lucayan on GBI. Show tentatively scheduled for production in November and to air on NBC on January 8, 2000.

### **ECOLOGY COMMUNICATIONS**

BMSG pitched Ecology Communications to produce a segment on The Bahamas, specifically the Out Islands, positioning the destination as an eco-vacation. The company is reviewing our proposal.

### **SPECIAL PROJECTS**

#### **SATELLITE TRUCK**

Rene to detail

### **MISCELLANEOUS**

100 JAMZ FEST: BMOT requested BSMG review Jamz Fest event to determine if the Agency should invite additional media to the event. Due to the time constraints and to the fact that no scheduled events had been planned for media, the Agency advised against inviting additional media.

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**The Islands Of The Bahamas Update**  
**BSMG Worldwide**  
**December 1999**  
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PROJECT	NEXT STEPS	RESP.	INITIATED	COMPLETED
<b>RELEASES</b>				
December Calendar of Events Release	Distributed	Complete	KF	November
Winter Escapes to The Islands Of The Bahamas	In-progress	Waiting for further information on packages	KF	November
January and February Calendar of Events Releases	In-progress	Submit for approval	KF	November
NPI Fact Sheet	Updating information	Submit for approval	KF	November
New Non-Stop Service from Philadelphia to Grand Bahama Island	Distributed	Complete	JC	November
New Non-Stop service to Grand Bahama Island (from Toronto)	Distributed	Complete	JC	November
The New York Times "What's Doing In Nassau"	In-progress	Submit to New York Times	RAM	December
<b>PRESS KITS</b>				
Canadian Press Kits - English	Distributed English language kits to top 30 editors	Complete	AD	November
Canadian Press Kits - French	Will distribute French language kits to top 20 editors	Pending translation of covering letter	AD	November
<b>VISITING JOURNALIST PROGRAM</b>				
<b>Group Trips</b>				
GBI - TWA Press Trip	Approved	Media lists finalized. Invites sent. Agency finalizing accommodations and itinerary with GBI.	JC	October
Extreme Press Trip	Approved	BSMG to work with BMOT on dates. BSMG develop media list and invitations. Agency to	LM/RAM	October
				December 16
				December 16
				February

			work with NPIPB and BMOT to secure accommodations and to develop itinerary.				
Assistant Dolphin's Trainer Press Trip For Kids on GBI.	In-progress. Invitations. Hit list.		Secure approval, set dates	LM/RAM	December	March	
Small Treasures Press Trip	Approved		Set up flights and itineraries	LM/RAM	November	Jan/Feb	
Nettie's Back to Nature Press Trip	Pending Approval		Secure approval	LM/RAM	October	TBD	
Canada Press Trip	Approved		Six attendees and itinerary confirmed, accommodations and flights secured	AD	October	November 30-December 4	
<b>Individual Trips</b>							
The Travel Mom	BSMG is working with the BMOT to arrange airfare and activities for The Travel Mom and her family while they are in Nassau. She is developing a piece for Later Today and possibly The Travel Channel		Arrange airfare and schedule of activities	KF	November	April 2000	
Grand Bahama Vacations	BSMG coordinated with Doty Cox and Cindy Barclay, GBV, to invite five media in each of their 11 markets to GBI in the next six months. GBV will pay for airfare and the resorts will provide accommodations		Arrange flights and itineraries	JC	October	April 2000	
National Geographic TV	BSMG is working with Peter Greenberg to feature one of the hidden secret beaches of The Bahamas. This segment may also air on NBC Weekend Today and The Travel Channel		Confirm location. Arrange logistics.	RAM	November	January	
Caribbean Travel & Life	BSMB arranging for Greg Johnston to visit Cat Island for February/March issue.		In-Progress	LM	November	December	

Fodor's 2001: The Bahamas	BSMG is working with the BMOT and OIPB to coordinate a trip for writer Sandra Davis-Taylor to update the Out Islands section of Fodor's 2001. The Bahamas, to be published in the fall of 2000. BSMG is working with the BMOT to secure accommodations, site inspections and property tours, and secured flight reservations.	On going through January 4, 2000.	LM/KF	November	Will be complete by January 4, 2000
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**MARKETING PARTNERSHIPS**

Victoria's Secrets	Doing a photo shoot in Bahamas now, in contact with Laura Beckman, marketing to explore national retail and catalog promotion	Meeting	RAM	December	January
Excedrin	BSMG is in discussion with Excedrin to develop a promotion with The Bahamas surrounding tax season and tax relief.	Further discussions	LM	October	April
Redbook	NPI and the Out Islands will be featured in the "Year 2000 Dream Trip" survey and contest, with Radisson Cable Beach and Abaco Boat Harbour providing a portion of the trip. BSMG worked with Redbook and fact-checked the text	Completed	LM	October	December
Pepsi-Cola	BSMG provided Pepsi with a "sell sheet" to begin the development of a nation-wide Pepsi on-can campaign	Following up	RAM/LM	August	On-going
PGA National Resort and Spa	BSMG is working with the Resort to develop a major vacation program with The Bahamas for golf vacations.	Follow-up in progress	RAM	November	January
Loews Theaters	BSMG continues to liaise with Loews regarding the opening dates of the E-Walk theater in NYC's Times Square.	Awaiting logistics of project from Loews.	LM/MB	March	December
General Cinema	Approval secured	Awaiting approval on slide content and images			

PROJECT	STATUS	NEWS STORIES	REG	MR	DR
Dairy Queen	Sent marketing partnership pitch letter to Dairy Queen.	Follow-up with marketing director in progress	MB/LM	June	TBD
Samsonte	December Holiday Mall Promotion in 200 malls across the US	Finalize promotion	RAM	November	December
<b>TELEVISION/RADIO</b>					
Hollywood Squares	BSMG is currently talking with Hollywood Squares to get the game show to film in The Bahamas. Whoopi Goldberg, the guest host, and 14 other celebrities would tape two weeks worth of shows in two days. Scenes of the Islands would be incorporated into the show.	Confirm shoot with producer.	RAM	October	January
CFRA Radio Promotion	BSMG has recommended that the BMOT participate in the CFRA Radio Promotion, which is the number one radio station in Ottawa.	Pending approval	RAM	October	December
Get Lost with Scott and Lori	BSMG recommended the BTO-Canada and the BMOT participate in the Y95.3 radio promotion.	Pending approval	MOT	October	December
General Cinema	Major on screen and in theatre promotion with national movie chain	Completed	JC	June	October
MGM/United Artists/James Bond	Video promotion. On-radio in top 10 markets, in-store POP in 70,000 retailers, inserts in 1 million videos	Completed	JC	June	October

PROJECT		STATUS		TIMELINE	
TV Food Network	Met with Al Roker of NBC who will host this segment and confirmed that the entire one hour show will focus on the history, culture and cuisine and people of The Bahamas. Nassau and the Out Islands.	Logistics. Arrange shoot.	RAM	November	March
Univision	BSMG and the BMOT are working with the producer in coordinating the logistics and providing necessary contacts. This show airs weekly on the Univision network.	Coordinate all logistics	DMR	June	December 9-12
GEOMUNDO Travel Magazine	BSMG is coordinating an individual journalist trip with the editor of this Hispanic travel magazine. This magazine highlights many of the world's most exotic destinations and they are interesting in featuring the Bahamas on their cover with an 8-10-page article. BSMG is working with the BMOT to secure a travel dates for one reporter and a photographer for early December. The magazine has a circulation in the US and Latin America. The piece is slated for their January 2000 issue.	As per client, this trip has been re-scheduled to February/March 2000 due to no availability in potential host hotels. BSMG is working with hotel and editor of magazine to secure dates.	DMR	October	March/February 2000



Hispanic Magazine	BSMG has secured a sweepstakes promotion with Hispanic Magazine, a national magazine that targets the affluent U.S. Hispanic. The promotion would consist of a 1/3 4C promotional column that will contain an open letter from a Bahamas Tourism official, a sweepstakes component for one winner and a companion for a 4-days/3night vacation package to the Bahamas, plus promotional photos of the destination. The first 1/3 4C will run in the Jan/Feb issue of Hispanic. The second 1/3 4C promotional piece will	Secure a sponsoring hotel and coordinate logistics with magazine and BMOT.	DMR	November	January 2000
<b>INTERNET</b>					
The Internet Medium	BSMG has developed cyber lists for all Bahamas verticle markets and now actively pitches and sends materials to this cyber lists	On-going	BSMG	August	Complete
theknot.com	BSMG is in discussion with theknot.com, the biggest romance web site, to conduct a promotion with The Bahamas. Following a conference call, BSMG forwarded a pitch letter.	Continuing to follow-up	RAM	October	Early 2000
<b>SPECIAL PROJECTS</b>					
The Reef Project	BSMG has secured the approval and participation of Sylvia Earl, the world's foremost authority (non-commercial) on reef and the ocean to work with The Bahamas to protect and help with the bill and management of The Reef. A bill is presently being draft for Parliament.	Meeting in Washington with the DG and Ms. Earl, BSMG.	RAM	February	Early 2000
Cooking Light Event	BSMG is working with Cooking	BSMG working with	LM	January	March 2000

	<p>Light Magazine, HMS, and Club Med to organize an event for the publications' editors who will be visiting Eleuthera on Nov. 15, 1999. OIPB and BMOT arranging cultural portion of entertainment. BSMG arranged meeting with C. Woods and publication representative on March 21. Due to changes in port, agency and BTO, Eleuthera, offered to provide entertainment on Princess Cay, NCL's private island.</p>	<p>OIPB to secure local bands, display, and performers.</p>			
Parents Magazine	<p>BSMG secured a photo shoot with Parents Magazine in Nassau. Radisson is the hotel partner</p>	<p>Agency to arrange air transportation and work with BMOT to secure Bahamian children models.</p>	LM/KF	August	January 2000
Flare	<p>BSMG is in discussion with Flare, a Canadian women's interest magazine, to do a travel feature and photo shoot</p>	<p>Awaiting further discussions</p>		October	February or March 2000
The Travel Mom	<p>BSMG is working with the BMOT to arrange airfare and activities for The Travel Mom and her family while they are in Nassau. She is developing a piece for Later Today and possibly The Travel Channel</p>	<p>Arrange airfare and schedule of activities</p>	KF	November	April 2000
<b>WEATHER CONFERENCE</b>					
Hurricane Hunters	<p>BSMG has begun talks with the Hurricane Hunters to obtain permission to have the GulfStream IV on display in The Bahamas during the Weather Conference.</p>	<p>Awaiting further discussion.</p>	RAM	October	On-going
Invitations	<p>Invitation have been sent out, 40 TV stations to date and all major VIPs are confirmed.</p>	<p>Continue follow-up</p>	RAM/MB	October	On-going
Universities	<p>Research has been completed and letters have gone out inviting</p>	<p>Complete</p>	AD	November	November

PROJECT	DESCRIPTION	STATUS	DATE	MONTH
Sponsorship	universities with meteorologist programs to attend the conference Agency developed list of potential sponsors, developed letter for sponsorship, and distributed letter along with information kits.	RAM/LM /KF	October	March