

*For Immediate Release:*

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## **MIAMI SATELLITE MEDIA TOUR WAS A HIT ACCORDING TO PRODUCERS**

NORFOLK, Va. – February 28, 2006 – The national co-op satellite media tour from the 2006 Miami International Boat Show was a big success, according to Rhodes Communications, the company that produced the telecasts.

“It will take a few weeks to collect complete Nielsen data, but initial reports are very good,” said company President, Jim Rhodes. “We had live placements on TV news programs in 15 major markets such as Detroit, Charlotte, Sacramento, Santa Barbara, Phoenix, Wichita and Nashville, and we also taped the show for national syndicated distribution through Newswatch. Altogether we expect the total TV audience to be as many as five million viewers.”

“This year we also added six live radio interviews, which aired during peak drive-time in markets such as Cincinnati, Hartford and Green Bay,” Rhodes said.

The Miami satellite media tour was hosted by Dick DeBartolo, the nationally known “Giz Wiz” gadget expert and “Mad’s Maddest Writer” for over 40 years. DeBartolo conducted live interviews via satellite with TV news anchors, presenting the latest in new products being introduced at the Miami show.

Companies participating in this year’s tour were Evinrude, Furuno, Magellan, Taylor Made Products, West Marine and Boats.com.

Laurie Fried, director of PR and donations for West Marine, said, “We believe this is a great opportunity for brand building and presenting our message to millions of viewers across the nation. I

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## 2/Miami Satellite Media Tour Was a Hit

was very impressed with the professionalism of the production team who did a super job of packaging the tour in such a way that it captured the excitement and fun of boating.”

James Nolan, general manager of Boats.com, said, “The Miami satellite media tour presented the boating lifestyle to millions of viewers in the context of news segments on local television stations. We see it as a natural extension of the boating industry’s attempts to reach out to new boaters and grow the industry, and we look forward to joining future boating tours.”

Rhodes noted that this was the fifth year in a row that the satellite media tour has aired from the Miami International Boat Show. “We want to thank the NMMA and the boat show managers for their ongoing support,” he said.

Buoyed by the successes of the boat show tours, Rhodes Communications produced similar satellite telecasts from the RVIA trade show in 2004 and the Tampa RV Super Show in January 2006. “We are looking into the feasibility of a crossover satellite media tour that would include representatives from both the boating and RV sectors,” said Rhodes. “This show would air in the spring to kick off the outdoor season.”

The satellite media tours are co-produced by Rhodes Communications ([www.rhodescomm.com](http://www.rhodescomm.com)), a PR and advertising firm specializing in the boating industry for more than 20 years, in collaboration with Gourvitz Communications, a New York broadcast PR company.

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