



Warm Wishes from Sunny St. Pete: The Success Story of Promoting the Sunshine City

Nevin Sittler

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St. Petersburg was the first American city to hire a public relations director and the first to initiate a successful advertising program. More than almost any other Florida city, St. Petersburg relied on a constant message in postcards, newspaper editorials, print ads and broadcast commercials to market itself as the nation's playground. By the early 1900s, this sleepy fishing village had become the tourist destination of choice for thousands of winter-weary northerners. Early enthusiasts claimed the sun-filled peninsula was "the southern garden of perpetual well-being." Their methods ranged from serious academic papers to outrageous bathing suit inspections and "world record" schemes. Join "historian Nevin D. Sitler as he presents an entertaining look at the men who crafted the promotion of paradise..

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