

**PORT OF PALM BEACH DISTRICT  
REQUEST FOR DISCUSSION AND  
COMMISSION ACTION**

**CONSENT AGENDA  
ITEM F-8**

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**PREPARED BY:** Aidy Alonzo    Communications Manager    August 16, 2018

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**SUBJECT:**                    **Public Relations & Marketing**

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**Meltwater Reports for July 2018**

- Media:                    21 mentions | 9,744,710 potential reach
- Social:                    150 mentions, including 67 Tweets

**Social Media Metrics for July 2018**

- Facebook:              2,710 Total Likes | 47 New Likes | 8,333 Engagement | 68,771 Weekly Reach
- Twitter:                    15 Tweets | 13,500 Impressions | 820 Profile Visits | 1,827 Followers | 17 New Followers
- Instagram:              11 Posts | 1,062 Followers | 40 New Followers | 506 Engagement

**Correspondence**

- July 25                    Letter from Central Palm Beach County Chamber of Commerce
- August 2                   Letter from CareerSource Palm Beach County, Central Career Center

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**ADDITIONAL INFORMATION ATTACHED:**                    No \_\_\_\_\_ Yes   X  

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**FINANCIAL IMPACT:** n/a

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**RECOMMENDATION:** For Information Only

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**Respectfully Submitted By:**

  
\_\_\_\_\_  
**Manuel Almira, Executive Director**

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**DATE ACTION TAKEN:** \_\_\_\_\_  
Approved: \_\_\_\_\_  
Disapproved: \_\_\_\_\_  
Deferred To: \_\_\_\_\_  
Incorporated into Minutes: \_\_\_\_\_

Motion By: \_\_\_\_\_  
Seconded By: \_\_\_\_\_  
Unanimous:    Yes \_\_\_\_\_ No \_\_\_\_\_  
By: \_\_\_\_\_

# Meltwater Coverage Summary | July 2018

## TOTAL REACH & AD VALUE

POTENTIAL REACH	AD VALUE
9,744,710	\$90,139

### TOTAL NEWS ITEMS BY MEDIA TYPE #

Online	21
Social	150
<b>Total</b>	<b>171</b>

### TOTAL NEWS BY MEDIA TYPE %

Online	12.28%
Social	87.72%
<b>Total</b>	<b>100%</b>

### ONLINE HIGHLIGHTS

Articles	Reach
Orlando Sentinel   July 24   <a href="#">Rigged write-in elections show need for open primaries in Florida elections</a>	1,844,172
Orlando Sentinel   July 6   <a href="#">Free \$50 credit or kids sail free on Bahamas Paradise Cruise Line</a>	1,844,172
Atlanta Journal-Constitution   July 2   <a href="#">Travel deals: Sale fares to South Africa and birthday discounts at a N.H. hotel</a>	582,416
Palm Beach Post   July 31   <a href="#">The Palm Beach Post's August 2018 election endorsements</a>	428,028

### REACH & AD VALUE BREAKDOWN

Month	Reach	Ad Value
October 2017	20,721,934	\$191,678
November 2017	106,047,434	\$980,939
December 2017	171,290,153	\$1,584,434
January 2018	171,520,468	\$1,586,564
February 2018	21,444,214	\$198,359
March 2018	14,661,969	\$135,623
April 2018	70,627,013	\$1,240,488
May 2018	56,400,276	\$521,703
June 2018	142,568,114	\$1,318,755
July 2018	9,744,710	\$90,139
August 2018	-	-
September 2018	-	-
<b>Total</b>	<b>785,026,285</b>	<b>\$7,848,682</b>

# MELTWATER REPORT - JULY 2018

Date	Headline	URL	Publication	Country	Reach
2-Jul-2018	Jim Bonfiglio snags a dozen endorsements for HD 89 campaign	<a href="http://floridapolitics.com/archives/26787">http://floridapolitics.com/archives/26787</a>	Florida Politics	United States	69,000
2-Jul-2018	Travel deals: Sale fares to South Africa and birthday discounts at a NH hotel	<a href="http://www.ladyclick.info/travel-deals-sale">http://www.ladyclick.info/travel-deals-sale</a>	Lady Click	United States	1,765
2-Jul-2018	Travel deals: Sale fares to South Africa and birthday discounts at a N.H. hotel	<a href="https://www.myajc.com/travel/travel-deals">https://www.myajc.com/travel/travel-deals</a>	The Atlanta Journal-Constitution	United States	582,416
2-Jul-2018	Travel deals: Sale fares to South Africa and birthday discounts at a N.H. hotel	<a href="https://www.mydaytondailynews.com/travel">https://www.mydaytondailynews.com/travel</a>	Mydaytondailynews.com	United States	79,712
2-Jul-2018	Travel deals: Sale fares to South Africa and birthday discounts at a N.H. hotel	<a href="https://www.mypalmbeachpost.com/travel">https://www.mypalmbeachpost.com/travel</a>	The Palm Beach Post	United States	167,839
2-Jul-2018	Travel deals: Sale fares to South Africa and birthday discounts at a N.H. hotel	<a href="https://www.mystatesman.com/travel">https://www.mystatesman.com/travel</a>	MyStatesman.com	United States	298,597
2-Jul-2018	Travel deals: Sale fares to South Africa and birthday discounts at a N.H. hotel	<a href="http://www.newsindiatimes.com/travel-deals">http://www.newsindiatimes.com/travel-deals</a>	News India Times	India	15,578
3-Jul-2018	Local fire officials weigh in on risky rescue of soccer team from cave in Thailand	<a href="http://cbs12.com/news/local/local-fire-officials">http://cbs12.com/news/local/local-fire-officials</a>	WPEC-TV CBS12 News	United States	106,730
3-Jul-2018	Local fire officials weigh in on risky rescue of soccer team from cave in Thailand	<a href="http://cw34.com/news/local/local-fire-officials">http://cw34.com/news/local/local-fire-officials</a>	CW34	United States	2,885
6-Jul-2018	Free \$50 credit or kids sail free on Bahamas Paradise Cruise Line - lifestyle - att.net	<a href="http://start.att.net/news/read/category/lifestyle">http://start.att.net/news/read/category/lifestyle</a>	ATT.com	United States	1,779,133
6-Jul-2018	Free \$50 credit or kids sail free on Bahamas Paradise Cruise Line	<a href="http://www.orlandosentinel.com/business">http://www.orlandosentinel.com/business</a>	Orlando Sentinel	United States	1,844,172
6-Jul-2018	Free \$50 credit or kids sail free on Bahamas Paradise Cruise Line	<a href="http://www.sun-sentinel.com/features/deals">http://www.sun-sentinel.com/features/deals</a>	Sun Sentinel	United States	1,431,910
18-Jul-2018	Bahamas Paradise Cruise Line Partners with TravTech and Cruise.com	<a href="http://www.latecruiseline.com/2018/07">http://www.latecruiseline.com/2018/07</a>	Late Cruise News	Italy	1,020
20-Jul-2018	Bahamas Paradise Partners with Travtech and Cruise.Com	<a href="https://www.cruiseindustrynews.com/cruise">https://www.cruiseindustrynews.com/cruise</a>	Cruise Industry News	United States	20,563
24-Jul-2018	Rigged write-in elections show need for open primaries in Florida elections	<a href="http://www.orlandosentinel.com/opinion">http://www.orlandosentinel.com/opinion</a>	Orlando Sentinel	United States	1,844,172
28-Jul-2018	Monday is last day to register to vote in state primary	<a href="https://www.mypalmbeachpost.com/news">https://www.mypalmbeachpost.com/news</a>	The Palm Beach Post	United States	167,839
28-Jul-2018	Monday is last day to register to vote in state primary	<a href="https://www.palmbeachdailynews.com/news">https://www.palmbeachdailynews.com/news</a>	Palm Beach Daily News	United States	50,190
30-Jul-2018	How to solve sea-level rise? Join discussion in North Palm Tuesday	<a href="https://www.mypalmbeachpost.com/news">https://www.mypalmbeachpost.com/news</a>	The Palm Beach Post	United States	167,839
30-Jul-2018	Editorial: Holtz will bring a broader view to the port commission	<a href="https://www.mypalmbeachpost.com/news">https://www.mypalmbeachpost.com/news</a>	The Palm Beach Post	United States	167,839
31-Jul-2018	The Palm Beach Post's August 2018 election endorsements	<a href="https://www.palmbeachpost.com/news">https://www.palmbeachpost.com/news</a>	Palm Beach Post	United States	428,028
31-Jul-2018	The Palm Beach Post's August 2018 election endorsements	<a href="https://www.mypalmbeachpost.com/news">https://www.mypalmbeachpost.com/news</a>	The Palm Beach Post	United States	167,839

<b>Total Reach</b>	9,395,066
<b>Mentions</b>	21



**CENTRAL**  
PALM BEACH COUNTY  
CHAMBER OF COMMERCE

*Thank You*

*Audry,*

*On behalf of everyone in the Leadership Group I wanted to thank you & your colleagues at the Port for an amazing presentation and for all of the port. I know everyone, not unlike me, was not aware of the scope & volume of business you all do on a daily basis.*

*Thanks Again,*

*Jim*



**Jim O'Neil**  
Director of Business Development

**CENTRAL**  
PALM BEACH COUNTY  
CHAMBER OF COMMERCE

Leading the Way in Connecting Businesses and Communities

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**From:** Ed Gruvman [mailto:EGruvman@careersourcepb.com]  
**Sent:** Thursday, August 02, 2018 9:18 AM  
**To:** Aidy Alonzo <aalonzo@portofpalmbeach.com>  
**Subject:** Great presentation yesterday!!

Aidy:

Just a short note of gratitude for yesterday's most wonderful presentation. You were absolutely magnificent!! I personally learned so much about the Port of Palm Beach, things that I had absolutely no idea of. Hopefully, in the not-too-distant future, we may be able to do a walk-through of your facilities. With your permission, I would love to share your name with Organizations that I know would be so appreciative of such a presentation. Is the Port of Palm Beach a member of the Hispanic Chamber of Commerce? I am a Board Member of the Hispanic Chamber and we would be honored with your membership.

I wish you a most wonderful day and weekend coming up!! Eduardo

Eduardo (Ed) Gruvman  
Senior Account Manager  
CareerSource Palm Beach County



### Central Career Center

3400 Belvedere Road, West Palm Beach, FL 33406  
Office: 561.340.1060 ext. 2452 | Fax: 561.340-1057  
Cell: 561.866.6504  
Email: [egruvman@careersourcepb.com](mailto:egruvman@careersourcepb.com) | web: [www.careersourcepb.com](http://www.careersourcepb.com)



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