



Communication strategies for business

BOARD OF DIRECTORS MEETING

SEPTEMBER 2, 2010

- Media Highlights

DATE	PUBLICATION	TOPIC	MEDIA IMPRESSIONS
7.11.10	<i>Miami Herald</i>	Amendment 4	235,225
7.11.10	MiamiHerald.com	Amendment 4	1,465,146 visitors per month
7.31.10	<i>Sun-Sentinel</i>	Property Values	183,121
7.31.10	SunSentinel.com	Property Values	239,230 visitors per month
8.2.10	<i>Miami Herald</i>	Oil Drilling	170,769
8.2.10	MiamiHerald.com	Oil Drilling	1,465,146 visitors per month
Aug 2010	"Newsmakers"	County Update	89,500
Sept 2010	"Newsmakers"	Education Update	89,500

- New Initiatives

- o Student Ambassadors Program
- o Annual City Awards
- o Workshops for:
 - Media Training
 - New Communication such as Social Media, Webinars and Podcasts

- Ongoing Initiatives

- o Opinion pieces and written commentaries
 - Senate Bill 360
 - Get Out the Vote for African American and Hispanic media
 - Amendment 4 for African American and Hispanic media
- o Press releases on various current initiatives
 - Broward League of Cities Scholarship Award press release announcement
 - Appointment of Mayor Gary Resnick to the Golden Rule Foundation
 - Appointment of Mayor Joy Cooper as president of the Florida League of Cities
- o TV and Radio placements
 - Comcast "Newsmakers" monthly Broward League of Cities Update
 - BECON TV
 - Various radio shows
- o Online and Social Media initiatives including
 - Updating the Broward League of Cities website with photos, announcements, press releases and current initiatives
 - Constant movement and engagement on the Facebook Fan Page