



Board of Directors Meeting

November 14, 2013

Media Report

Item VII.F.

Recommended Action: Information Only

Strategic Plan

Key Result Area: Community Awareness of JWB's Benefits

OCTOBER 2013 REPORT

JWB Traditional Media Features & Mentions:

- Article on 10/4/13 in *Tampa Bay Newspapers/ Clearwater Beacon* about Promise Time featuring JWB and Pinellas County Schools/Oak Grove Middle School
- Article on 10/4/13 in the *Tampa Bay Times* about the release of Pinellas Homeless Point-in-Time (PIT) Count Report
- Article on 10/14/13 in *Tampa Bay Newspapers* about Pinellas County Community Redevelopment Areas (CRAs) and highlighting JWB's efforts in Lealman
- Article on 10/21/13 in *Tampa Bay Newspapers* about JWB Make a Difference Day
- Article on 10/25/13 in *Tampa Bay Newspapers/ Clearwater Beacon* about JWB's contract renewal with Coordinated Child Care for after school and summer programming in Clearwater
- Article on 10/25/13 in *Tampa Bay Times* about Lew Williams Early Learning Center's anticipated opening in January
- Article on 10/26/13 in *St. Petersburg Tribune* about JWB's Make a Difference Day
- Article on 10/28/13 in *The Weekly Challenger* about an educational summit in St. Petersburg, co-sponsored by JWB, that featured discussion about the new Common Core State Standards

- Article on 10/31/13 in *Tampa Bay Newspapers/ Clearwater Beacon* featuring Shelba Waldron, JWB's subject matter expert on bullying prevention; article was part one of two-part series
- Full-page column in *Good Living Magazine : Volume 4/ Issue 5* featuring Dr. Marcie Biddleman on bullying trends and tips for parents

JWB Social Media Monthly Snapshot:

- Facebook
 - Total Page Fans 748
 - Total Posts: 34
 - Total Unique Users that Viewed Posts: 2,756
 - Total Unique Clicks on Posts/Photos: 567
 - Total Number of Likes/Comments/Shares: 59
- Twitter
 - Total Followers: 997 (+6 from September 2013)

JWB-TV:

For October 2013, JWB-TV recognized National Bullying Prevention Month and Domestic Violence Awareness Month by featuring in-studio interviews and on-location stories as follows:

- Domestic violence awareness segment featuring interview with Christine Warwick of RCS' The Haven
- Bullying prevention segment featuring interview with Shelba Waldron, JWB's subject matter expert on bullying prevention and intervention
- CASA's Peacemakers and Gulf Coast's Violence Prevention Program segments, two school-based violence prevention and anti-bullying initiatives supported by JWB
- 1st Annual Grandparents Day Celebration segment featuring event honoring Pinellas grandparents raising their grandchildren, as sponsored by JWB and The Children's Home Kinship Services Network of Pinellas

Staff Resource: April Putzulu, Joseph Gallina and Penny DeLacquesaux