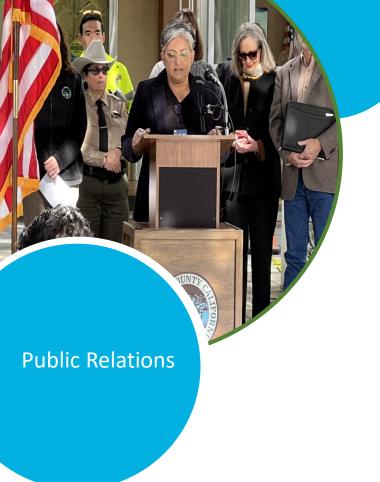
Annual Report

# **County Communications Bureau - Annual Report**

July 1, 2022 – June 30, 2023





## **PR Results**

- ~ 506 Stories Released
- 75 News Briefings and 15 Press Conferences
- Editorial Coverage (print/digital)
- Broadcast Coverage (TV/radio)



Source: County Communications



## **Total Mentions Over Time**

- **32,589** total mentions: County of Monterey, July 1, 2022, thru June 30, 2023
- **27,550** total mentions: Pajaro, January 1, 2023, thru June 30, 2023
- Both spiked around 3/15/2023



Source: Cision. Does not include social reporting.



# Value Equivalency: \$3,000,000+

- \$2,210,000 online news content
- **\$1,100,000** Television
- **\$525,000** Blogs

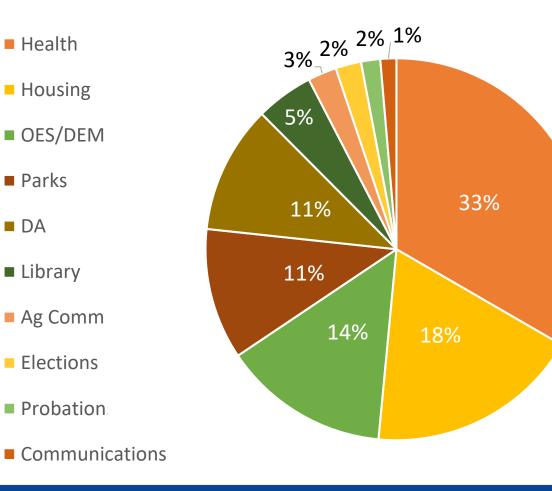
Source: Cision. Does not include social reporting.





Source: Cision. Does not include social reporting.

# **Department Mentions by %**

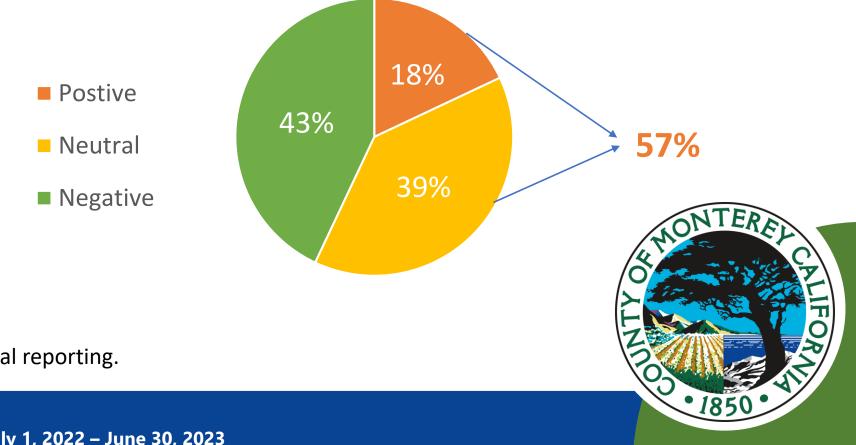






#### Sentiment

The sentiment graph shows the breakdown of Positive, Neutral, and Negative sentiments from the coverage obtained through the selected media monitoring search. The sentiment for each article is determined by a Natural Language Processing (NLP) tool that analyzes the key themes and subjects to assign sentiment. Essentially NLP uses artificial intelligence to subjectively analyze the reporters use of words to determine the sentiment of a news report. Negative sentiment takes into consideration editorial opinion.



Source: Cision. Does not include social reporting.



## Social Media Growth +<u>58%</u>

- **18,649 Facebook** followers as compared to past year 6,578
- **5,042 Instagram** followers as compared to past year 3,126
- **742 YouTube** followers as compared to past year 601
- 24,433 All Platform as compared to past year 10,305

Source: Meta

Note-Twitter Data not available following the release Twitter API v2.02 analytic





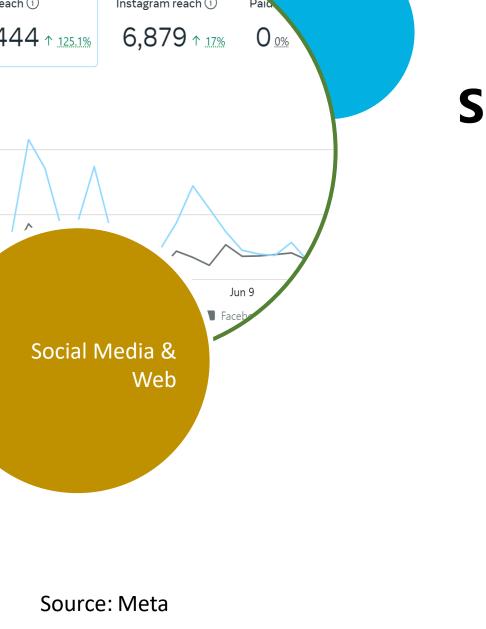
- 3,042 Published Posts/Stories to IG/FB
- 5,070,719 Likes (impressions are how many times people liked content)
- 5,623,465 Facebook/Instagram Reach

(the number of

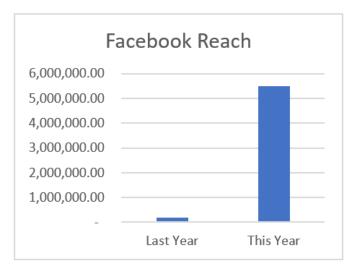
times a unique account saw any content from or about our Page)

• 33,435 Comments

Source: Meta

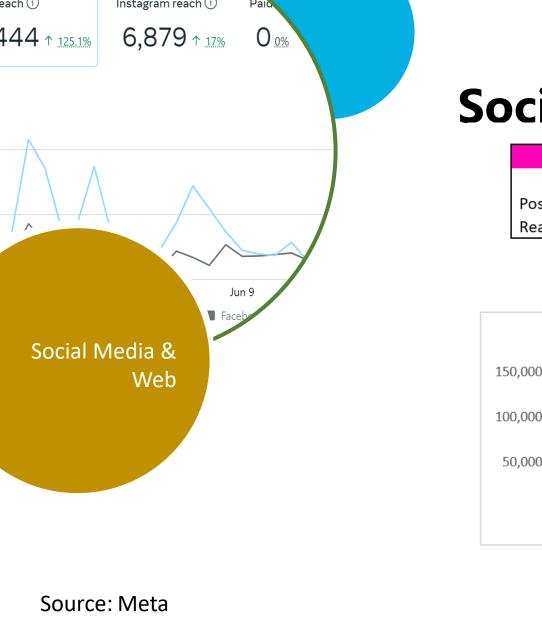


FaceBook							
Previous Year		Current Year					
Posts:	600.00	Posts:	1,925.00				
Reach:	189,568.00	Reach:	5,497,940.00				



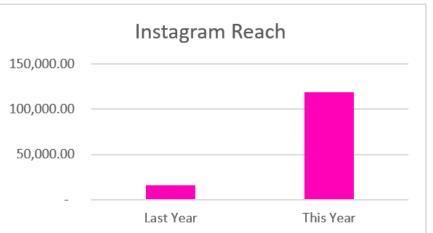
96.55% increase





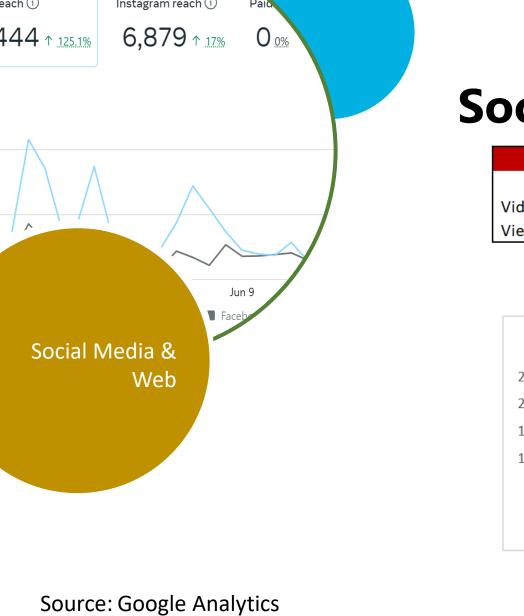
Instagram						
Previous Year		Current Year				
Posts:	192.00	Posts:	1,047.00			
Reach:	15,432.00	Reach:	119,116.00			

#### Reach

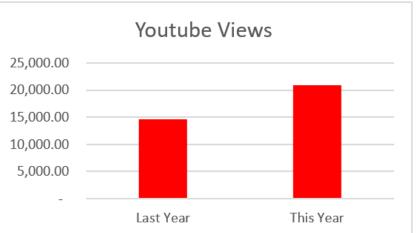


87.04% increase





Youtube						
Previous Year		Current Year				
Videos:	36.00	Videos:	70.00			
Views:	14,700.00	Views:	20,900.00			





29.67% increase

## **Top FB/IG Social Post**

...



#### County of Monterey, California

18K followers • 41 following

Social Media & Web

County of Monterey, California

Published by Maia Carroll Liddle 🛛 · July 7, 2022 · 🔇

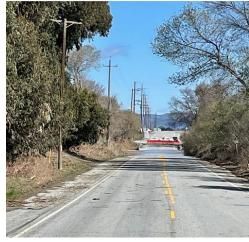
The ladies bathroom at the Harris Creek launch ramp at Lake San Antonio is closed for repairs for the time being. Last night, a curious but uninvited 250 pound wild pig was able to push open the bathroom door which closed behind it. The result: three sinks and two toilets destroyed.

A good example of why we recommend people give these animals wide berth, they are extremely powerful.



County of Monterey, California Published by Maia Carroll Liddle @ - March 1 - ③

Here is a look behind those road closure signs at low river crossings in Monterey County. The Salinas River is going over the bridge at Davis Road, same situation at other low crossings in the County. Be sure to heed those closure signs - they are for your safety.



County of Monterey, California

CallTrans Update 1/14/2023 1:30 pm. Read the press release and check out the Calltrans quick map for information. https://quickmap.dot.ca.gov/



FOR IMMEDIATE RELEASE

HIGHWAY 68 AND HIGHWAY 1 REMAIN OPEN UNDER CONTINIOUS MONITORING DURING HIGH FLOW EVENT

MONTEREY COUNTY – Highway 68 near Spreckels in Monterey County is open and is expected to stay open during the current high flow event. Crews this moming have inspected the bridges and roadway that could potentially have been affected by the high flow event in the Salinas River. They have determined that there is little risk that Highway 68 will flood.

lighway 1 between Marina and Castroville remains open. Based on current information, it is nlikely that a closure on Highway 1 will be needed.

However, due to the uncertainty of the peak flow, the current rain event, tides, and the behavior of local drainage patterns, Caltrans crews will be actively monitoring Highway 1 with staff in the field.

Jpdates on these highways will be provided as additional information becomes available.

In order to keep up to date about state highways that may be affected by weather conditions, the Cattrans' QuickMap mobile app and website provides travelers with continuous updates on lane and road closures, construction and maintenance activities, and emergency incidents: https://quickmap.dot.ca.gov/

Road information and updates can also be found on Caltrans District 5 Social Media platforms Twitter at: @CaltransD5, Facebook at: Caltrans Central Coast (District 5) and Instagram at: Caltrans\_D5.

> crews deserve to get home safely too. ve slowly and carefully in work zones.

P Traffic Incident Information Page: http://cad.chp.ca.gov Traveler information at: https://quickmap.dot.ca.gov/

Alert | Twitter | Eacebook | YouTub

853,607 Post Reach with just these 3 posts.



Source: Meta



### **Website Results**

- 6,963,695 co.Monterey.ca.us sessions
  - Top visited pages
    - Laguna Seca/WeatherTech-Raceway
    - Library
    - Health
    - Public Works
    - Winter Storms
  - Top referral sources: 1. Google, 2. FB, 3. SLO Co Water, 4. KSBW, 5. our old server



Source: Google Analytics



**Website Results** 

- 218,900 Spanish page results
- Top visited pages opened using a device set to Spanish
  - Behavioral Health
  - Library
  - Health
  - Ag Commissioner
- Top referral sources: 1. Google, 2. Facebook



Source: Google Analytics

## Ad (PSA) Impressions: 10 Million +

Advertising impressions are the number of times people saw content.

• Includes PSA (ads) created in Spanish, English and in many cases Indigenous language (when at all

possible and within budget and time constraints)

- Print 256,506
- Television 5,085,670
- Digital 27,894
- Radio 5,493,601

Source: Nielson Data and Tapscan



#### County Communications & PR Report July 1, 2022 – June 30, 2023

Paid & PSA Placement



# Highlights

- COVID -19 (4 spots produced)
- Disaster Service Workers post disaster (2 spot produced)
- County Day-use Parks (1 spot produced)
  - Total spots **8,770**
  - Fully half were no charge







## **CAO** Rundown

June 18

June 19 Juneteenth Holiday

June 24

July 4

July 4

July 7

Father's Day

June 22 4-6 pm

Treasure Island"

Marina Library. "Honeyland"

offices are closed.

Movie Matinee, Carme

Valley Library. "Muppet

Indie Film Movie Matinee,

Independence Day, County

Check our Independence

Day event listings on page

- 12 monthly issues published
- 12 CAO messages and over 75 articles or news topics
- Total impression in 12 months: 65,700

#### Source: County Communications





#### ar Employees and Community Members

While reflecting on the Budget Hearings and looking towards the future. I write to you with a mix of gratitude, concern, pride, and optimism

The financial forecast provides a sobering insight of the fiscal challenge that lay ahead with the wind-down of one-time revenues. I am thankful for the efforts made by departments while staging to navigate into otentially uncertain times. This fiscal year, the reserve balance has been mpacted by the devastating natural disasters and cannabis revenues have slowed with challenges faced by the region's industry. The County's Strategic Reserve has been used to support ongoing emergency infrastructure and operations; however, the strength and resilience of our staff has shone through.

On May 31, 2023, 17-year veteran Deputy Sheriff Jesse Grant wa wounded in the line of duty. Our community was heroically embraced by dispatchers, local, state, and federal law enforcement partners, and the care provided by medical support agencies and the Natividad Trauma Center, Today, as they continue the road to recovery, our thoughts are with Deputy Grant and his family.

Since mid-May, we have gathered with our families the county, state, and nation to celebrate employees and family members that have graduated from a range of educational institutions, exemplifying our team's pursuit of excellence. Graduation is a momentous occasion that marks the culmination of hard work, perseverance, and the pursuit of knowledge. While embarking on future goals and dreams, please remember that this County Team stands with you in support of your endeavors. Always do your very best.

Weather Tech Raceway Sincerely, Laguna Seca Track Sonia De La Rosa esurfacing Ribbon Cuttin County Administrative Officer



After several days in the hospital Cards and letters of support for him have been coming into the Sheriffs Office. If you want to send a get we tote, please send to Deputy Grant c/o



June 2023

#### Idalia Ow Makes the Cover of "PAYTECH" Magazine

Sharing Behind the Scenes Work During Disasters

mation System Analyst Idalia Ow recently shared the experiences of nbers of the American Pavroll Association (APA). She stressed the value of disasti was put into place in 2019

ned how Payroll and Human Resources staff were well prepared to step up and provide not only their regular duties but manage unique issues with payroll codes during the disaster and logistic support. Data accuracy is critical for the County as it tracks exp







# **Community Relations Reach**

Partial listing of events and outreach. More than 50 events attended.

- Carnegie Hero's Awards (lead for Natividad)
- Pajaro Job Fair
- Pajaro Town Hall meetings (3)
- 2023 Wildfire Season Meeting
- San Lucas Groundbreaking
- MCBC Elected Leaders Luncheons
- Laguna Seca Season Kick-off
- CAPIO & CSAC Annual Conf
- Mural Ribbon Cutting



Source: County Communications



# **THANK YOU for your Commitment to County Communications**



July 1, 2022 – June 30, 2023, Annual Report