



County of Monterey

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Board Report

File #: A 22-450, **Version:** 1

- a. Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute an agreement with Meltwater News US Inc. for news and social media monitoring and media relations platform services at NMC for an amount not to exceed \$8,317 with an agreement term September 1, 2022 through August 31, 2023.
- b. Approve the NMC Chief Executive Officer's recommendation to accept non-standard indemnification, insurance, limitations on liability, and limitations on damages provisions within the agreement.

RECOMMENDATION:

It is recommended the Board of Supervisors:

- a. Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute an agreement with Meltwater News US Inc. for news and social media monitoring and media relations platform services at NMC for an amount not to exceed \$8,317 with an agreement term September 1, 2022 through August 31, 2023.
- b. Approve the NMC Chief Executive Officer's recommendation to accept non-standard indemnification, insurance, limitations on liability, and limitations on damages provisions within the agreement.

SUMMARY/DISCUSSION:

Meltwater Services provides news and social media monitoring services in real time. These services will provide Natividad with the ability to monitor the hospital's brand across news, broadcast local, and social media, including Twitter, Facebook, Instagram and others. Analysis includes potential reach, sentiment score, share of voice, advertising value equivalency, top languages, RSS feed, content streams, media exposure, world heat map, trending themes, top publishers and top locations widgets. The service also provides alerts, emails and access to the Meltwater app. In addition, Meltwater Services includes a media relations platform that gives Natividad direct access to media contacts across the United States and ability to email media outreach (pitches, press releases and media advisories) and track open rates.

Meltwater Services expands upon and improves the existing tracking and outreach abilities. It gives Natividad the ability to directly contact media across multiple markets and monitor social media. Currently, Natividad's media monitoring is limited to traditional news outlets only. Natividad marketing reports this information regularly to its Board of Trustees.

In addition to being beneficial for internal reporting purposes, direct access to monitoring and media services makes Natividad's marketing nimbler and better equipped to react in real time to trending media.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel has reviewed and approved this agreement as to form, and the Auditor-Controller has reviewed and approved as to payment provisions. The agreement has also been reviewed and approved by NMC's Finance Committee and by its Board of Trustees on August 12, 2022.

FINANCING:

The cost for this agreement is \$8,317 which is included in the Fiscal Year 2022-23 Adopted Budget.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The services rendered in this agreement help promote access and awareness to health services.

- ☐ Economic Development
- ☐ Administration
- ☒ Health and Human Services
- ☐ Infrastructure
- ☐ Public Safety

Prepared by: Hillary Fish, Director of Marketing & Community Relations, 783-2693

Approved by: Charles R. Harris, Chief Executive Officer, 783-2553

Attachments:

Meltwater News US Inc. General Terms and Conditions

Attachments on file with the Clerk of the Board