Media Relations - Annual Report

2017 Totals

Plano Mentions - 35,185

Media Contacts - 1204

Positive Tone Stories - 10,028 or 29.4%

Negative Tone Stories - 7,334 or 17.9%

Advertising Value - $82,941,080

January

Plano Mentions - 2303

705 or 31% stories positive in tone, 196 or 9% negative in tone

Advertising Value - $8,790,624

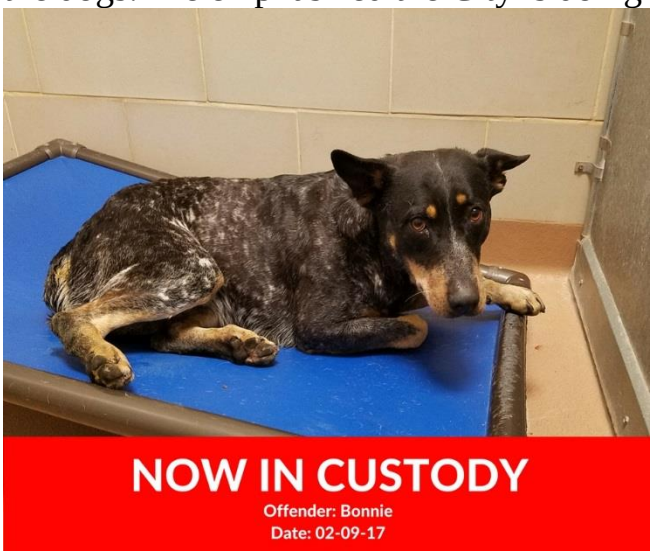
Media Contacts - 113

Highlights:



Recycling Center Fire. Extensive coverage by local media. A PR crisis was averted after residents of a nearby mobile home park complained about illness caused by smoke from the smoldering fire. Transparency and solid information deescalated the situation. The public was informed the City's recycling program was back on track with recyclables avoiding the landfill after only a few days.

Stray Dogs. Very high media interest after the same two stray dogs that eluded Animal Services for eight months bit another victim. Jamey Cantrell, Director of Animal Services, did an excellent job in his interviews with the media. His honest, straightforward approach helped explain the difficulties associated with capturing the dogs. He emphasized the City is doing everything possible to catch them.



Investigative Report on Sewage Odor. CBS 11's Investigative Team did a story on the sewage odor in the Cross Creek neighborhood. The report was fueled by a consultant study that showed a high level of Hydrogen Sulfide in the sewage line. Public Works Director Jerry Cosgrove's interview offered factual information and an honest approach to the problem. He emphasized that the City wants to alleviate the problem just as much as the neighbors. The story seemed benign compared to the station's promo which said, "CBS 11's I Team investigates Plano's poisonous smell."



February

Plano Mentions - 2805

761 or 27% stories positive in tone, 319 or 11% negative in tone

Advertising Value - $7,497,611

120 Media Contacts – 120

Highlights:

Two Shepton High School girls killed in a car crash. Police blamed high speed and racing for the car crash that killed two Shepton High School Students.



Corner Bakery Fire. Fire destroyed the Corner Bakery near Collin Creek Mall



Mustang Square Zoning Denial. Council members voted down a mixed-use development at SH 121 and Rasor Boulevard. Mustang Square would have offered

a mix of offices, retail, restaurants, hotels, single-family residences, apartments, townhomes and an assisted-living facility.



March

Plano Mentions - 2660

1,088 or 41% stories positive in tone, 237 or 9% negative in tone

Advertising Value - $9,784,515

Media Contacts - 118

Highlights:

Teen Stuck in Washing Machine. A story involving Plano Fire-Rescue went viral across the country after a teen got stuck in a washing machine. Firefighters took

the top of the machine off and got him out safety.



Cross Creek Sewage Odor. NBC 5 and the Dallas Morning News reported on a lawsuit filed against the City by four residents in the Cross Creek neighborhood claiming their quality of life has been impacted by a sewage odor in their neighborhood. CBS 11 plans on airing another story about the ongoing situation Thursday at 10 PM (4/6/17).



TTMR. Several media outlets did stories on the Toyota Texas Music Revolution at Oak Point Park and Nature Preserve. TTMR bands performed on Fox 4 Good Day and WFAA's Good Morning Texas.



Hasselhoff. Television and film star David Hasselhoff visited Plano to promote his nephew's new coffee shop, XO Coffee Company. Hoff was interviewed on several local television and radio stations including, CW33, Fox 4 Good Day, Good Morning Texas, SportsRadio 1310 The Ticket and KISS-FM 106.1.



April

Plano Mentions - 3233

1,032 or 32% stories positive in tone, 570 or 18% negative in tone

Advertising Value - $6,929,831

Media Contacts - 137

Highlights:

Day Care Incident. Several Plano stories attracted national media coverage, including an incident at a day care center where surveillance cameras caught an employee throwing a toddler down onto a mat.



Rainbow Flag Theft. The theft of a rainbow LGBT flag from a church also went viral. The thief replaced the flag with an American flag and left a note: “I didn’t agree with your flag. So I took it down. If you don’t agree with this one, you can take it down.”



Bobcat. CBS 11 and News 8 did stories about a bobcat that followed a small dog into a Plano home. Television stations in Houston, Austin and San Antonio also ran the story.



Missing woman. Two crime stories received extensive media coverage, including a missing woman last seen at Arbor Hills Nature Preserve whose body was found at Lake Ray Hubbard, a father who was shot to death by his son, vandalism at

Plano West Senior High and police subduing a man dressed as a knight who wildly waving a samurai sword.



Boeing. Boeing announced Plano as the location for their Global Services Headquarters, which received media attention across the globe.



May

Plano Mentions - 63

15 or @4% stories positive in tone, 9 or 14% negative in tone

Advertising Value - $95,541

Media Contacts - 110

Highlights:

Legacy West. The buildup to the grand opening of the Legacy West Development received substantial coverage, including the opening of new restaurants like Del Frisco's Double Eagle Steakhouse and True Food Kitchen.



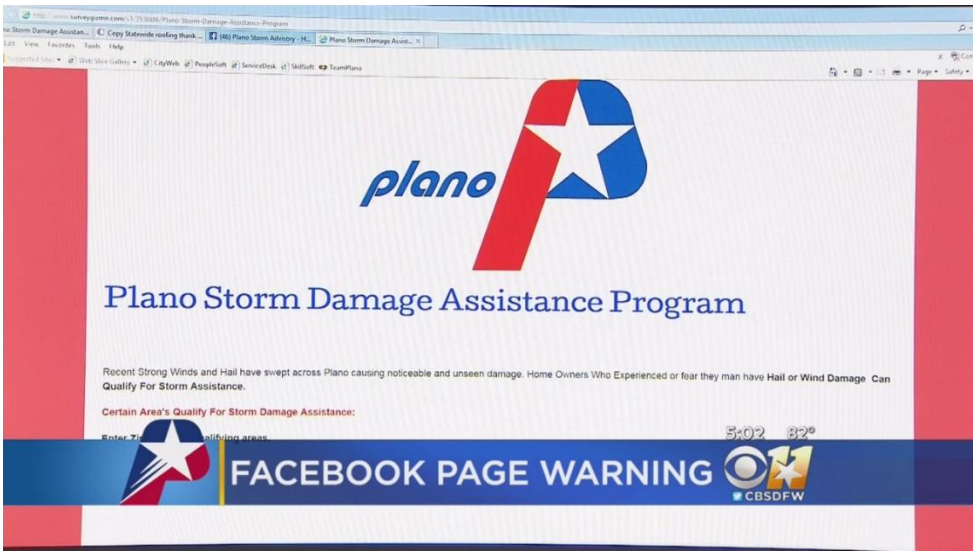
Toyota Employees Move In. The first employees moved into Toyota's new North American headquarters. Several media stories focused on traffic congestion in and around the Legacy area and the housing shortage in Plano. The Media Relations Department did an extended interview live at NBC 5 studios to explain all the steps the City and transportation agencies are taking to reduce traffic congestion.



Missing Woman. The follow-up stories continued in early May regarding a man who was charged in the murder of Megan Getrum, a Plano woman who was last seen at Arbor Hills Nature Preserve. Her body was found in Lake Ray Hubbard. This story made national news in publications such as People Magazine, the New York Post and CBS News.



Website Fraud. Media Relations helped to quickly spread the word about an insurance company fraudulently using the City of Plano logo to attract customers into thinking they were taking a storm damage assessment survey.



June

Plano Mentions - 2211

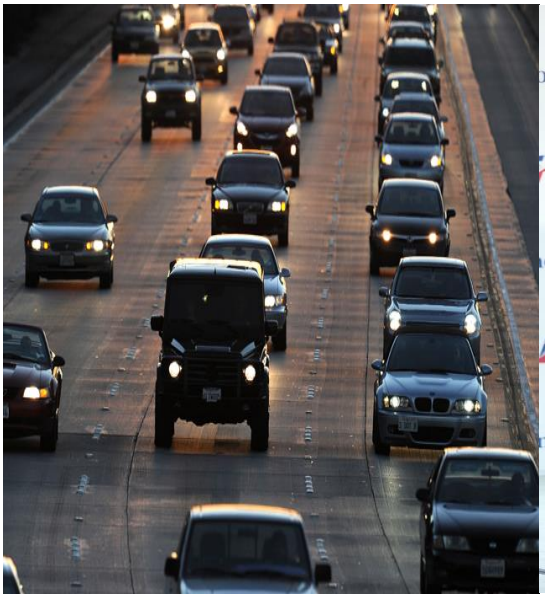
738 or 33% stories positive in tone, 440 or 20% negative in tone.

Advertising Value - $6,196,975

Media Contacts -133

Highlights:

Traffic News Conference. The City sponsored a press conference on June 29th with transportation partners DART, NTTA and TXDOT to educate target audiences about the various initiatives that are being implemented to reduce traffic congestion. It was very successful, attracting 14 different local media outlets.





Legacy West Grand Opening. The Legacy West development held its grand opening celebration, which attracted widespread coverage.



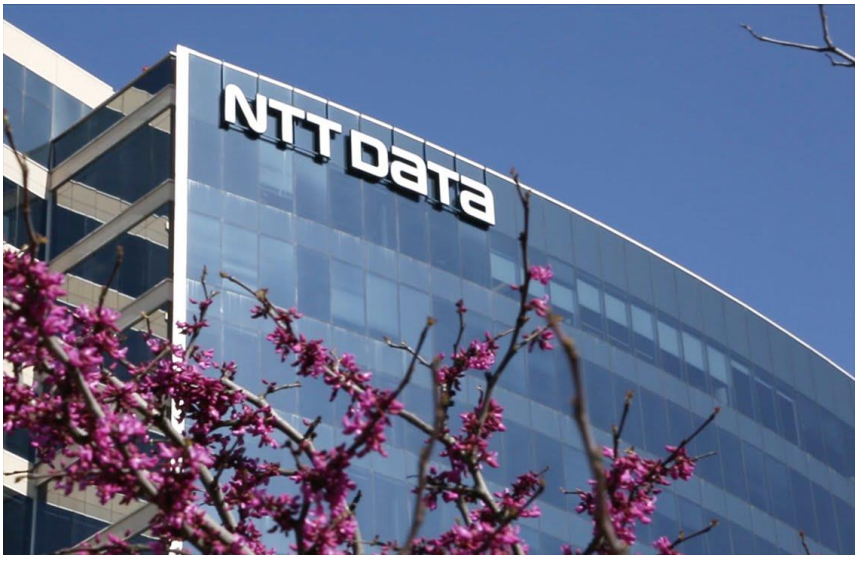
Pond Rescue. Plano fire crews rescued two people from a car in a pond. The media covered the incident and followed up by interviewing the rescuers.



Collin Creek. The Dallas Morning News revealed several prospective buyers are looking at the Collin Creek Mall.



NTT Data/Jobs. The Governor announced NTT Data is bringing more jobs to Plano.



QT Shooting. A man was killed by a Plano police officer at a Quick Trip.



Kayaking. Media Day at Oak Point Park and Nature Preserve to promote Kayaking (classes & accessibility).



Bones Found. Child's bones were discovered along the Cotton Belt corridor.



July

Plano Mentions - 3149

996 or 32 stories positive in tone, 505 or 16 negative in tone

Advertising Value - $8,385,678

Media Contacts - 96

Highlights:

T-Mobile/911. T-Mobile customers had difficulties calling into Plano 911 after a Frontier Communications fiber line went down. were also named the 17th best place to rent in America and the best place to rent in Texas.



West Nile. Local news media reported Plano's first human case of West Nile, positive results of West Nile mosquitoes in various traps around the city and subsequent spraying.



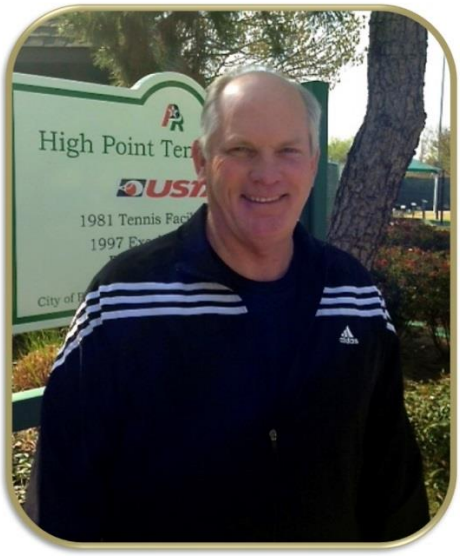
David Brown. A luncheon held for the Summer Interns featuring keynote speaker, Former DPD Chief David Brown, received local coverage from several television stations.



Infant fall. Local media coverage in July also included an infant falling from a second story window, a drowning involving a three-year old victim.



Tennis Director's 40th. The Plano Star Courier did a nice feature on Plano tennis director Ken Sunrow, who is celebrating his 40 anniversary with Parks and Recreation.



August

Plano Mentions - 4324

23% 1005 Positive 28% 1227 negative

Advertising Value - $8,932,676

Media Contacts - 143

Highlights:

Starfest. The Starfest Music Festival, originally planned for September 8-9 at Oak Point Park & Nature Preserve attracted a lot of media attention, mostly negative, including comparisons to the failed Fyre Festival in the Bahamas. The City terminated the contract, which put an end to the negative publicity attached to COP.



West Nile. Mosquitoes were in the news as well, as a second resident contracted the West Nile Virus. Numerous mosquitoes found in traps across the city tested positive for WNV.



Lightning Fire. An early morning fire caused by lightning was covered extensively by the local media.



Hardy Reunion. Several media outlets covered the emotional reunion of Captain Mark Hardy, who was seriously injured in a motorcycle accident, and the Grayson County/Howe first responders who helped save his life.



Battle of the Bras. Plano Fire-Rescue held a photo op to promote the Battle of the Bras event in October. Firefighters and Chief Sam Greif wore some create bras in the fight against breast cancer. CW 33's story went viral and appeared across the USA.



ARCO Contamination. CBS 11 did a story about groundwater contamination at the old ARCO facility on Plano Parkway.



September

Plano Mentions - 5,000

714 or 14% stories positive in tone, 2613 or 52% negative in tone.

Advertising Value - $8,530,628

Media Contacts - 70

Highlights:

Mass Shooting. A gunman shot 9 people at his estranged wife's house on Spring Creek Parkway. 8 of those people died. The 9th person is recovering. The tragedy received coverage locally, nationally and internationally. It was the worst shooting in Plano's history. The coverage continued for days with follow-up stories, vigils and memorial services for the victims. The City worked with the Junior League of Collin to organize a public vigil at McCall Plaza. The subsequent release of court documents also received widespread media coverage.



Harvey the Hawk. An injured Cooper's hawk that became famous after flying into a taxi during Hurricane Harvey was released back into the wild at Oak Point Park and Nature Preserve. The story attracted media coverage locally and

nationally, including a web piece from National Geographic.



Amazon HQ2. Amazon's search for a location for their HQ2 headquarters also attracted coverage as Plano and other North Texas cities offered up potential sites.

October

Plano Mentions - 3733

1152 or 31% stories positive in tone, 518 or 14% negative in tone.

Advertising Value - $6,729,756

Media Contacts - 67

Highlights:

Lost Child. Plano Police were involved in several high-coverage stories this month including a lost 4-year-old girl who was found wandering along the streets of Plano. She was later reunited with her parents.



NTT Data Shooting. In another story that received heavy coverage, a Garland man opened fire inside the NTT Data building on Plano Parkway. He was apprehended by officers before anyone was injured.



Hotel Fire. A two-alarm fire at a hotel under construction on Parkwood Boulevard received extensive local coverage.



Poker Clubs. The Dallas Morning News did a story about private poker clubs, raising questions about their legality. They interviewed police attorney Curtis Howard and PIO David Tilley. A statement was provided regarding how the City issues certificates of occupancy to these businesses. NBC 5 picked up the story as well.



Kolaches. The popular Czech Stop Bakery in West served kolaches at SteinFest in downtown. Several media outlets did stories.



Courtney. Stormwater specialist Courtney Vanous (Health & Sustainability) was featured in the Plano Star Courier. She performs with a Dallas circus.



November

Plano Mentions - 3038

784 or 26% stories positive in tone, 403 or 13% negative in tone.

Advertising Value - $6,450,802

Media Contacts - 58

Highlights:

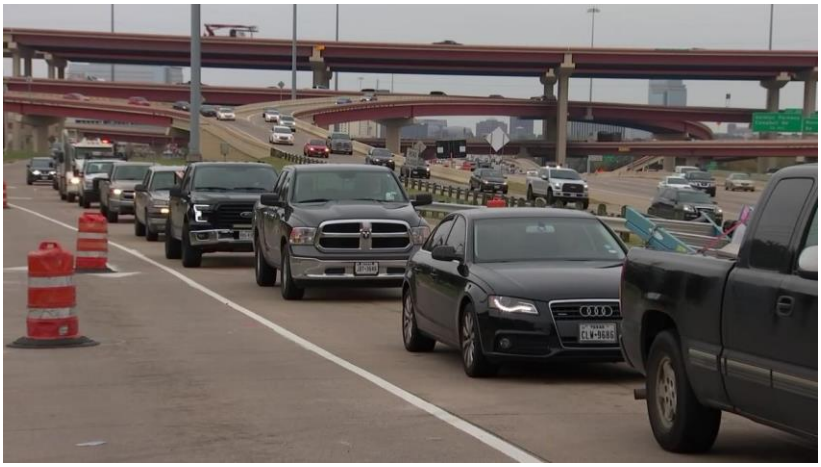
Capital One Layoffs. Several economic development/business stories made headlines in November, including the grand opening of Liberty Mutual in Legacy West, the purchase of FedEx Office by an investor, the announced cut of 1,000 Capital One jobs and North Texas named as a top contender for the Amazon HQ2 project by the Wall Street Journal.



PD DNA Tool. The Dallas Morning News did a story about the police department's new DNA tool that is expected to help solve crimes faster and save money on forensic testing.



US 75 Closure. The closure of U.S. 75 at the George Bush Turnpike received extensive coverage from local media, as did the prescribed burn at Arbor Hills Nature Preserve and the vandalism of two dozen cars in a Plano neighborhood.



December

Plano Mentions - 2,666

1038 or 39% stories positive in tone, 297 or 11% negative in tone.

Advertising Value - $4,616,443

Media Contacts - 39

Highlights:

Active Shooter Training. CBS 11 did a story on the police department's active shooter training exercise, which attracted a very large crowd of citizen participants.



Liberty Mutual Grand Opening. The local media covered Liberty Mutual's grand opening celebration, which was highlighted by a one million dollar donation to the City to build an all-access playground at the future Windhaven Meadows Park.



Thank you, PFR. Several media outlets covered A South Texas fire chief's visit to Plano to thank Fire-Rescue for their efforts during Hurricane Harvey.



Legacy Food. Legacy Food Hall opened to a flurry of broadcast and print media coverage.



Senior Recreation Center. A groundbreaking ceremony was held to kick off the long-awaited Senior Recreation Expansion project.



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