



# Media Coverage Report

Q1

PREPARED BY

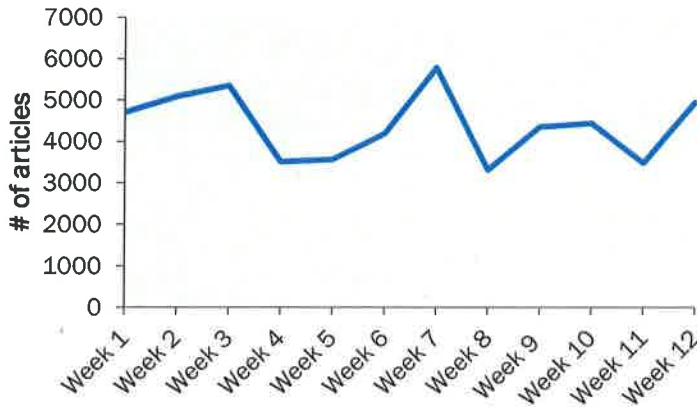
Eric Roberts at Cision

For the time period of 10/1/12 – 12/31/12

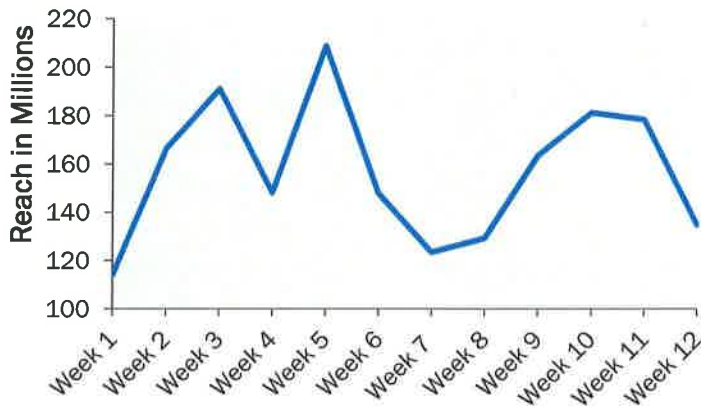
# Brand Overview

125,437 STORIES    392,123,048 TOTAL REACH    \$1,457,834 PUBLICITY VALUE

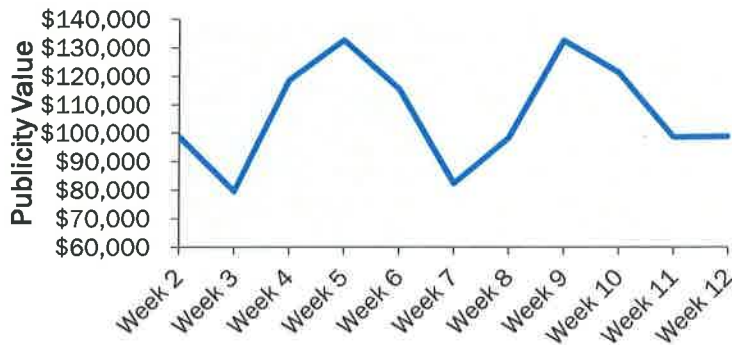
## FREQUENCY OVER TIME



## REACH OVER TIME



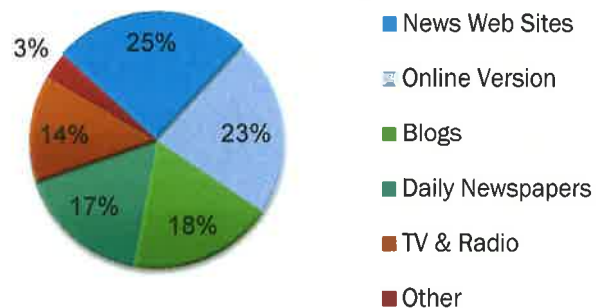
## PUBLICITY VALUE OVER TIME



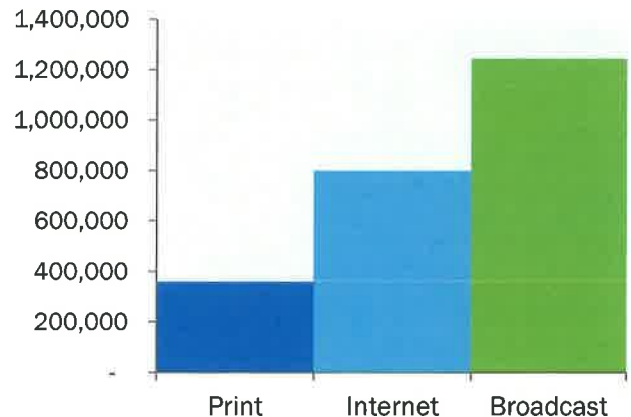
## TOP STORIES BY REACH

<b>PORT OF LA PAVES THE WAY FOR FUTURE RESEARCH CENTER</b> Wall Street Journal	734,829
<b>COUNCILMAN'S REQUEST THAT A PUBLIC MEETING ON BNSF PROJECT TO BE HELD IN LONG BEACH REJECTED</b> CNN.com	110,149
<b>SMALL FIRM MAKING BIG IMPACT ON SAKS</b> Daily Best	85,712
<b>LOS ANGELES MAYOR SAYS USS IOWA NOW A POPULAR ATTRACTION</b> Live Journal Star	14,829
<b>LOS ANGELES, LONG BEACH PORTS UP A TICK FOR SEPTEMBER</b> BIZJOURNALS.COM	11,857

## COVERAGE BY MEDIA GROUP



## REACH BY MEDIA MIX

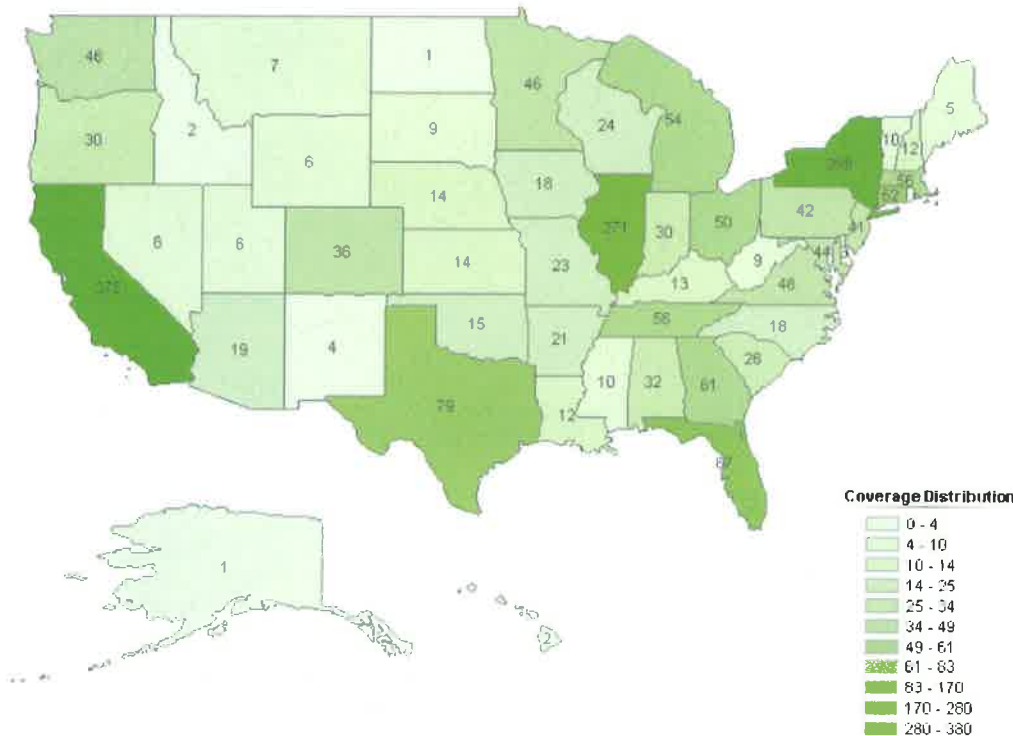


# Coverage by Location

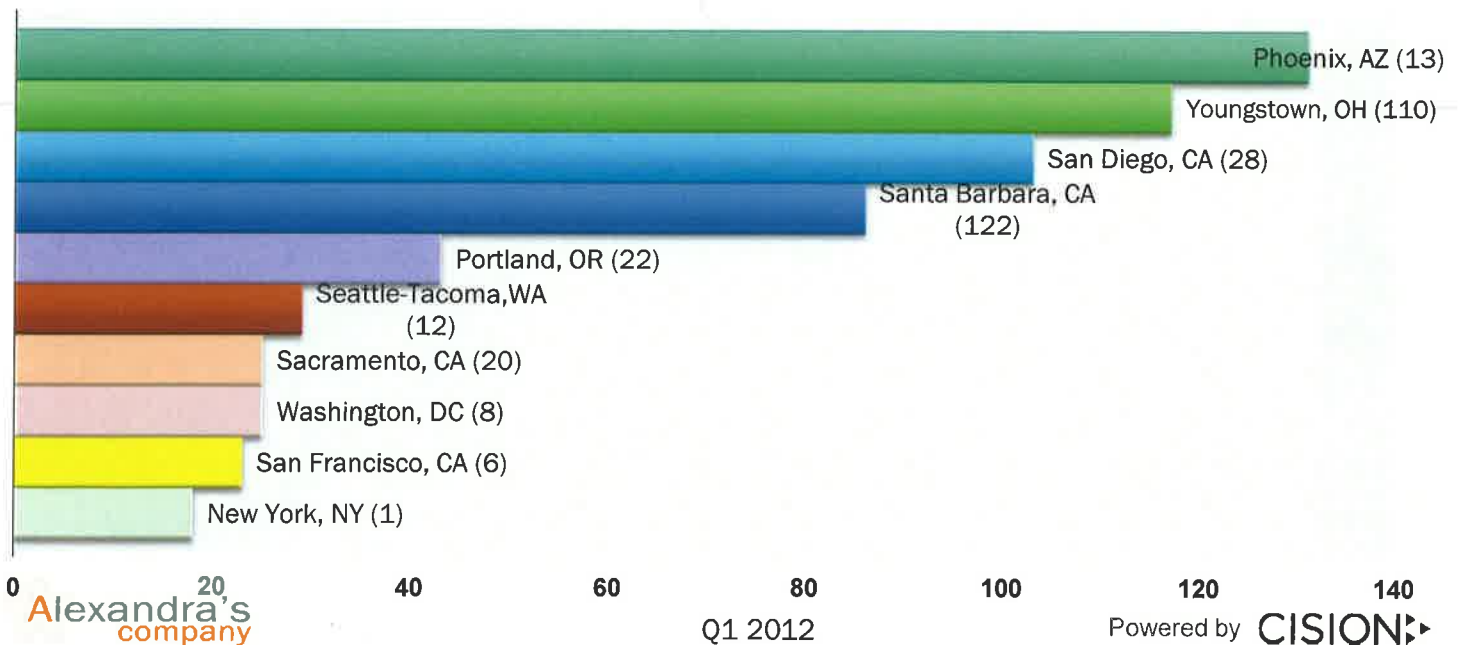
**CALIFORNIA** 375 STORIES    **NEW YORK** 375 STORIES    **ILLNOIS** 271 STORIES    **FLORIDA** 87 STORIES    **TEXAS** 79 STORIES

## COVERAGE BY STATE

United States Map



## TOP 10 DMA'S BY FREQUENCY

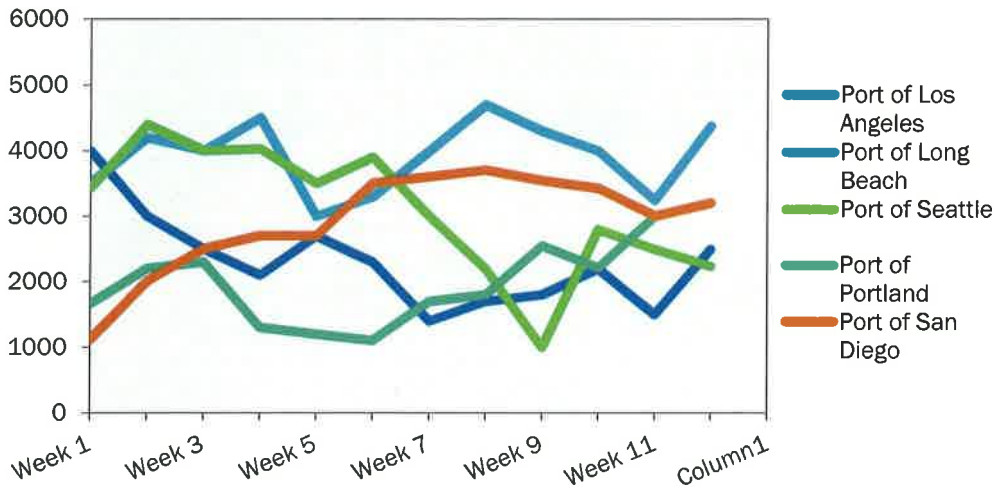


5 Top VS parts

# Competitive Overview

STORIES BY COMPANY: 27,700 (YOUR BRAND), 47,130 (COMPETITOR A), 36,997 (COMPETITOR B), 24,230 (COMPETITOR C), 34,971 (COMPETITOR D)

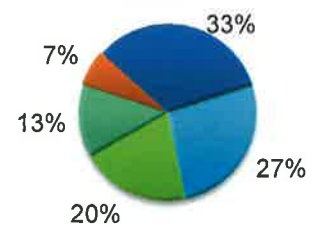
## FREQUENCY BY COMPANY OVER TIME



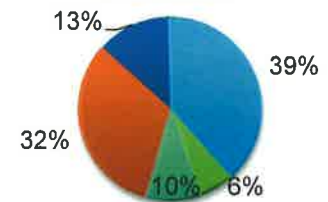
## SHARE OF VOICE BY MEDIA TYPE

Legend for Share of Voice: Port of Los Angeles (dark blue), Port of Long Beach (medium blue), Port of Seattle (green)

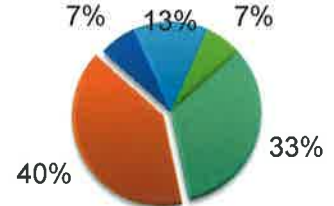
### PRINT



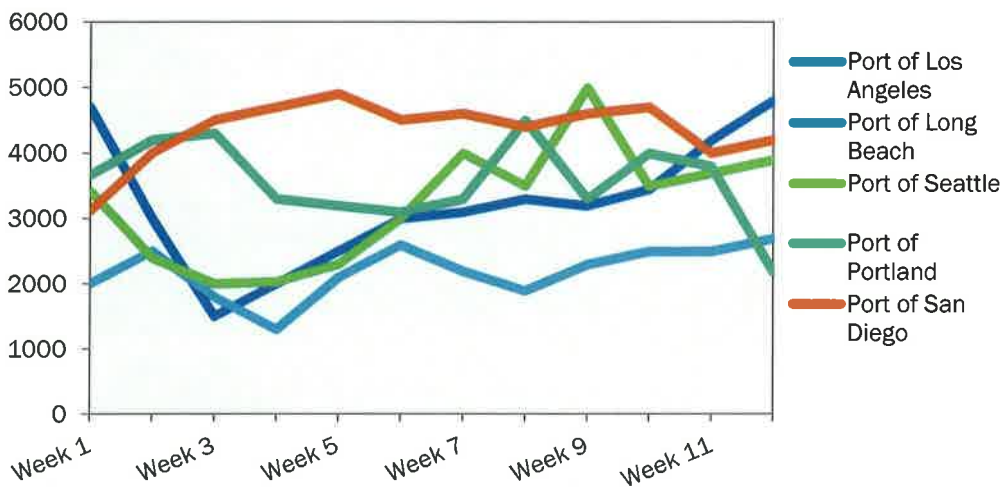
### INTERNET



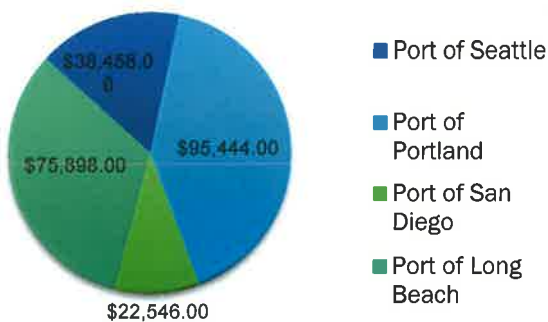
### BROADCAST



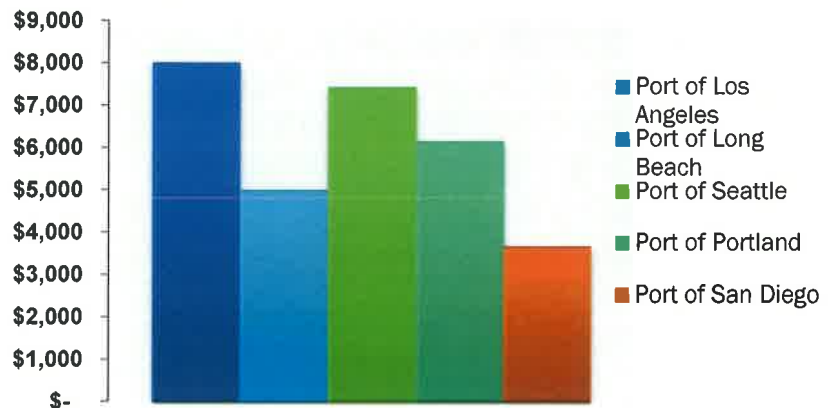
## REACH BY COMPANY OVER TIME



## SHARE OF PUBLICITY VALUE



## PUBLICITY VALUE BY COMPANY

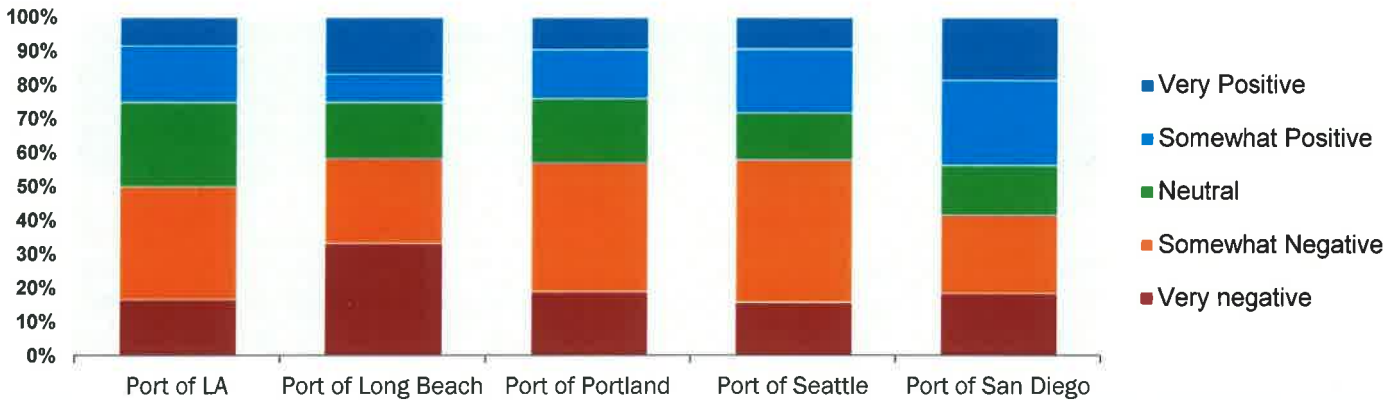


# Competitive Sentiment

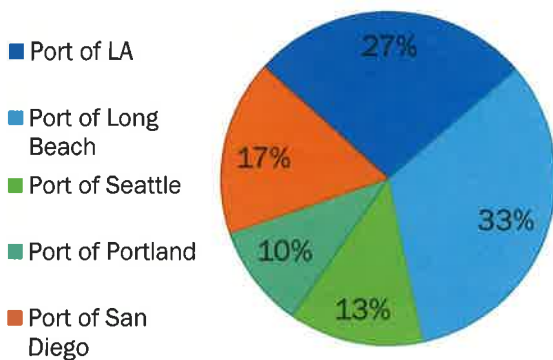
FAVORABILITY BY COMPANY    20%    12%    10%    23%    35%

YOUR BRAND    COMPETITOR A    COMPETITOR B    COMPETITOR C    COMPETITOR D

## TONE BY COMPANY



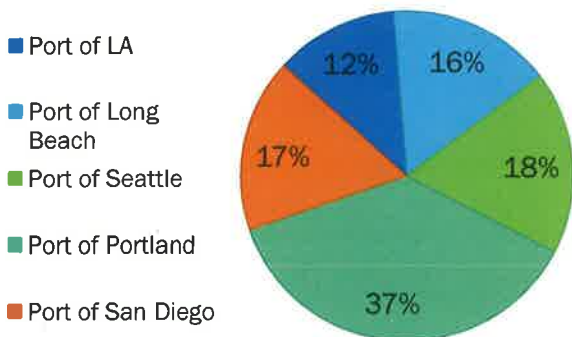
## SHARE OF POSITIVE VOICE



## TOP POSITIVE COMPETITOR MENTIONS

PORT OF LONG BEACH RECEIVES 1.34 MILLION EPA GRANT Wall Street Journal	483,629
LA MAYOR SAYS USS IOWA NOW A MAJOR ATTRACTION CNN.com	108,149
NEW PERFUME LINE AT NORDSTROM'S Yahoo.com	65,712
PORT OF LOS ANGELES TO DEVELOP NEW MARINE RESEARCH FACILITY Bloomberg	44,829
LONG BEACH IMPORTS UP IN SEPTEMBER Lincoln Journal Star	12,262

## SHARE OF NEGATIVE VOICE



## TOP NEGATIVE COMPETITOR MENTIONS

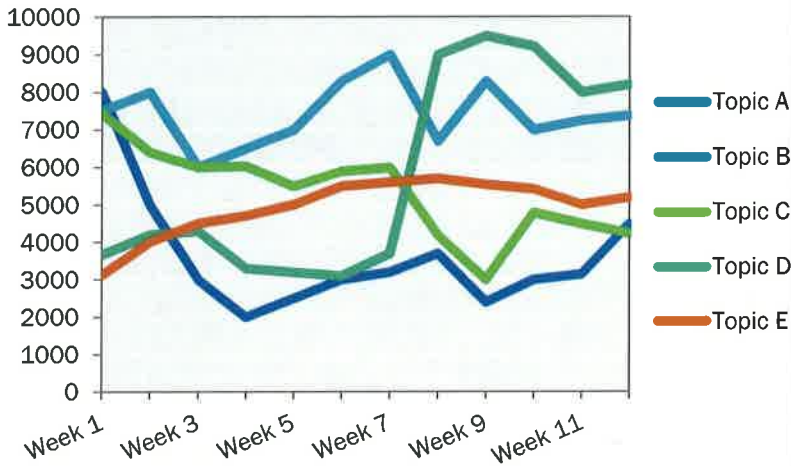
Harbor commission controversy Long Beach Business Journal	434,802
LONGSHOREMAN UNION FILES SUIT OF ARENA FOX sports.com	
PORT OF PORTLAND SLOWDOWN Yahoo.com	415,678
PORT OF SEATTLE STILL SEARCHING FOR MISSING CONTAINER Recalls.com	14,978
DAUGHTER OF MEXICAN DRUG LORD HELD IN SAN DIEGO Charlotte Observer	9,843

*X Competitiveness*  
*X Datafeed*  
*\* Projects*  
*\* Env.*

# Topic Overview

STORIES PER TOPIC	43,480	88,930	63,997	69,378	59,271
	Topic A	Topic B	Topic C	Topic D	Topic E

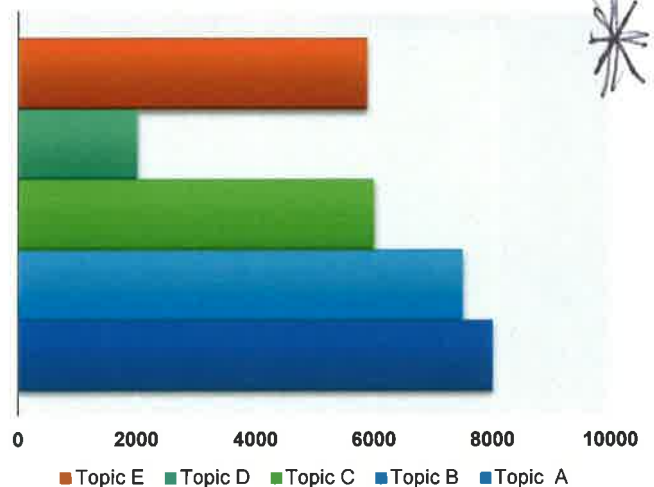
## FREQUENCY BY TOPIC OVER TIME



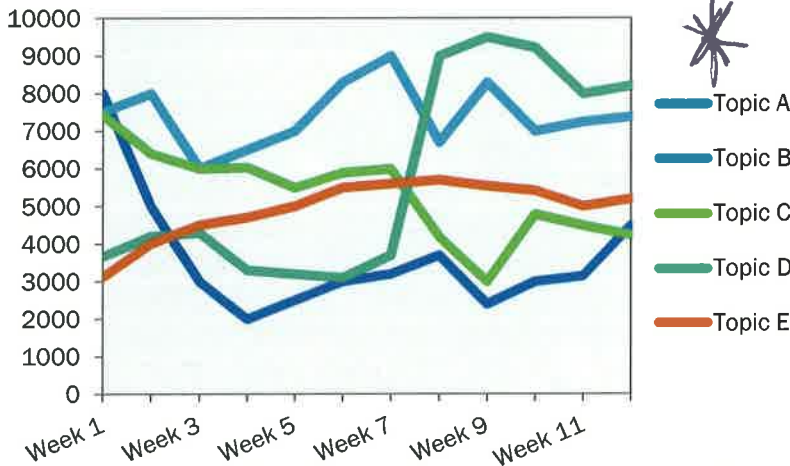
## TOPIC LEGEND

JUSTIN BIEBER CAMPAIGN	TOPIC A
EARNINGS RELEASE	TOPIC B
STORE OPENINGS	TOPIC C
NEW CEO	TOPIC D
RECENT LAYOFFS	TOPIC E

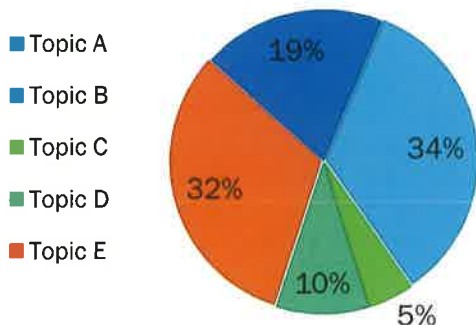
## FREQUENCY BY TOPIC SNAPSHOT



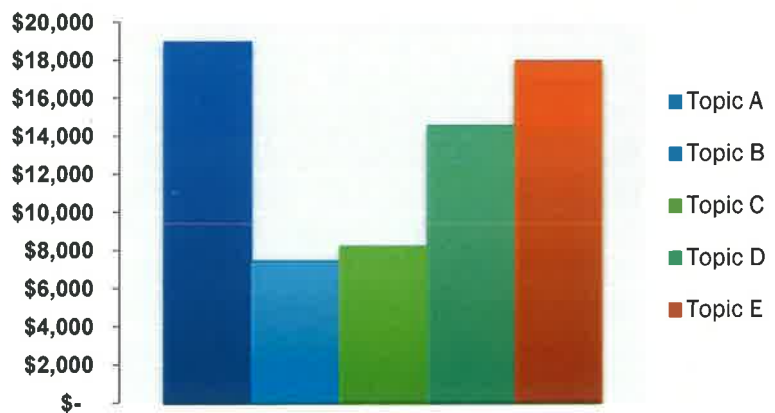
## REACH BY TOPIC OVER TIME



## SHARE OF VOICE BY TOPIC



## PUBLICITY VALUE BY TOPIC



# Topic Sentiment

FAVORABILITY  
BY TOPIC

20%  
TOPIC A

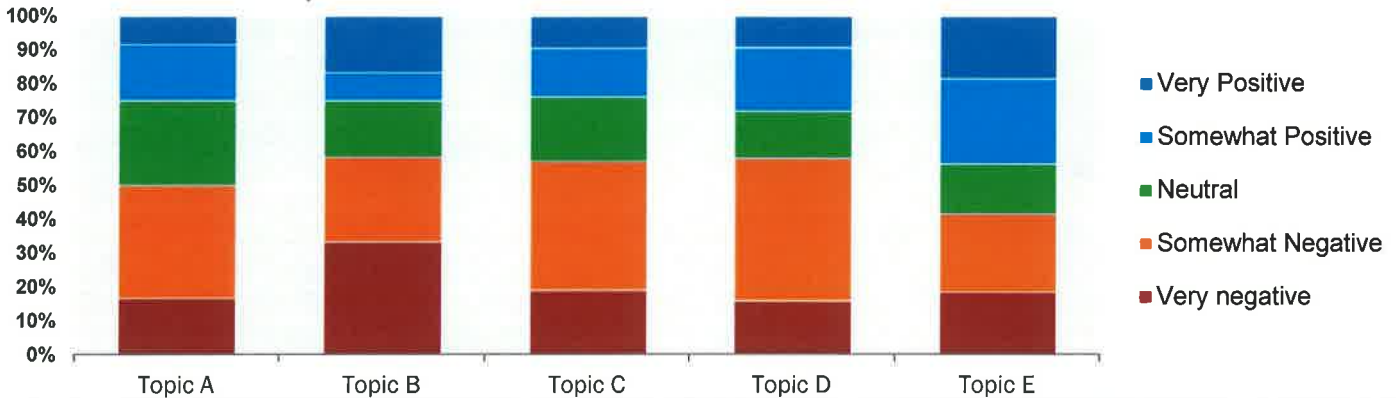
12%  
TOPIC B

10%  
TOPIC C

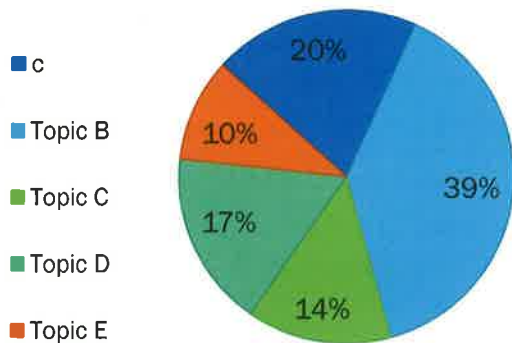
23%  
TOPIC D

35%  
TOPIC E

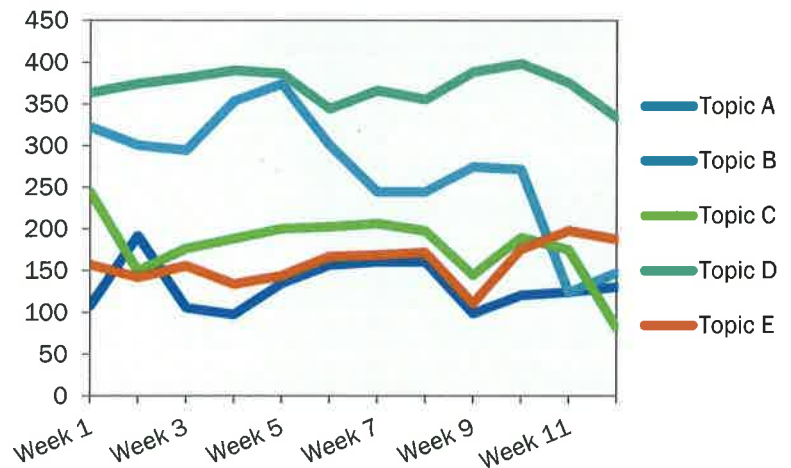
## TONE BY TOPIC



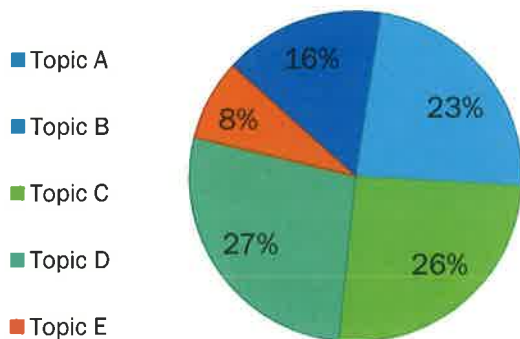
## SHARE OF POSITIVE VOICE



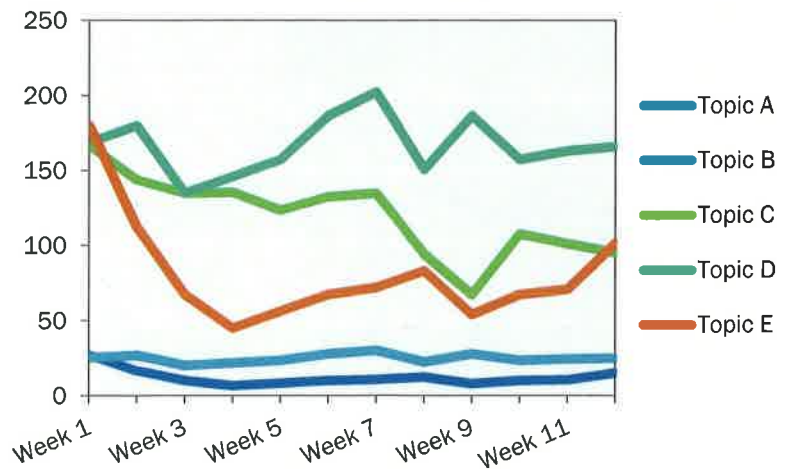
## FREQUENCY OF POSITIVE TONE OVER TIME



## SHARE OF NEGATIVE VOICE



## FREQUENCY OF NEGATIVE TONE OVER TIME



# Definitions

## FREQUENCY

The total number of news items appearing within a specific time period.

## REACH

The circulation, website visitors or broadcast audience figures associated with a media outlet represented as Impressions.

## PUBLICITY VALUE

An estimated price that professional media buyers would pay for that amount of exposure for that particular outlet. It provides a numeric value that allows you to compare the value of an article to another article. Cision factors in the average cost per impression, the length of articles/segment, and the engagement level to derive the publicity value.

## SHARE OF VOICE

The total percentage that you possess of the particular niche, market, or audience you are targeting.

*N*  
*competition*  
*other US*  
*ports*

## MEDIA MIX

A breakdown of your coverage by media type, including:

- Daily Newspapers
- Community Newspapers
- Magazines
- TV
- Radio
- News Web Sites
- Online Newspaper Versions
- Blogs
- Forums
- Microblogs (Twitter)
- Photo/Video Sharing Sites
- Social Networking Sites
- News Service/Syndicates

## Sentiment

The editorial “attitude” a news item conveys. Coded on a five point bi-polar scale where:

5 = Very Positive

4 = Somewhat Positive

3 = Neutral/Balanced

2 = Somewhat Negative

1 = Very Negative

Tone ratings are based on how the “attitude” conveyed might influence a reader/viewer’s decision to do business with a company, or buy its products.