

## **PUBLIC RELATIONS SERVICES PROVIDED TO THE LORD'S PLACE**

May 15-June 15, 2021

Please find below an overview of the work done from May 15 - June 15, 2021, to further the mission and outreach of The Lord's Place. More than 65 hours was spent to accomplish the public relations services provided. Thank you for the opportunity to work with such an amazing group of people and a worthy cause!

1. Building contact list.
2. News Releases:  
[A Decade of Four Stars: The Lord's Place Earns Top Three Percent National Rating from Charity Navigator](#)  
  
[Kerry Diaz appointed as chief operating officer for The Lord's Place](#)  
  
[Formerly homeless students stay in school and dream big as they graduate high school](#)
3. [TLP In the News and Ad Cost-Value Comparison](#)
4. Coordination and Submission of South Florida Business Journal [2021 Business of the Year Awards - Nonprofit](#)
5. Correspondence, attendance, and support for news interviews:  
06.02.21 Channel 5 Family Campus Interview with Matthew Williamson and Marie Garcia  
06.07.21 NPR Family Campus Interview with Matthew Williamson and Fred Weitz  
06.14.21 Channel 5 Cafe Joshua Interview with Volunteers Kay and David Dunn
6. Pitching Matthew Williamson graduation story to Kerry Sanders with NBC Network.
7. [Monitoring, researching, and recommending news stories](#) related to homelessness: for posting to social media and potential future ideas

## **PUBLIC RELATIONS SERVICES PROVIDED TO THE LORD'S PLACE**

June 15 - July 14, 2021

Please find below an overview of the work done from June 15 - July 14, 2021, to further the mission and outreach of The Lord's Place. More than 65 hours was spent to accomplish the public relations services provided. Thank you for the opportunity to work with such an amazing group of people and a worthy cause!

1. Building contact list.
2. News Releases:
  - [Formerly homeless student stays in school and dreams big as he graduates Inlet Grove High School](#)
  - [Media/Photo Advisory for Departure Day July 8](#)
  - [Community bids farewell to The Lord's Place current campus in preparation for building three times the size](#)
  - [Three new members join The Lord's Place Board of Directors](#)
3. Pitching Matthew Williamson graduation day to Palm Beach Post.
4. Correspondence, attendance, and support for news interviews:
  - 06.16.21 Wilkine Brutus (NPR) follow-up Interview with Matthew Williamson at family campus
  - 06.18.21 Arthur Mondale (WPTV 5) follow-up interview with Mike Stevens
  - 06.22.21 Michelle Quesada (WPTV 5) interview with Daniel and Jennifer Sellars at Outreach Center for eviction moratorium expiration piece
  - 06.22.21 Maddy Rubin (PB Post) Interview with Matthew Williamson, Samantha Williamson, and Emily Sardinha at Family Campus
  - 06.23.21 PB Post photographer (Meghan McCarthy) at family campus for Matthew Williamson story
  - 06.24.21 Sabirah Rayford (WPTV 5) interview with Kim Hayhearst about eviction moratorium expiration
  - 06.28.21 Michelle Quesada (WPTV 5) interview with Nadine Willis (Family Campus) regarding child tax credit payments
  - 07.07.21 Kate Bell/Stephanie Susskind (WPTV 5) interview with Anne Noble (Zoom) regarding Departure Day
  - 07.08.21 Jossie Carbonare (WPBF 25) interview with Anne Noble at 2808 N. Australian before Departure Day

07.08.21 Josh Navarro (WPTV 5) interview with Anne Anne Noble at 2808 N. Australian during Departure Day

5. [TLP In the News and Ad Cost-Value Comparison](#)
6. [Monitoring, researching, and recommending news stories](#) related to homelessness: for posting to social media and potential future ideas
7. Checked social calendars to ensure there are currently no conflicting events set for Thursday, March 3, 2022, (Palm Beach Event) or Friday, April 1, 2022 (SleepOut)



## **PUBLIC RELATIONS SERVICES PROVIDED TO THE LORD'S PLACE**

July 15 - August 14, 2021

Please find below an overview of the work done from July 15 - August 14, 2021, to further the mission and outreach of The Lord's Place. Approximately 50 hours was spent to accomplish the public relations services provided.

1. News Releases: research, coordinating details, pitching story ideas to reporters

[Three new members join The Lord's Place Board of Directors](#)

[Media/Calendar Advisory: Joshua Thrift Store Grand Reopening after five month closure](#)

2. Correspondence, attendance, preparation, and support for news interviews:

07.14.21 Cristina Lucier interviewing with Amber Randall (Sun Sentinel) regarding eviction moratorium expiration at the end of July

07.15.21 Courtland King interviewing with Amber Randall (Sun Sentinel) regarding eviction moratorium expiration at the end of July

08.09.21 Arthur Mondale (Channel 5) and Gail Haines (Florida Weekly) Dixie Thrift Store Grand Reopening

3. Coordinating interview regarding Joshua Thrift Stores impact on the community with Kerry Diaz and Jenn Aguiree of WPBF 25 ABC for Tuesday, August 17

4. [TLP In the News and Ad Cost-Value Comparison](#)

5. [Monitoring, researching, and recommending news stories](#) related to homelessness: for posting to social media and potential future ideas

6. Building contact list.

7. Dixie Thrift Store Grand Reopening prep--designing signs, finding and purchasing ribbons, scissors, and reusable balloons.

8. Working on a news pitch for TLP clients Margaret and Jerry's wedding.

9. Working on news pitch for TLP offering vaccination incentives to staff. Waiting to send this out to find out if clients will be offered an incentive too.

## PUBLIC RELATIONS SERVICES PROVIDED TO THE LORD'S PLACE

August 15 - September 14, 2021

Please find below an overview of the work done from August 15 - September 14, 2021, to further the mission and outreach of The Lord's Place.

1. News Releases: research, coordinating details, writing, and pitching story ideas to reporters
  - [Happily Ever After Reentry and Recovery](#) News Advisory
  - [Happily Ever After Reentry and Recovery](#) Post Wedding Release
  - [Demolition Day: The Lord's Place is being razed in order to rise to new heights](#)
  - [A great eight years to work for The Lord's Place: Named to 100 Best Companies List for eighth consecutive year](#)
  - [The Lord's Place 14th Annual Ending Homelessness Breakfast](#): Calendar Listing/Media Advisory
  - [Joshua Deli Sandwich Cutting Grand Opening](#): Media Advisory
2. Correspondence, attendance, preparation, and support for news interviews:

08.17.21 Kerry Diaz live interview interview regarding Joshua Thrift Stores impact on the community with Jenn Aguiree of WPBF 25 ABC

08.25.21 Jerry Maxwell and Margaret Denton interview with Josh Navarro (WPTV 5) on recovery, reentry and their upcoming wedding. Prepping Josh Gibson for the interview.
3. [TLP In the News and Ad Cost-Value Comparison](#)
4. [Monitoring, researching, and recommending news stories](#) related to homelessness: for posting to social media and potential future ideas
5. Building contact list.
6. Monitoring news outlets for stories on TLP and then clipping and sharing the published stories.

## **PUBLIC RELATIONS SERVICES PROVIDED TO THE LORD'S PLACE**

September 15 - October 14, 2021

Please find below an overview of the work done from September 15 - October 14, 2021, to further the mission and outreach of The Lord's Place.

1. News Releases: research, coordinating details, writing, and pitching story ideas to reporters

[The Lord's Place 14th Annual Ending Homelessness Breakfast](#): Calendar Listing/Media Advisory

[Joshua Deli Sandwich Cutting Grand Opening](#): Media Advisory

[Charity of The Week Nomination](#) for The Week

[Rescheduled Joshua Deli Sandwich Cutting](#) for 10.18.21

[Palm Beach Post Notables Writeup on Joshua Deli](#)

2. Correspondence, attendance, preparation, and support for news interviews:

09.28.21 GL Homes \$5,000 donation sponsoring the outreach team to provide shelf-stable food and hot meals to the homeless for the next four weeks. Arthur Mondale (WPTV 5) interviewed and followed Street Engagement Team members Danielle King and Danzelle Madison from Walgreens in Boynton to BJ's.

10.13.21 Jennifer Sellars interviewing with Amber Randall (Sun Sentinel) regarding rental market leading to housing insecurity

10.14.21 Client Dustin Rutledge interviewing with Amber Randall regarding rental market leading to housing insecurity.

3. [TLP In the News and Ad Cost-Value Comparison](#)
4. Researching how to get featured in "The Week" as Charity of the Week
5. Working with Danzell Madison (team member of Community Outreach) on a pitch to her cousin Kenya Madison (Kitty Lundan) on doing an interview with a TLP employee during Hunger and Homelessness Awareness Week (Nov 13-21) to help promote EHB.
6. Meeting with Kenya Madison, Danzell Madison, and Anne Noble to schedule TLP to be on People of Power Show for 10.21.21 at 8:00 PM.
7. Helping write and revise the [donor message and media message](#) and coming up with a plan for the cancellation/rescheduling of the Joshua Deli grand opening.

8. [Monitoring, researching, and recommending news stories](#) related to homelessness: for posting to social media and potential future ideas
9. Building contact list.
10. Monitoring news outlets for stories on TLP and then clipping and sharing the published stories.



## PUBLIC RELATIONS SERVICES PROVIDED TO THE LORD'S PLACE

October 15 - November 14, 2021

Please find below an overview of the work done from October 15 - November 14, 2021, to further the mission and outreach of The Lord's Place.

1. News Releases: research, coordinating details, writing, and pitching story ideas to reporters
  - [Rescheduled Media Advisory for Joshua Deli Grand Opening](#)
  - [People of Power Run with Kitty Lundan Run of Show](#)
  - [Post Release: The Lord's Place food service operations opens Joshua Deli in a new location to continue to benefit homeless services](#)
  - [Hubbard Media/South Florida Sunday Show Interview Questions and Prep for Kurt Gehring](#)
  - [Pre-Event Release: The Lord's Place to celebrate Hunger and Homelessness Awareness Week with 14th Annual Breakfast](#)
  - [Media/Photo Advisory: Palm Beach 'Watch Party' to Support Ending Homelessness Breakfast](#)
  - [Media Advisory: Give Thanks, Give Back Market to Support The Lord's Place during Hunger & Homelessness Awareness Week](#)
  - [Home for Good for the Holidays](#)
  
2. Correspondence, attendance, preparation, and support for news interviews:
  - 10.18.21 Robert Coleman, Kerry Diaz, Chandra Martin interviewing at Joshua Deli opening with **WPTV 5, WPBF 25, Palm Beach Post, and Florida Weekly**
  - 10.21.21 Preparation and support for Diana Stanley, Joey Nieves, and Danzell Madison for People of Power Show with Kitty Lundan podcast
  
3. [TLP In the News and Ad Cost-Value Comparison](#)  
An approximate value of **\$21,758** of media was generated for the month.
  
4. [Created interview prep questions](#) and spoke with Therea "Michelle" Davis for Channel 5 interview scheduled for Monday, November 15.
  
5. Coordinated details with Wyatt from Seminole Ridge High School to interview Chef Robert and staff at Joshua Deli



6. Coordinated details and put together [prep questions and suggested "run of show"](#) for WPTV Channel 5 (Arthur Mondale) StreamYard with Diana Stanley and Tamarsha Shelton
7. Spoke with Annie Cardelus Jones and Ellen Kaufmann to discuss details for a media/photo advisory to promote Palm Beach EHB watch party (trying to figure out an angle to get the Palm Beach Daily News to cover the EHB)
8. Starting to pitch Home for the Holidays story to Katie Kokal at Palm Beach Post
9. Conducted interviews for Home for the Holidays story with: Nyasha Chimbandi, Atonio Moret, Ricky Staten, Mark Chantiloupe (still need to speak with Untarius D.).
10. [Monitoring, researching, and recommending news stories](#) related to homelessness: for posting to social media and potential future ideas
11. Building contact list.
12. Monitoring news outlets for stories on TLP and then clipping and sharing the published stories.



## PUBLIC RELATIONS SERVICES PROVIDED TO THE LORD'S PLACE

November 15 - December 14, 2021

Please find below an overview of the work done from November 15 - December 14, 2021, to further the mission and outreach of The Lord's Place.

1. News Releases: research, coordinating details, writing, and pitching story ideas to reporters
  - [Media/Photo Advisory: TLP 14th Annual Ending Homelessness Breakfast](#)
  - [Media/Photo Advisory: Palm Beach 'Watch Party' to Support Ending Homelessness Breakfast](#)
  - [Home for Good for the Holidays](#)
2. Correspondence, attendance, preparation, and support for news interviews:
  - 11.15.21 Theresa Michelle and Anne Noble interview with WPTV Channel 5 Arthur Mondale regarding Ending Homelessness Breakfast at Palm Beach State College Lake Worth Campus
  - 11.16.21 Tamarsha Shelton and Diana Stanley [StreamYard](#) interview with WPTV Channel 5 Arthur Mondale (Cara present with Tamarsah at Family Campus)
  - 11.16.21 Anne Noble and Robert Coleman interview with Penny Pompei of Talk of the Palm Beaches regarding EHB and Joshua Catering/Deli services
  - 11.18.21 Melanie Bell from the Palm Beach Daily News attendance at Annie Cardelus Jones and Ellen Kaufmann's EHB watch party
  - 11.18.21 Jack Scarola interview with WPTV Channel 5 Joel Lopez at SDSBS during the Ending Homelessness Breakfast watch party
  - 12.11.21 Jennifer Sellars interview with WPTV Channel 5 Michelle Quesada at TLP offices to discuss rent pricing people out of housing.
3. [TLP In the News and Ad Cost-Value Comparison](#)  
An approximate value of **\$44,911** of media was generated for the month (November 15-December 14).
4. Beginning to put together year-end ["Home for Good" press release](#) with goal organic advertising in the Palm Beach Daily News
5. Suggested nomination of [Diana Stanley for Influential Business Women](#) and gathering the information and answers for this submission that is due on 12/31.

6. [Monitoring, researching, and recommending news stories](#) related to homelessness: for posting to social media and potential future ideas
7. Building contact list.
8. Attending weekly Advancement Team meetings.
9. Monitoring news outlets for stories on TLP and then clipping and sharing the published stories.



	Article/News Story Link	News Source	Frequency Received	Total Airtime (seconds)/ Space (column inches) Received	Cost of Ad/Commercial	Airtime (seconds)/Space (column inch) Given Per Cost	Airtime/Space Cost	*Cost Value Comparison
06/02/2021	<a href="#">Palm Beach County non-profit organization helping homeless teens through pandemic</a>	WPTV NBC 5 News	5:00 PM	115	\$475.00	30	\$1,820.83	\$5,463
06/02/2021	<a href="#">Palm Beach County non-profit helping homeless teens</a>	WFLX Fox 29 News	5:00 PM	115	\$475.00	30	\$1,820.83	\$5,463
06/03/2021	<a href="#">Mildred Grimm Obituary</a>	The Palm Beach Post					-	-
06/10/2021	<a href="#">Patricia Kennedy Obituary</a>	The Palm Beach Post					-	-
06/13/2021	<a href="#">Lord's Place Appoints COO</a>	Palm Beach Daily News		2	\$51.00	1	\$102.00	\$306
06/18/2021	<a href="#">Lord's Place to be demolished, volunteers needed at temporary locations</a>	WPTV NBC 5 News	5:00 PM	130	\$475.00	30	\$2,058.33	\$6,175
06/18/2021	<a href="#">Lord's Place to be demolished, volunteers needed at temporary locations</a>	WPTV NBC 5 News	6:00 PM	130	\$800.00	30	\$3,466.67	\$10,400
06/28/2021	<a href="#">Time spent homeless didn't stop Inlet Grove student from graduating, going to college</a>	The Palm Beach Post		46	\$51.00	1	\$2,346.00	\$7,038
06/28/2021	<a href="#">Child tax credits: Monday is unenrollment deadline to choose between monthly payments or lump sum</a>	WPTV NBC 5 News	6:00 PM	179	\$800.00	30	\$4,773.33	\$14,320
07/01/2021	<a href="#">This High School Grad Embraced Therapy, Coping Strategies To Get Through A Tough Senior Year</a>	NPR - WLRN	7:45 AM, 9:45AM, 5:44 PM	825	\$235.00	30	\$6,462.50	\$19,388
07/01/2021	<a href="#">A Decade of Four Stars: The Lord's Place Earns Top 3 Percent National Rating From Charity Navigator</a>	Southern Exposure	Print Article		\$1,0125/month		\$1,025.00	\$3,075
07/07/2021	<a href="#">Coping strategies for graduates to embrace treatment and survive tough senior years-WUSF Public Media</a>	Florida News Times	Online Article		\$40		\$40.00	\$120
07/07/2021	<a href="#">Boynton officer helps find a home for a homeless man</a>	CBS 12	Online Article				-	-
07/08/2021	<a href="#">The Lord's Place in West Palm Beach celebrates new building</a>	WPBF 25	12:00 PM	100	\$200.00	30	\$666.67	\$2,000
07/08/2021	<a href="#">Federal eviction moratorium extended until July 31, what's next? How did we get here?</a>	WPTV NBC 5 News	5:00 AM	243	\$200.00	30	\$1,620.00	\$4,860
07/08/2021	<a href="#">Palm Beach County organization that aims to end homelessness celebrates expansion</a>	WPTV NBC 5 News	7:00 AM	108	\$475.00	30	\$1,710.00	\$5,130

	Article/News Story Link	News Source	Frequency Received	Total Airtime (seconds)/ Space (column inches) Received	Cost of Ad/Commercial	Airtime (seconds)/Space (column inch) Given Per Cost	Airtime/Space Cost	*Cost Value Comparison
07/08/2021	<a href="#">Attorney warns of 'avalanche of evictions' as moratorium ends</a>	WPTV NBC 5 News	5:00 PM	177	\$475.00	30	\$2,802.50	\$8,408
07/08/2021	<a href="#">Palm Beach County organization that aims to end homelessness celebrates expansion</a>	WPTV NBC 5 News	5:00 PM	124	\$475.00	30	\$1,963.33	\$5,890
07/08/2021	<a href="#">Palm Beach County organization that aims to end homelessness celebrates expansion</a>	WPTV NBC 5 News	6:30 PM	124	\$1,000.00	30	\$4,133.33	\$12,400
07/08/2021	<a href="#">Palm Beach County organization that aims to end homelessness celebrates expansion</a>	WFLX Fox 29 News	7:00 AM	108	\$200.00	30	\$720.00	\$2,160
07/08/2021	<a href="#">Palm Beach County organization that aims to end homelessness celebrates expansion</a>	WFLX Fox 29 News	6:30 PM	108	\$150.00	30	\$540.00	\$1,620
07/08/2021	<a href="#">Eviction moratorium extended until July 31, what's next?</a>	WFLX Fox 29 News	7:00 AM	243	\$200.00	30	\$1,620.00	\$4,860
07/08/2021	<a href="#">Attorney warns of 'avalanche of evictions' as moratorium ends</a>	WFLX Fox 29 News	6:30 PM	177	\$150.00	30	\$885.00	\$2,655
07/15/2021	<a href="#">The Lord's Place bids farewell to campus</a>	Florida Weekly		1/2 page	1/2 page = \$1100		\$1,110.00	\$3,330
07/15/2021	<a href="#">As the eviction moratorium expires, South Florida renters are left vulnerable</a>	Sun-Sentinel	Print Article	33	(2 x 5.25 = \$683) and (3 x 5.25 = \$1013)		\$1,696.00	\$5,088
07/20/2021	<a href="#">Mobile Hope Clinic brings mental-health therapy to county's underserved communities</a>	Palm Beach Post	TLP mentioned as community partner of Center for Trauma Counseling				-	-
07/29/2021	<a href="#">Three new members join board at The Lord's Place</a>	Florida Weekly	Print Article	1/4 page and 1/8 page	(1/4 page = \$746) and (1/8 page = \$530)		\$1,276.00	\$3,828
07/29/2021	<a href="#">Armory to show summer students' work</a>	Florida Weekly					-	-
08/01/2021	<a href="#">Community Bids Farewell to The Lord's Place Current Campus in Preparation for Building Three Times the Size</a>	Southern Exposure	Print Article		\$1,0125/month		\$1,025.00	\$3,075
08/01/2021	<a href="#">TLP nonprofit of the year photo for Hats Off</a>	Southern Exposure	Print Article				-	-
08/02/2021	<a href="#">Business People on the Move: Kerry Diaz COO</a>	Palm Beach Post		1	\$51.00	1	\$51.00	\$153
08/06/2021	<a href="#">Joshua Thrift Store to reopen Monday after closing due to a fire</a>	Palm Beach Post	13 photos and descriptions in galaxy news					
08/09/2021	<a href="#">Joshua Thrift Store reopens to benefit Lord's Place homeless services</a>	WPTV NBC 5 News	5:00 PM	120	\$475.00	30	\$1,900.00	\$5,700
08/09/2021	<a href="#">Joshua Thrift Store reopens to benefit homeless</a>	WFLX Fox 29 News	6:30 PM	120	\$150.00	30	\$600.00	\$1,800
08/11/2021	<a href="#">The Lord's Place Joshua Thrift Store Reopens</a>	Palm Beach Illustrated	online article					

	Article/News Story Link	News Source	Frequency Received	Total Airtime (seconds)/ Space (column inches) Received	Cost of Ad/Commercial	Airtime (seconds)/Space (column inch) Given Per Cost	Airtime/Space Cost	*Cost Value Comparison
08/11/2021	<a href="#">In Talks with Jennifer Kryshka, CEO of JWFPalm Beach</a>	Patch	online article which mentions TLP				-	-
08/12/2021	<a href="#">The Lord's Place reopens Joshua Thrift Store after fire</a>	The Florida Weekly	online article					
08/12/2021	<a href="#">The Lord's Place reopens Joshua Thrift Store after fire</a>	The Florida Weekly	Print Article	1/2 page and 1/16 page	(1/2 page = \$1,110) and (1/16 page = \$296)		\$1,396.00	\$4,188
08/17/2021	<a href="#">The Lord's Place reopens Joshua Thrift Store</a>	WPBF 25	9:30 AM	183	\$200.00	30	\$1,220.00	\$3,660
08/27/2021	<a href="#">Couple finds love after recovering from homelessness</a>	WPTV NBC 5 News	5:30 PM	127	\$575	30	\$2,434.17	\$7,303
08/27/2021	<a href="#">Couple finds love after recovering from homelessness</a>	WFLX Fox 29 News	6:30 PM	127	\$150.00	30	\$635.00	\$1,905
08/27/2021	<a href="#">Business People on the Move: TLP New Board Members</a>	Palm Beach Post	Print Article	3	\$51	1	\$153.00	\$459
09/23/2021	<a href="#">The Lord's Place to open Joshua Deli in Lake Park</a>	Florida Weekly	Print Article	1/4 page	\$746		\$746	\$2,238
09/23/2021	<a href="#">The Lord's Place to open Joshua Deli in Lake Park</a>	Florida Weekly	online article				-	-
09/28/2021	<a href="#">The Lord's Place seeks more public support to combat homelessness and hunger in Palm Beach County</a>	WPTV NBC 5 News	5:00 PM	135	\$475	30	\$2,137.50	\$6,413
09/28/2021	<a href="#">The Lord's Place seeks more public support in Palm Beach County</a>	WFLX Fox 29 News	6:30 PM	135	\$150	30	\$675.00	\$2,025
09/28/2021	<a href="#">The Lord's Place seeks more public support in Palm Beach County</a>	Spot On Florida	online				-	-
09/28/2021	<a href="#">The Lord's Place seeks more public support to combat homelessness and hunger in Palm Beach County</a>	Yahoo Entertainment	online				-	-
09/28/2021	<a href="#">The Lord's Place seeks more public support to combat homelessness and hunger in Palm Beach County</a>	MSN	online				-	-
10/03/2021	<a href="#">Nonprofits First Hats Off Past Nominees and Accreditation</a>	Palm Beach Post	Nonprofits First Ad				-	-
10/07/2021	<a href="#">Jewish agency granted \$100,000 for Mental Health First Aid</a>	Sun-Sentinel	TLP mentioned as a community partner				-	-
10/18/2021	<a href="#">Homelessness on the rise amid soaring South Florida rents</a>	Sun-Sentinel	Print Article	1/12 of page	\$683.00		\$683.00	\$2,049
10/18/2021	<a href="#">The Lord's Place food service operations opens Joshua Deli in a new location to continue to benefit homeless services.</a>	Palm Beach Post	Print Article		\$51.00	1	-	-
10/18/2021	<a href="#">Joshua Deli serves more than food, helps end 'cycle of homelessness'</a>	WPTV NBC 5 News	5:30 PM	129	\$575	30	\$2,472.50	\$7,418

	Article/News Story Link	News Source	Frequency Received	Total Airtime (seconds)/ Space (column inches) Received	Cost of Ad/Commercial	Airtime (seconds)/Space (column inch) Given Per Cost	Airtime/Space Cost	*Cost Value Comparison	
10/18/2021	<a href="#">Joshua Deli serves more than food, helps end 'cycle of homelessness'</a>	WFLX Fox 29 News	6:30 PM	129	\$150	30	\$645.00	\$1,935	
10/18/2021	<a href="#">Joshua Deli serves more than food, helps end 'cycle of homelessness'</a>	Yahoo! Sports	Online Article				-	-	
10/18/2021	<a href="#">Joshua Deli serves more than food, helps end 'cycle of homelessness'</a>	Newsbreak	Online Article				-	-	
10/18/2021	<a href="#">Joshua Deli grand opening in Lake Park</a>	WPBF 25 News	5:00 PM	57	\$500	30	\$950.00	\$2,850	
10/21/2021	<a href="#">The Lord's Place Joshua Deli officially opens in Lake Park</a>	Florida Weekly	Print Article	1/4 page	\$746		\$746	\$2,238	
10/21/2021	<a href="#">The Lord's Place Joshua Deli officially opens in Lake Park</a>	Florida Weekly	Online Article				-	-	
10/21/2021	<a href="#">The Lord's Place Panel</a>	The People of Power Show with Kitty Lundan	Facebook Live Stream	1 hour			-	-	
10/28/2021	<a href="#">Sandwich Cutting for The Lord's Place's Joshua Deli</a>	Florida Weekly	Print Article	3/4 page	\$1,440		\$1,440	\$4,320	
10/28/2021	<a href="#">Sandwich Cutting for The Lord's Place's Joshua Deli</a>	Florida Weekly	Online Article				-	-	
10/28/2021	<a href="#">75 churches in Boynton Beach to participate in summit to reinvigorate membership</a>	WPTV NBC 5 News	News Story about Florida East Coast Baptist Association mentioning TLP				-	-	
11/07/2021	<a href="#">Ending Homelessness Breakfast: South Florida Sunday</a>	WRMF, WEAT, WIRK, WMBX, WFTL & WMEN	Between 6am - 7am	950			-	-	
11/08/2021	<a href="#">Clearing the way' for a new start--and better life</a>	Palm Beach Post	Notables Cover - paid for by GL Homes				-	-	
11/08/2021	<a href="#">ADT Employee recognized with community impact award</a>	Palm Beach Daily News	TLP mentioned in this Ad				-	-	
11/11/2021	<a href="#">The Lord's Place Plans Virtual Ending Homelessness Breakfast</a>	Florida Weekly	Print Article	1/4 page	\$746		\$746	\$2,238	
11/15/2021	<a href="#">Lord's Place plans for virtual 14th annual Ending Homelessness Breakfast</a>	WPTV NBC 5 News	5:00 PM	134	\$475	30	\$2,121.67	\$6,365	\$44,911
11/15/2021	<a href="#">Lord's Place to hold breakfast event to end homelessness</a>	WFLX Fox 29 News	6:30 PM	134	\$150	30	\$670.00	\$2,010	
11/15/2021	<a href="#">Clearing the Way: The Lord's Place 14th annual Ending Homelessness breakfast</a>	Sun Sentinel	Calendar Listing						
11/16/2021	<a href="#">Homeless Awareness Week StreamYard</a>	WPTV NBC 5 News	Live on Facebook	1,262					
11/16/2021	<a href="#">Homeless Awareness Week StreamYard</a>	WFLX Fox 29 News	Live on Facebook	1,262					
11/16/2021	<a href="#">Homelessness in the Treasure Coast: LAHIA preps for transitional housing amid growth</a>	WPTV NBC 5 News	Mention of The Lord's Place and what it has done for homelessness in PB County				-	-	
11/16/2021	<a href="#">Lord's Place plans for virtual 14th annual Ending Homelessness Breakfast</a>	Flipboard	online article				-	-	
11/16/2021	<a href="#">Ending Homelessness Breakfast 2021</a>	GLHomes	online article				-	-	

	Article/News Story Link	News Source	Frequency Received	Total Airtime (seconds)/ Space (column inches) Received	Cost of Ad/Commercial	Airtime (seconds)/Space (column inch) Given Per Cost	Airtime/Space Cost	*Cost Value Comparison	
11/16/2021	<a href="#">The Lord's Place plans for virtual 14th annual ending homelessness breakfast</a>	DailyAdvent/Opera News	online article				-	-	
11/17/2021	<a href="#">Forget about cooking for the holidays</a>	Talk of the Palm Beaches, 95.9 FM	7PM - 8PM	3225	\$15	30	\$1,612.50	\$4,838	
11/18/2021	<a href="#">The Lord's Place's fundraiser breakfast helps tackle hunger</a>	WPTV NBC 5 News	5:00 PM	60	\$475	30	\$950.00	\$2,850	
11/18/2021	<a href="#">The Lord's Place's fundraiser breakfast helps tackle hunger</a>	WFLX Fox 29 News	6:30 PM	60	\$150	30	\$300.00	\$900	
11/18/2021	<a href="#">The Lord's Place sets \$250K goal to 'clear the way' during Hunger and Homelessness Awareness Week</a>	WPBF ABC 25 News	12:00 PM	110	\$200	30	\$733.33	\$2,200	
11/18/2021	<a href="#">The Lord's Place Has A Goal Of \$ 250,000</a>	S.E. Florida Daily News	Online article				-	-	
11/21/2021	<a href="#">Lord's Place's Donation Breakfast Helps Fight Hunger</a>	S.E. Florida Daily News	Online article				-	-	
11/22/2021	<a href="#">Deli teaches homeless, jobless to make meals</a>	The Palm Beach Post	Front page of local se	42	\$51.00	1	\$2,142.00	\$6,426	
11/22/2021	<a href="#">In a Lake Park deli, students get second chances preparing food for others who are homeless</a>	The Palm Beach Post	online article				-	-	
11/26/2021	<a href="#">Ending Homelessness Photo Gallery</a>	Palm Beach Daily News	online photo gallery				-	-	
11/27/2021	<a href="#">Ted Deckert's Obituary</a>	The Palm Beach Post	Obituary				-	-	
11/29/2021	<a href="#">Landlords wanted: 'Operation Home Ready' seeks new landlord/tenant partnerships</a>	WPTV NBC 5 News	5:30 PM	125	\$575	30	\$2,395.83	\$7,188	
11/29/2021	<a href="#">Landlords wanted: 'Operation Home Ready' seeks new landlord/tenant partnerships</a>	WFLX Fox 29 News	6:30 PM	125	\$150	30	\$625.00	\$1,875	
11/29/2021	<a href="#">Landlords wanted: 'Operation Home Ready' seeks new landlord/tenant partnerships</a>	Spot On Florida	Online Article				-	-	
11/29/2021	<a href="#">Landlords wanted: 'Operation Home Ready' seeks new landlord/tenant partnerships</a>	MSN	Online Article				-	-	
11/29/2021	<a href="#">Landlords wanted: 'Operation Home Ready' seeks new landlord/tenant partnerships</a>	Yahoo!	Online Article				-	-	
11/29/2021	<a href="#">Landlords wanted: 'Operation Home Ready' seeks new landlord/tenant partnerships</a>	DailyAdvent/Opera News	Online Article				-	-	
11/29/2021	<a href="#">Landlords wanted: 'Operation Home Ready' seeks new landlord/tenant partnerships</a>	Rumble	Online Article				-	-	
11/29/2021	<a href="#">Landlords wanted: 'Operation Home Ready' seeks new landlord/tenant partnerships</a>	YouTube	Online Article				-	-	



	Article/News Story Link	News Source	Frequency Received	Total Airtime (seconds)/ Space (column inches) Received	Cost of Ad/Commercial	Airtime (seconds)/Space (column inch) Given Per Cost	Airtime/Space Cost	*Cost Value Comparison
11/29/2021	<a href="#">Landlords wanted: 'Operation Home Ready' seeks new landlord/tenant partnerships</a>	<a href="#">Air.TV</a>	Online Article				-	-
11/30/2021	<a href="#">Volunteers Plant Flowers at Halle Place</a>	Palm Beach Daily News	Print Article				-	-
12/6/2021	<a href="#">Rotary Makes Thanksgiving Brighter At Lord's Place</a>	Town-Crier	Article				-	-
12/10/2021	<a href="#">Priced out of paradise: Will Florida lawmakers pass rent control measures?</a>	WPTV NBC 5 News	4:00 PM, 5:00 PM, 6:00 PM News	108	\$800	30	\$2,880.00	\$8,640
12/10/2021	<a href="#">Rising rents: Will lawmakers help control skyrocketing costs?</a>	WFLX Fox 29 News	6:30 PM	108	\$150	30	\$540.00	\$1,620
12/16/2021	<a href="#">Live watch party aids virtual event to support The Lord's Place</a>	Palm Beach Daily News	Print article	24	\$51	1	\$1,224.00	\$3,672
12/16/2021	<a href="#">Palm Beach Society: Annual Ending Homelessness event stays virtual to aid The Lord's Place</a>	Palm Beach Daily News	Online article				-	-
12/22/2021	<a href="#">Tradition</a>	Florida Weekly	Mention of TLP in article about Margie Yansura				-	-
12/23/2021	<a href="#">Diana Stanley on homelessness in Palm Beach County</a>	BBC Newshour	41:10 - 42:15	65			-	-
12/23/2021	<a href="#">Lord's Place nears \$20 million goal</a>	Florida Weekly	Print article	1/8 page on front page and 1/4 page on p.16	\$1,276		\$1,276	\$3,828
12/23/2021	<a href="#">Lord's Place nears \$20 million goal</a>	Florida Weekly	Online article				-	-
12/23/2021	<a href="#">Lord's Place nears \$20 million goal</a>	Spot On Florida	Online article				-	-
12/23/2021	<a href="#">Lord's Place nears \$20 million goal</a>	NewsBreak	Online article				-	-
12/24/2021	<a href="#">34 women housed for the holidays in Palm Beach County</a>	WPTV NBC 5 News	5:00 AM	102	\$200	30	\$680.00	\$2,040
12/24/2021	<a href="#">34 women housed for the holidays in Palm Beach County</a>	WPTV NBC 5 News	5:30 AM	102	\$200	30	\$680.00	\$2,040
12/24/2021	<a href="#">34 women housed for the holidays in Palm Beach County</a>	WPTV NBC 5 News	6:00 AM	102	\$475	30	\$1,615.00	\$4,845
12/24/2021	<a href="#">34 women housed for the holidays in Palm Beach County</a>	WPTV NBC 5 News	6:30 AM	102	\$475	30	\$1,615.00	\$4,845
12/24/2021	<a href="#">34 women housed for the holidays in Palm Beach County</a>	WPTV NBC 5 News	5:00 PM	102	\$475	30	\$1,615.00	\$4,845
12/24/2021	<a href="#">34 women housed for the holidays in Palm Beach County</a>	WPTV NBC 5 News	5:30 PM	102	\$575	30	\$1,955.00	\$5,865
12/24/2021	<a href="#">34 women housed for the holidays in Palm Beach County</a>	WFLX Fox 29 News	7:00 AM	102	\$200	30	\$680.00	\$2,040
12/24/2021	<a href="#">34 women housed for the holidays in Palm Beach County</a>	WFLX Fox 29 News	7:30 AM	102	\$200	30	\$680.00	\$2,040

