

EXPLANATION OF CONSENT AGENDA ITEM E.2.c.(3) – December 16, 2015

ITEM:

Consideration of authorizing staff to enter into agreement with FOX 35 News to consider installation of a camera by Fox 35 News, to showcase views in and around the Port during local news and other broadcasts.

EXPLANATION:

Fox 35 has requested permission to install a camera that would be able to showcase view in and around the Port during Fox 35 newscasts. Fox 35 would provide the camera and bear all costs associated with installation of all pertinent equipment to transmit a signal back to their station, as well as all maintenance and operational expenses for the camera.

There are no financial costs or monthly fees associated with this agreement. CPA would only need to provide access to a power supply, access to the Camera, and minimal staff involvement to assist with the camera installation and future access to site when maintenance is required.

Fox 35 will likely be looking into sponsorships to cover the costs associated with this camera and the broadcast.

**Staff Recommends Approval
Prepared by Jim Dubea**

Attract More Visitors to Brevard County and Port Canaveral



WOFL FOX 35 is looking to install a Tower Cam at the Brevard County Exhibition/Visitor's Center. This camera will serve as a way to promote everything Brevard County has to offer and attract shoppers with discretionary income.

Did You Know?



- Brevard County is home to 15% of television households in the Orlando DMA
- It has the second largest concentration of TV households in the market
- One in three Brevard County adults have watched WOFL over the past seven days
- Over the past year, nearly 275,000 Orlando DMA adults indicated they have made an overnight visit to Melbourne or Cocoa area beaches

Effectively Connecting Brevard County with Highly Likely Visitors through FOX 35 News

Morning News: From 5am-10am, Good Day Orlando viewers are **90% more likely** than the market to have visited Melbourne area beaches

From 5am-10am, WOFL has the highest concentration of these potential viewers in Morning News of any major broadcast TV station

Late News: From 10pm-11:30pm, FOX 35 News viewers are **78% more likely** than the market to have visited Melbourne area beaches

From 10pm-11:30pm WOFL has the highest concentration of Late News viewers who have visited the Melbourne area of any major broadcast TV station

Digital: Adults who stated they visited FOX35Orlando.com over the past 30 days are **54% more likely** than the market to have visited the Melbourne area

FOX35Orlando.com has the highest concentration of adults who have visited the area of any broadcast TV station website