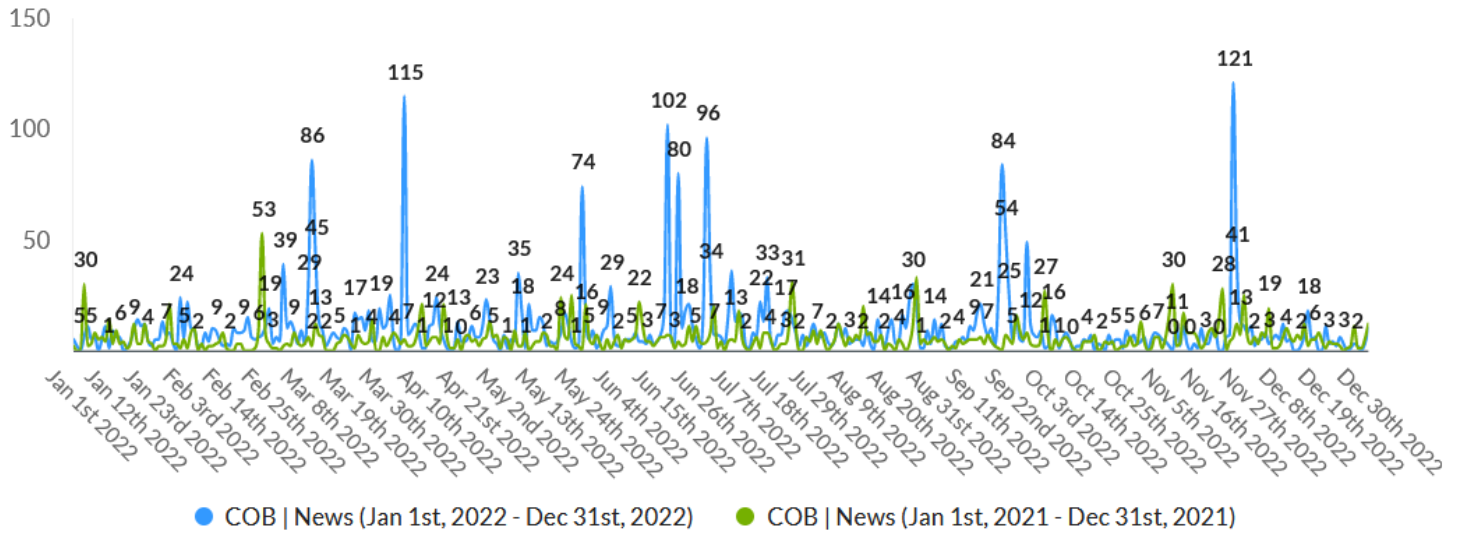


# COB Media Monitoring Report 2022 Year in Review

## News – year over year

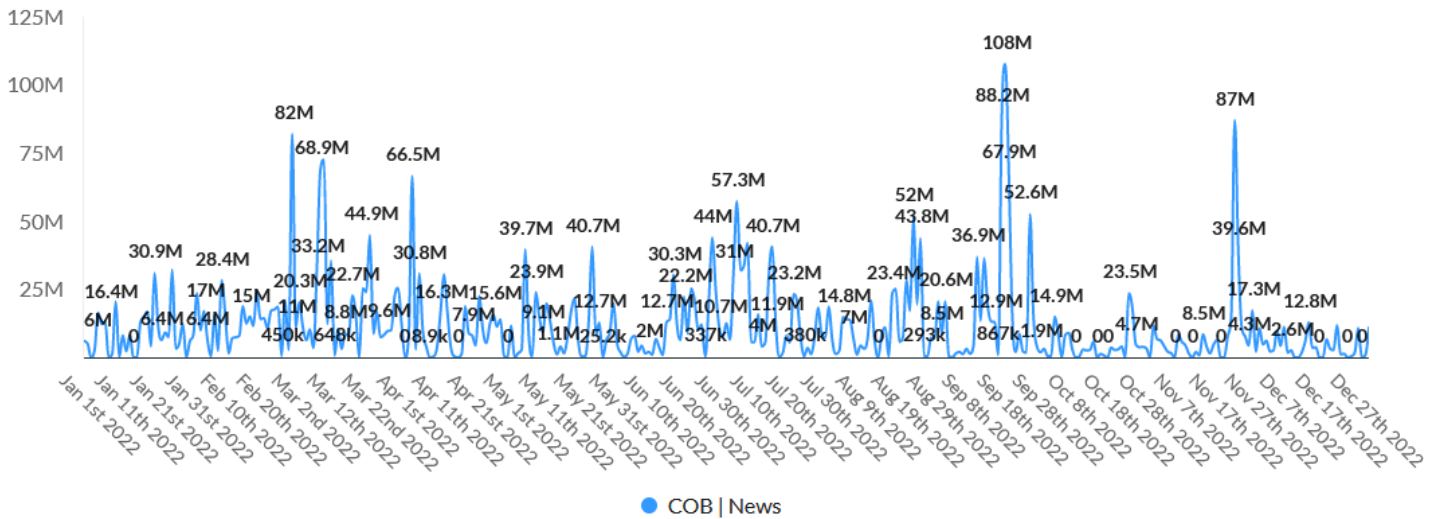


### Top 3:

Nov. 23 (121)	Burlington establishing 6-week indoor mask requirement for employees
April 4 (115)	Greenbelt Foundation Report – Improving access to parks in GTHA
June 17 (102)	Opening of Farmhouse cannabis store in Burlington

Notes: Number of news items up from 2021 (highest in 2021 was 53) and back to 2020 levels – see “Media Exposure.”

## Potential Reach



### Top 3:

Sept. 19 (108M)	Woman bitten on knee in Burlington’s seventh coyote attack
Sept. 18 (88.2M)	Coyote attacks continue in Burlington, Ont. as city reports seventh incident
Nov. 23 (87M)	Burlington establishing 6-week indoor mask requirement for employees

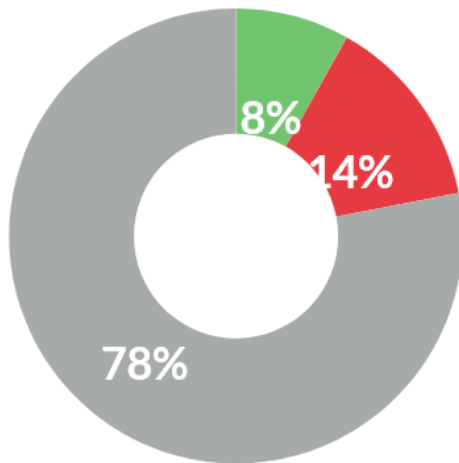
## Media Exposure

(2022 vs. 2021)

# 3.64k

+84%

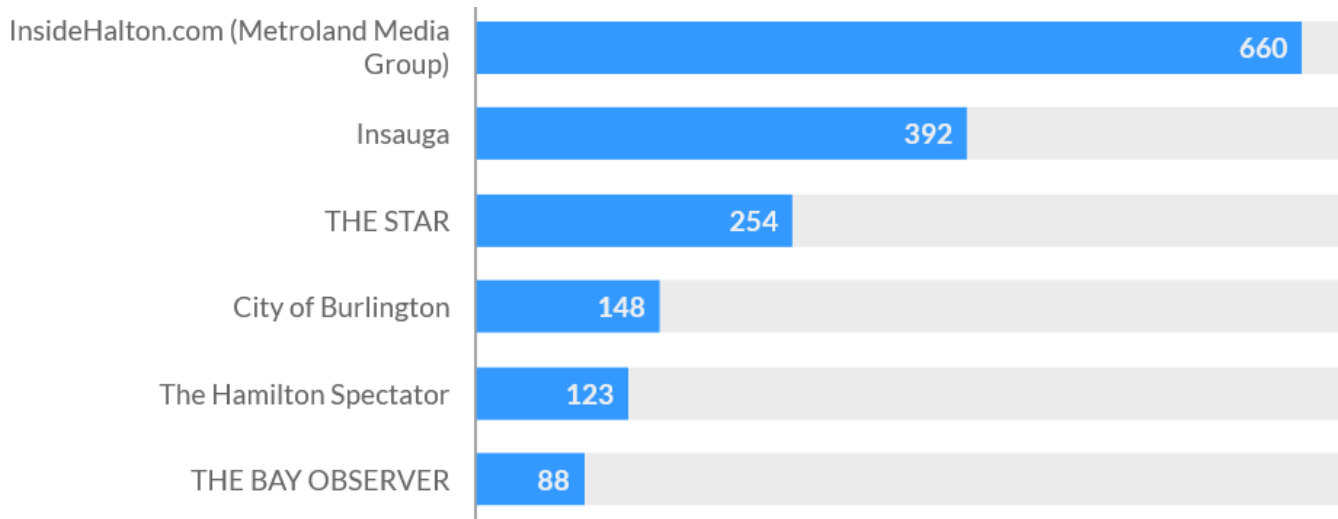
## Sentiment



Positive	295
Negative	504
Neutral	2.8k

Notes: Increase in negative sentiment from 2021 (9%) and 2020 (8.42%). This can be attributed to coverage of coyote incidents (Aug: 25% neg; Sept: 40% neg.) and the staff masking policy (Nov: 24% neg.).

## Top Sources



Notes: Inside Halton remains top source in 2022. The Star remains in Top 3 sources. No TV outlets named in 2022 Top 6 sources - CHCH was #6 source in 2021.