



**Baptist Health
South Florida**

Zika Virus
Summer 2016
Earned Media Recap Report

Zika Virus

Earned Media Overview



Total Estimated Ad Value: \$307,505

Total Estimated Reach: 10,411,687

Total Number of Hits: 28

Timeframe tracked: June 2016 - present

Top clips include: *Wall Street Journal*, *Miami Herald*, *The Boston Globe*, NPR, WLRN, MSNBC, WSVN (Fox), and WLTV (Univision), among others.

Earned Media Clip Report



News Date	Outlet Name	Outlet Type	News Headline	Spokesperson/Entity	Circulation Number	Local Market Viewership	Unique Visitors Per Month	Ad Value	Article Link
6/7/2016	Miami Herald Online	Online, consumer	Baptist Health to host information session about Zika virus and pregnancy	BHSF/BH			97,974	\$20,367	http://www.miamiherald.com/news/local/community/miami-dade/article82358272.html
6/9/2016	Miami Herald	Newspaper	WHO warns women to delay pregnancy where Zika spreads	BHSF	97,974			\$27,054	
6/9/2016	Miami Herald Online	Online, consumer	Miami is 'ground zero' for outbreak of Zika virus, doctor warns	BHSF			97,974	\$20,367	http://www.miamiherald.com/news/health-care/article82669862.html
6/9/2016	Miami Herald Online	Online, consumer	Delay pregnancy where Zika spreads, W.H.O. says, as Florida governor assesses local needs	BHSF			97,974	\$20,291	http://www.miamiherald.com/news/health-care/article82885352.html
6/26/2016	Boston Globe, The	Online, consumer	In Florida, the politics of Zika matter	BHSF			232,546		https://www.bostonglobe.com/news/nation/2016/06/26/mosquito-season-florida-ushers-new-fears-zika-and-new-swing-state-political-issue/to7Ek2Hhzb16Z49iyYpL/story.html
6/27/2016	Boston Globe, The	Newspaper	In Florida, the politics of Zika matter	BHSF	232,546				-
6/28/2016	Miami Herald Online	Online, consumer	First baby with Zika-related microcephaly is born in Florida	BHSF			97,974	\$20,291	http://www.miamiherald.com/news/health-care/article86389917.html
7/20/2016	WSVN-TV	Television station	CDC probing possible first Zika case from US mosquito bite	Dr. Schwartzbard/SMH		69,914		\$10,956	
7/22/2016	WLTW (Univision)	Television station	6pm Noticiero	Dr. Rafael Perez/SMH		65,076		\$8,707	

Earned Media Clip Report



News Date	Outlet Name	Outlet Type	News Headline	Spokesperson/Entity	Circulation Number	Local Market Viewership	Unique Visitors Per Month	Ad Value	Article Link
7/22/2016	El Nuevo Herald	Newspaper	Investigan segundo posible caso de zika en el sur de Florida	BHSF	41,760			\$3,653	
7/22/2016	Nuevo Herald Online	Online, consumer	Investigan segundo posible caso autóctono de zika en el sur de Florida	BHSF			5,034,229	\$2,316	http://www.elnuevoherald.com/noticias/sur-de-la-florida/article91328097.html
8/1/2016	WIOD- AM	Radio	WIOD speaks to Dr. Russell	Dr. Russell/ BHSF		74,959			-
8/2/2016	Wall Street Journal	Online, consumer	Officials Warn Pregnant Women to Avoid Miami Neighborhood Affected by Zika	Dr. Schwartzbard/ SMH			1,337,483		http://www.wsj.com/articles/florida-identifies-10-additional-zika-cases-in-miami-area-1470067897
8/3/2016	AHC Media	Online, trade/industry	Zika Strikes a Highly Popular Neighborhood in Miami	Dr. Russell/ BHSF			5,785	\$1	http://www.ahcmedia.com/blogs/2-hicprevent/post/138424-zika-strikes-a-highly-popular-neighborhood-in-miami
8/3/2016	Wall Street Journal	Online, consumer	In Zika-Outbreak Area in Miami, Residents Take Various Precautions	Dr. Schwartzbard's patient			1,337,483		http://www.wsj.com/articles/in-zika-outbreak-area-in-miami-residents-take-various-precautions-1470266955
8/3/2016	Miami Herald Online	Online, consumer	As Zika spreads in Miami, pregnant women race to get tested	Dr. Schwartzbard/ SMH			97,974	\$20,291	http://www.miamiherald.com/news/health-care/article93631267.html
8/4/2016	Miami Herald	Newspaper	As Zika spreads in Miami, pregnant women race to get tested	Dr. Schwartzbard/ SMH	97,974			\$27,054	
8/4/2016	Cori's Cozy Corner	Online, consumer	South Florida Gynecologist Echoes Need To Put Risk Of Zika In Perspective	Dr. Jason James/BH					http://coriscozycorner.com/latest-news/?rkey=20160804FL62228&filter=505
8/4/2016	Miami Herald Online	Online, consumer	Scott in Wynwood tells pregnant women: 'We're buying more tests' for Zika	Dr. Schwartzbard/ SMH			97,974	\$20,291	http://www.miamiherald.com/news/health-care/article93693732.html

Earned Media Clip Report



News Date	Outlet Name	Outlet Type	News Headline	Spokesperson/Entity	Circulation Number	Local Market Viewership	Unique Visitors Per Month	Ad Value	Article Link
8/4/2016	NPR	Radio	Aerial Spraying Begins In Miami Neighborhood Impacted By Zika Virus	Dr. Schwartzbard/SMH					http://www.npr.org/2016/08/04/488722455/aerial-spraying-begins-in-miami-neighborhood-impacted-by-zika-virus
8/4/2016	NPR	Online, consumer	Aerial Spraying Begins In Miami Neighborhood Impacted By Zika Virus	Dr. Schwartzbard/SMH					http://www.npr.org/2016/08/04/488722455/aerial-spraying-begins-in-miami-neighborhood-impacted-by-zika-virus
8/5/2016	MSNBC	National TV	9:00am News with Stephanie Hurlé	Dr. Jorge Perez/SMH	509,769			\$33,926	http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=62af6c05-ddbe-4205-b03f-85f742639945
8/5/2016	MSNBC	Online, consumer	9:00am News with Stephanie Hurlé	Dr. Jorge Perez/SMH	509,769			\$33,926	http://www.msnbc.com/stephanie-hurle/watch/florida-preps-for-zika-outbreak-738788931952
8/5/2016	LA Times	Newspaper		Dr. Schwartzbard/SMH					Forthcoming
8/8/2016	WLRN	Radio		Dr. Schwartzbard/SMH					Forthcoming
8/17/2016	WLTU (Univision)	Television station	Zika Community Health Event	BHSF & SMH		65,076		\$8,707	
8/17/2016	WSCV (Telemundo)	Television station	Zika Community Health Event	BHSF & SMH		13,526		\$1,101	
8/17/2016	Miami Herald	Newspaper	Travel-related infections of Zika rise in Florida	BHSF & SMH	97,974			\$27,054	
			TOTALS:		1,587,766	288,551	8,535,370	\$307,505	
			TOTAL OF OVERALL MEDIA IMPRESSIONS:		10,411,687				
			TOTAL OF OVERALL AD VALUE:		\$307,505				

Earned Media Clip Highlights

Miami Herald



June 7, 2016

Note: Click to read full article.



MIAMI-DADE COUNTY

JUNE 7, 2016 7:04 PM

Baptist Health to host information session about Zika virus and pregnancy

HIGHLIGHTS

The information session will be held Wednesday to discuss misconceptions and precautions

It will be moderated by a reproductive endocrinologist and an infection control expert

Florida has confirmed 38 cases of Zika infections involving pregnant women this year



Companies With the
Trading Volume

#1

FIRST NIAGARA

First Niagara Financial Group
NASDAQ:FNFG | Buffalo, NY
Current Trading Volume

SEE THE LIST

Earned Media Clip Highlights

The Boston Globe



June 27, 2016

Note: Click to read full article.

The Boston Globe

Her stance is reassuring to voters such as Angeline Falcone, a 32-year-old preschool teacher and registered Republican who is hoping to get pregnant with her second child next month. She attended Baptist Health South Florida's "town hall" on Zika and pregnancy earlier this month with her fertility doctor.

'We have bigger mosquitoes to squash than Zika . . . We have a wall to build to keep the illegals out.'

JUAN PIOL, Donald Trump's vice chairman for Miami-Dade County



A Miami-Dade County mosquito control inspector used a fogger to spray pesticide in Miami Gardens.

On Zika, two political paths

Clinton pounces on health issue in Florida; Trump keeps silent

sult in devastating birth defects. In a presidential election that Democrats hope will hinge on questions of competent leadership, Hillary Clinton is pouncing on the public health threat.

► Clinton leads Trump by 12 points and by 5 points in two polls. A9.

Clinton calls the possibility of a US epidemic "deeply distressing" and recently sent two campaign advisers to Puerto Rico on a fact-finding mission.

Notably silent on the issue: Donald Trump, who lives part time at his Mar-a-Lago estate in Palm Beach. His campaign spokeswoman did not respond to multiple requests on how he plans to address the threat.

The candidates' differing approaches to Zika offer a test case on how the 2016 electorate will respond to Clinton's claims of competency versus Trump's assurances that his business expertise in real estate and racism will

ZIKA, Page A9

Earned Media Clip Highlights

WLTV (Univision)



July 22, 2016

*Note: Click to watch full clip
(within BHSF network only).*



Earned Media Clip Highlights

WSVN (FOX)



July 20, 2016

*Note: Click to watch full clip
(within BHSF network only).*



Earned Media Clip Highlights

El Nuevo Herald



July 22, 2016

Note: Click to read full article.



SUR DE LA FLORIDA

JULIO 22, 2016 3:56 PM

Investigan segundo posible caso autóctono de zika en el sur de Florida

EN RESUMEN

Los casos relacionados con viajes aumentaron el viernes a 353 en la Florida

Siguen estudiando posible caso en el condado de Miami-Dade

Departamento de Salud está distribuyendo kits de prevención y repelentes



El Dr. Jason James, presidente del Departamento de Obstetricia y Ginecología del hospital Baptist Health South Florida, había dicho hace un mes que **Miami es el “punto cero” de un posible brote debido a su clima tropical**, la cantidad de viajeros hacia y desde América Latina, y el hecho de que los mosquitos *Aedes aegypti* y *Aedes albopictus* tienen presencia en el sur de la Florida.

VIDEOS



Cámara graba a ladrón en una casa al norte de Miami



Earned Media Clip Highlights

Wall Street Journal



August 2, 2016

Note: Click to read full article.

THE WALL STREET JOURNAL.

Subscribe Now | Sign In

SUMMER SALE: JOIN NOW

Home World **U.S.** Politics Economy Business Tech Markets Opinion Arts Life Real Estate

Search



U.S. Not Persuaded to Extradite Imam Over Turkey Coup



U.S. Government Sued Over Tax-Inversion Rules



Cook County Judge Names Prosecutor in Laquan McDonald Case



ELECTION 2016 Clinton Poll Lead Over Trump Widens



Blood Screening for Zika Virus

U.S.

Officials Warn Pregnant Women to Avoid Miami Neighborhood Affected by Zika

Recommendation follows identification of 10 additional cases in area, bringing the total to 14

By **BETSY MCKAY** and **MELANIE EVANS**

Updated Aug. 2, 2016 5:28 p.m. ET

An outbreak of Zika in Miami prompted the federal Centers for Disease Control and Prevention on Monday to warn pregnant women to avoid the neighborhood where officials believe mosquitoes may be transmitting the virus, or take precautions if they live or work there.

Patients of Miami obstetrician-gynecologist Ellen Schwartzbard flooded her office with anxious calls on Monday morning. “I can say it is ringing off the hook,” she said. Her practice sees patients from across Miami, including the Wynwood neighborhood, and pregnant women are asking whether it is safe to stay where they are, she said. One pregnant patient who lives outside of Wynwood called from a summer home in Colorado and asked whether it was safe to return, said Dr. Schwartzbard.

Most Popular Videos

1. **Luxury Industry Loses Shine in Asia**



Earned Media Clip Highlights

El Nuevo Herald



August 3, 2016

Note: Click to read full article.



HICprevent

The Premiere Resource for Hospital Control & Prevention

Follow [@HICPrevention](#) on Twitter for article updates, and more.

Zika Strikes a Highly Popular Neighborhood in Miami



"It's a very popular [area] with young people," says **Barbara Russell**, RN, MPH, CIC, director of infection control at Baptist Hospital of Miami. "There are a lot of nice restaurants and some people live there, and some people do work there obviously. That's where the concentration is right now. What has come out of our health department is that that anyone who is pregnant who lives there, works there or has been there recently should seek attention from their obstetrician or doctor and get tested."

Incoming patients at Baptist Hospital are being asked if they have been to the local area or any of the international destinations where Zika is spreading, she tells *Hospital Infection Control & Prevention*. Standard precautions are sufficient to prevent transmission to other patients, but the primary message is regarding safe sex and avoiding attempts at conception until tested for Zika.

Earned Media Clip Highlights

Miami Herald



July 8, 2016

Note: Click to read full article.



HEALTH CARE AUGUST 3, 2016 9:33 PM

As Zika spreads in Miami, pregnant women race to get tested

Florida Gov. [Rick Scott](#) has pledged that Zika tests will be provided free for all pregnant women statewide. But since testing supplies are limited, and not all the available tests are equally effective at detecting the virus, the explosion of demand has overwhelmed the public health agencies that Floridians are relying on for answers, said Ellen Schwartzbard, an OB/GYN at South Miami Hospital.

“I don’t feel the Department of Health is prepared for this right now,” she said.

Many expectant mothers and women planning to become pregnant are turning to private labs instead of the health department to get tested for Zika, and sometimes paying \$150 to \$500 out-of-pocket for a screening because coverage for those with health insurance varies.

Schwartzbard used her first shipment of Zika virus test equipment from a private lab on Wednesday. Another shipment of 20 kits — four times the size of the first one — was expected later that day.



Earned Media Clip Highlights

NPR



August 4, 2016

Note: Click to read full transcript.

 [find stations](#) [news](#) [arts & life](#) [music](#) [programs](#) [show](#)


4:06

[+ Queue](#)
[Download](#)
[Embed](#)
[Transcript](#)



HEALTH

Aerial Spraying Begins In Miami Neighborhood Impacted By Zika Virus

August 4, 2016 · 4:26 PM ET
Heard on [All Things Considered](#)

 [GREG ALLEN](#) 

In Miami, health officials are hopeful that aggressive measures are helping to contain the first cases of locally acquired Zika. In the Miami neighborhood identified as the source of local Zika cases, businesses are thriving.

ALLEN: Concerns about Zika and the consequences are much more acute among those most vulnerable to the disease - pregnant women. Ellen Schwartzbard is an OB-GYN with South Miami Hospital.

ELLEN SCHWARTZBARD: The phone has been ringing endlessly. There's a lot of fear in patients who are pregnant, patients who are planning pregnancy. They want to be tested regardless of what public health recommendation is.

Earned Media Clip Highlights

MSNBC



August 5, 2016

Note: Click to watch full clip.



Earned Media Clip Highlights *The Miami Herald*



August 17, 2016

Local & State

Suit latest
move in
push for
campaign
cash vote

PROTECT YOURSELF from MOSQUITO BITES
Mosquitoes spread chikungunya, dengue, and Zika viruses.

Mosquitoes that spread chikungunya, dengue, and Zika are aggressive daytime biters.

Use Insect Repellent.
Look for the following active ingredients:
• DEET • PICARIDIN • IR3535
• OIL OF LEMON EUCALYPTUS
• PARA-MENTHANE-DIOL

Wear long-sleeved shirts and long pants or use insect repellent. For extra protection, treat clothing with perm.

Dr. Tomas Villanueva, a primary care physician at Baptist Health, speaks about the prevention of the Zika virus during an informational community event at South Miami Hospital on Tuesday.

PEDRO PORTAL: pportal@miamiherald.com

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

For more information:
www.cdc.gov/chikungunya • www.cdc.gov/dengue • www.cdc.gov/zika

PROTECT YOURSELF from MOSQUITO BITES
Mosquitoes spread chikungunya, dengue, and Zika viruses.

Mosquitoes that spread chikungunya, dengue, and Zika are aggressive daytime biters.

Use Insect Repellent.
Look for the following active ingredients:
• DEET • PICARIDIN • IR3535
• OIL OF LEMON EUCALYPTUS
• PARA-MENTHANE-DIOL

Wear long-sleeved shirts and long pants or use insect repellent. For extra protection, treat clothing with perm.

Dr. Tomas Villanueva, a primary care physician at Baptist Health, speaks about the prevention of the Zika virus during an informational community event at South Miami Hospital on Tuesday.

PEDRO PORTAL: pportal@miamiherald.com

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

For more information:
www.cdc.gov/chikungunya • www.cdc.gov/dengue • www.cdc.gov/zika

Dr. Tomas Villanueva, a primary care physician at Baptist Health, speaks about the prevention of the Zika virus during an informational community event at South Miami Hospital on Tuesday.

PUBLIC HEALTH

Travel-related infections of Zika rise in Florida

BY DANIEL CHANG
dchang@miamiherald.com

Florida health officials reported a respite in local Zika infections on Tuesday, but the number of travel-related cases increased by 13, including five cases in Miami-Dade, two in Broward and one in Palm Beach.

in Hillsborough, Orange and St. Lucie counties. There was also one pregnant woman with the virus.

The number of Zika infections spread by mosquitoes in Florida remains at 30 cases, with 27 of those reported in Miami-Dade, two in Broward and one in Palm Beach.

State health officials said

active transmission by mosquitoes is occurring only within an area of less than one-square-mile north of downtown Miami. But epidemiologists are investigating four cases outside of that zone, including three in Miami-Dade and one in Palm Beach. Florida has reported at least 512 travel-related

Zika cases, including 60 pregnant women, who are considered at greatest risk from the disease because it can cause severe birth defects and neurological disorders.

Miami-Dade has the greatest number of Zika cases statewide, with 136 infections picked up by people traveling to areas

with active Zika transmission.

The first case related to travel within the continental United States appears to have happened this week, when a Texas man who visited Miami's Wynwood neighborhood in late July returned home with El Paso's first case of Zika infection, health officials reported.

Texas has 108 reported cases of Zika statewide, including three pregnant women, two infants infected before birth, and one person who had sexual contact with a traveler who had the disease. But the El Paso man, who has not been identified, appears to be the first travel-related case within the continental United States.

Robert Resendes, director of the City of El Paso Department of Public Health, urged residents to be calm but informed, and assured Texans that no local mosquitoes were carrying the virus.

"This is a gentleman who was healthy when he left El Paso, traveled to Florida, happened to go to the area where there has been transmission of Zika by mosquitoes, came home infected, sick, and sought out medical attention," Resendes said Monday during a press conference to announce the Zika infection.

Symptoms of Zika include fever, joint pain, a rash and red eyes that can last about one week, according to the Centers for Disease Control and Prevention. Resendes said the man has recovered.

Daniel Chang:
305-376-2012,
@dchangmiami

Earned Media Clip Highlights

WLTV (Univision)



August 17, 2016

*Note: Click to watch full clip
(within BHSF network only).*



Earned Media Clip Highlights

WSCV Telemundo



August 17, 2016

*Note: Click to watch full clip
(within BHSF network only).*

