

ElderSource Initiatives and ROI for Q1 & Q2 2020

June 16, 2020

Executive Summary

ElderSource began working with Daigle Creative in January of 2020 to assist with marketing and earned media goals. The primary objective was to build on ElderSource's current reputation to cement ElderSource as the go-to resource to be connected with programs and services that assist senior citizens and those who work with them.

For the first half of the year, we have focused procuring earned media stories on a variety of ElderSource's programs in media that reaches people living in Baker, Duval, Flagler, Nassau and Volusia Counties, and actively marketing ElderSource's SHINE and HelpLine programs.

This brief report will highlight how the Daigle Creative and ElderSource teams have worked collaboratively to affect positive change in the first six months of 2020.



SHINE OUTREACH OVERVIEW

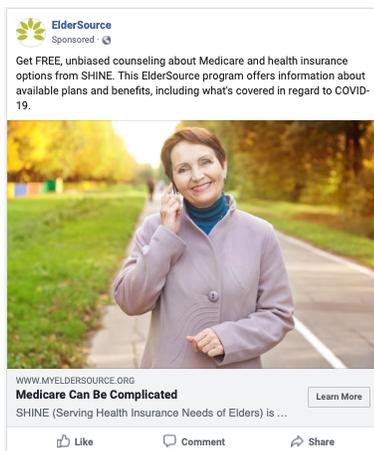
Demographics and Messaging:

The SHINE program was interested in reaching seniors who were approaching retirement at age 64, as well as those already 65 or older, to let them know that free help with healthcare decisions was available through the SHINE program, managed by ElderSource. Daigle Creative developed a Facebook outreach/lead generation campaign with the primary objective being to inform seniors who were contemplating health care decisions about SHINE. The secondary objective was to try to generate active leads, acquiring names and contact information of seniors who needed current or future help.

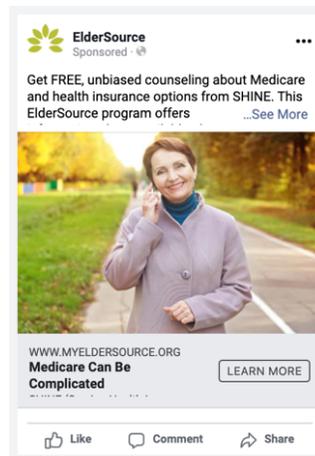
The primary demographic of this target market comprised men and women above the age of 64 in Baker, Duval, Flagler, Nassau and Volusia Counties. Aside from this general demographic and geographic targeting, Daigle Creative used behavioral targeting to reach the ideal audience, delivering ads to people who had interests including, but not limited to: retirement planning, Medicare and health insurance.

The messaging of these ads was designed to make seniors feel understood with the headline “Medicare Can be Complicated,” with the succinct copy focusing on the top benefits of SHINE, including the fact that the counseling is informative, unbiased and free. It also included COVID-19 messaging:

Desktop View:



Mobile View:

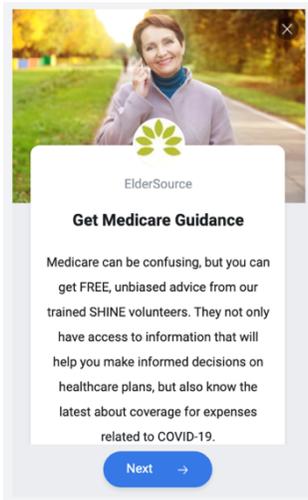


Q1/Q2 2020 INITIATIVES & ROI

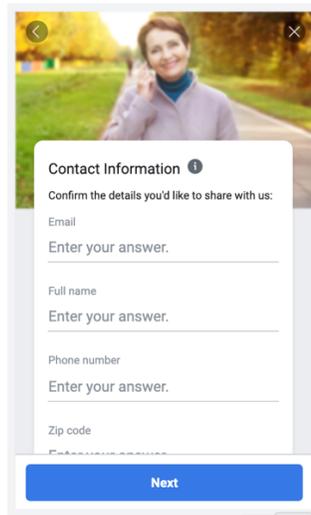


These ads were developed so that if someone clicked on them, they would be directed to a similarly positioned, corresponding lead generation form, where they could enter their data.

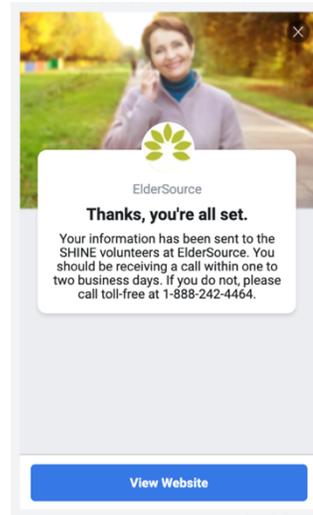
Lead Form Screen 1:



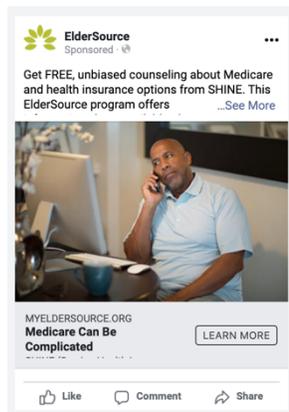
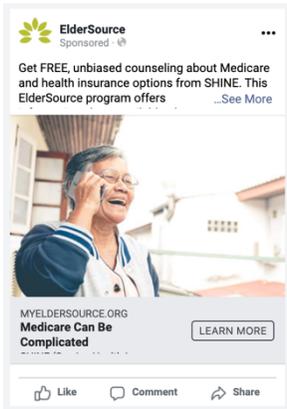
Lead Form Screen 2:



Lead Form Screen 3:



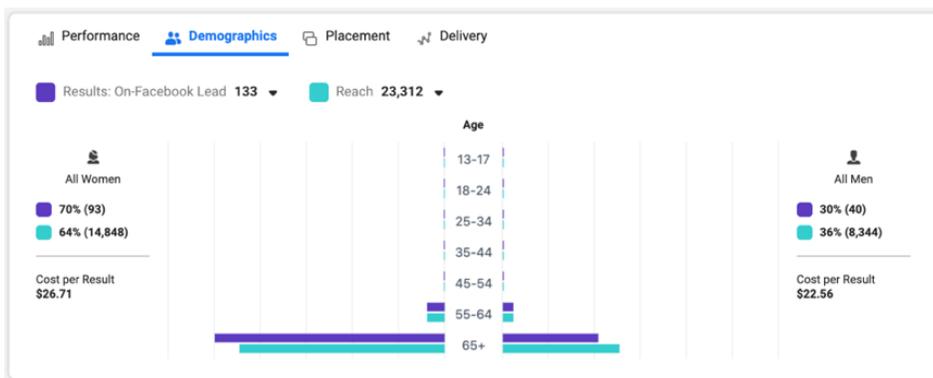
Naturally, the ads were created to ensure we were showcasing the diversity of ElderSource's clients. They each had corresponding lead forms.



Quantitative Results:

Throughout the campaign, these ads reached a total of 23,312 extremely targeted people approximately four times for a total of 98,838 impressions. More than 1,200 people clicked on the ad for a 1.22 percent click-through rate (CTR). According to Databox, the average CTR for Facebook ads across all industries is between .90 and 1.33 percent. Though both genders were equally targeted at the outset of the campaign, over time, Facebook naturally optimized the ads to deliver to the audiences that were engaging most. In this case, it began delivering more and more to women. In fact, 64 percent of the total ad deliveries were to women.

In addition to achieving the goal of informing a large group of people within a narrow demographic, the campaign also generated 133 leads – people who supplied their name, email addresses, phone numbers and zip codes. Seventy percent of the leads generated were from women.



ElderSource’s local SHINE liaison followed up with these leads usually within 48 hours of receiving them. Though there were many who didn’t answer these follow-up calls, ElderSource did make contact with some who needed active help and also talked to some people who expressed interest in volunteering with the program. Unlike most regular advertising outreach programs, this media vehicle afforded ElderSource the added benefit of receiving names of interested parties who can be revisited with other marketing materials, such as email blasts.

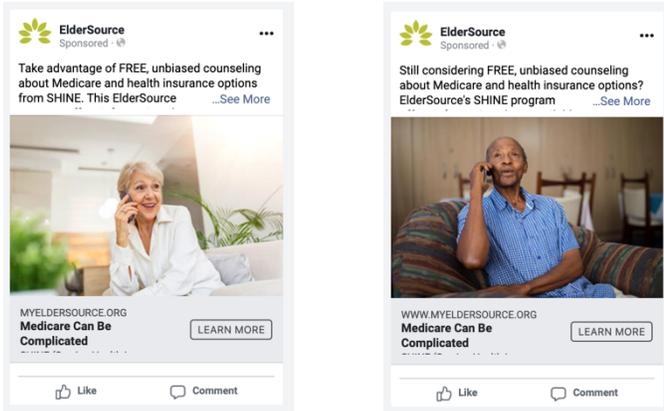
Qualitative Considerations:

Two other benefits offered by utilizing a Facebook campaign were: the ability to continually monitor and adjust the campaign as needed, as well as the opportunity to gather data points regarding what did and didn’t work well to help inform decisions on future campaigns.

For instance, throughout this campaign, there were almost daily checks to view ad performance and look for ways in which to improve the overall success of the initiative. After monitoring the overall activity, the Daigle Creative team and a dedicated Facebook specialist determined that trying to retarget the ad back to seniors who had already clicked on it, but had not chosen to fill in a form, may be useful in subtly urging them to return to the form and complete it.



A few weeks into the campaign, Daigle Creative created these retargeting ads, which that were similar to the initial ads and geared toward prompting the viewer to close the loop and take action.



The Daigle Creative team allocated a small portion of the approved SHINE budget for this retargeting, but after 10 days found that it really only directed one viewer to change his/her mind and complete the form. It was determined to then reabsorb the retargeting budget back into the overall budget.

Potential Bonus Benefits:

The benefits of Facebook advertisements tend to go beyond achieving the specific goals of the current campaign, because they often also positively affect the overall exposure your page receives throughout the initiative. Here, you will see that when these advertisements started in April, ElderSource's page only had a total of 1,343 followers, and by as of June 15, when the SHINE campaign ended, ElderSource's page had a total of 1,406 page followers – a five percent increase in total followers during that time span.



Summary:

Ultimately, the foray into Facebook was a venture worth taking, reaching more than 22,000 seniors in a very targeted way during a pandemic when most people were stuck at home and social media usage was on the rise. Although seniors are the fastest growing demographic on Facebook, according to Hootsuite, they still comprise the smallest overall percentage of users – especially when further narrowing that sector to 64-plus. Thus, it may be worth later exploring the originally intended Facebook SHINE campaign geared to recruiting volunteers aged 45-60.



HELPLINE:

The HelpLine became even more critical to the population ElderSource serves during COVID-19. Daigle Creative and the ElderSource teams helped add more awareness to this initiative using a blended media mix that included: print ads, paid television ads and PSAs, and earned media.

ElderSource bought discounted ads in April and May issues of Mandarin, Creekline and Ponte Vedra Beach papers to promote the telephone reassurance program (along with the agency's Virtual Caregiver Support Group). The Daigle Creative team was able to take advantage of a limited free advertising program in the Times-Union to obtain two 1/8 page ads, and 10,000 digital ad impressions on Jacksonville.com valued at a total of \$6,200 for free. The ads are shown here:

Neighborhood Paid Ad:

Get or Give Help From Home

Turn to ElderSource for Senior Support and Caregiver Resources

SENIOR CITIZENS IN NEED:	VOLUNTEERS AND CAREGIVERS:
<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="font-size: small;"> Aging and Disability Resource Center Helpline The ElderSource Helpline is the place to start for help if you are a senior, an adult living with a disability or a caregiver. We are here to listen to your concerns and connect you to important information and resources. Our goal is for you and your loved to live as safely and independently as possible. </div> </div> <div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="font-size: small;"> Caring Connections Telephone Reassurance Program If you're feeling lonely, sign up to receive friendly telephone calls from a volunteer. It helps everyone - we all crave human interaction! </div> </div>	<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="font-size: small;"> Senior Support Volunteer Opportunities Boost seniors' spirits through our Caring Connections Telephone Reassurance Program or begin training from home to help seniors understand their healthcare options through SHINE. </div> </div> <div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="font-size: small;"> Virtual Caregiver Support Group Don't go it alone. Our group offers a safe place to connect face-to-face online to share information, ask questions and voice personal feelings. </div> </div>

CALL: 904-391-6699
 Monday-Friday,
 8 a.m. - 5 p.m.
myeldersource.org

Florida Times-Union Free Ad:

SENIORS: GET THE HELP YOU NEED

Turn to ElderSource for Support During This Challenging Time

AGING AND DISABILITY
RESOURCE CENTER HELPLINE

The ElderSource Helpline is the place to start for help if you are a senior, an adult living with a disability or a caregiver. We are here to listen to your concerns and connect you to important information and resources. Our goal is for you and your loved to live as safely and independently as possible.

CARING CONNECTIONS TELEPHONE
REASSURANCE PROGRAM

If you're feeling lonely, sign up to receive friendly telephone calls from a volunteer. It helps everyone - we all crave human interaction!

Call: 904-391-6699 | MyElderSource.org

Monday-Friday, 8 a.m. - 5 p.m.

Florida Times-Union Web Ads:

Screen 1:

HELP FOR SENIOR CITIZENS

ElderSource is here for seniors who need help and volunteers who want to help them.

888-242-4464

Screen 2:

SENIORS: COUNT ON US

Call our Aging and Disability Resource Helpline for questions or support.

888-242-4464

Screen 3:

VOLUNTEERS: HERE'S YOUR CHANCE

Join our Caring Connections Telephone Reassurance Program to check in on seniors.

888-242-4464



ElderSource also took this opportunity to develop two :15 Public Service Announcement television ads that could be run as bookended ads (one at the beginning and one at the end of a television break) or individually as natural :15 ads. (Please note that the ads below are hyperlinked. If you'd like to view the commercials, just click on them).



These ads were distributed to all television stations to run for free as space allows throughout the year. ElderSource also paid for a three-week run of these ads, predominantly during morning news at the height of the pandemic from May 4 to May 24. In doing so, they secured 36 paid ads and nine complimentary ads that reached 45 percent of the people 65-plus in the market (approximately 144,922) 2.8 times for a total of 404,700 impressions.

Daigle Creative was also able to procure six stories relating to HelpLine for a total earned media value of \$14,475. (For more in-depth analysis, please click this link <https://share.coveragebook.com/b/70bfc60f8c6b3c6b> and view the Support for Seniors section or see the attached ElderSource earned media report).



EARNED MEDIA:

With help from ElderSource's vice president of communications and the talents of ElderSource's leadership – who speak eloquently about the agency's services – Daigle Creative was able to procure 29 stories. These appeared on two local television stations with coverage that extends into a majority of the counties ElderSource serves, the local arm of National Public Radio, and in four print publications, as well as all the medium's corresponding web sites, for a total earned media value of more than \$77,000. These stories have an online readership of an estimated 9.5 million people and more than 1000 shares on social media.

We look forward to continued excitement and success in Q3 and Q4 of 2020.







Meals on Wings' keep homebound Jacksonv



'Meals on Wings' keep homebound seniors fed

Student volunteer Abbie Wright hands free meals to Jack Collins from the University of North Florida's Meals on Wings program, which is a food bank from local hospitals, shelters & other meals and delivers to low-income homebound seniors. (The University of North Florida)

ANOTHER VIEW

Support available for seniors

While weeks of social distancing and isolation continue to stress and unsettle many of us, these challenges can be much more serious for the elderly. Communities are seeing spikes in domestic violence, which often includes elderly alone. Recent data from the Florida Department of Elder Affairs indicates that 21 percent of Northeast Florida's seniors aged 60 and older live alone. And a growing body of research shows that extended loneliness and isolation to seniors are detrimental to health, and can even shorten lives.

ElderSource is working to get the word out about several important free resources we offer seniors and their caregivers on the First Coast.

The assistance is available weekdays 9 a.m. to 5 p.m. to persons of all income levels living in Baker, Clay, Duval, Flagler, Nassau, St. Johns and Volusia counties. The ElderSource HelpLine number is (888) 342-4494.

Caring Connections

ElderSource recently launched its Caring Connections Telephone Reassurance Program to help fight the loneliness and isolation that seniors experience when living alone or are homebound. Caring Connections provides trained volunteers who make weekly phone calls to seniors giving them an opportunity to make a connection outside of their home. Caring Connections volunteers learn how to establish friendly relationships with seniors. Those interested in becoming a Caring Connections

adjustments to health care plans that help with COVID-19 medical expenses. Our SHINE volunteers offer free and unbiased consulting about any and all Medicare benefits, especially the changes to coverage because of COVID-19 and Medicare scans.

Virtual Caregiver Support Group

ElderSource recently launched its Virtual Caregiver Support Group. This new online support program gives caregivers a safe place to share information, ask questions, voice personal feelings and stories.

These are just a few examples of the numerous programs and resources ElderSource offers to support the elderly and their caregivers in our area. Information about all of these programs can be found

grandmother struggling to take care of 7 gets help thanks to a nonprofit



When she had trouble taking care of 7, she got help thanks to a nonprofit

WE'RE OPEN HERE FOR YOU

Trending Now

Motel unveils collection of horror workers fighting COVID

Coronavirus: 200 new cases in Florida

Coronavirus: 100 new cases in Florida

Florida's COVID-19 cases

A6 Wednesday, April 8, 2020 THE TIMES-UNION

OPINION

The Times-Union

Bill O'Hill..... Publisher
Mary Keili Palka..... Editor
Michael P. Clark..... Editorial Page Editor

Editorial Board: O'Hill, Clark, Bobby Martin, Lilla Ross and citizen members Issis Alvarez, Michelle Barth, Sarah Boren, Skip Cramer, Ronda Steinke McDonald and Lloyd Washington.



ElderSource Earned Media Coverage 2020

Getting Better Every Day Since 1929

THE BAKER COUNTY PRESS

ELDERSOURCE'S HELP LINE: CRUCIAL SOURCE DURING PANDEMIC

Seniors, disabled adults and their caregivers can get free, low-cost help from trained customer service specialists and information about local programs and services through ElderSource's HelpLine. The help line is available Monday through Friday 9 a.m. to 5 p.m. Call 888-342-4494.

FLORIDA'S SENIORS WEEKLY NEWSLETTER

NEWS LEADER

ElderSource opens senior help line

Seniors, disabled adults and their caregivers can get free, low-cost help from trained customer service specialists and information about local programs and services through ElderSource's HelpLine. The help line is available Monday through Friday 9 a.m. to 5 p.m. Call 888-342-4494.

News of I-10

Prepping the elderly for Hurricane Season during pandemic

Seniors take the lead in prepping for hurricane season

With Jacksonville having the Republican National Convention political parties have been talking about the importance of Florida as a swing state in the presidential election. But what if all we know about swing voters is wrong?

Beaches Reopened; Finances during COVID-19; Seniors and Self Isolation; Cole Pepper

When she had trouble taking care of 7, she got help thanks to a nonprofit

Delivered to get a lot of national attention over the weekend for partially reopening its beaches, Atlantic Beach Mayor Ellen Glasgow joined us with a look at how the first few days have been going.

Delivered to get a lot of national attention over the weekend for partially reopening its beaches, Atlantic Beach Mayor Ellen Glasgow joined us with a look at how the first few days have been going.

'Meals on Wings' keep homebound seniors fed

9.5M

ONLINE READERSHIP:

95.5K

ESTIMATED COVERAGE VIEWS:

1.03K

SOCIAL SHARES:

70

AVERAGE DOMAIN AUTHORITY:

77.1K

PUBLIC RELATIONS VALUE (\$):

25.7K

ADVERTISING VALUE (\$):



ELDERSOURCE

EARNED MEDIA SUMMARY

January - June 2020

COVERAGE SUMMARY

List of Hits & Dates

TOPIC	DATE	CHANNEL/PUBLICATION	MEDIUM
National Caregivers Day	2/21/20	WJXT	Broadcast
	2/21/20	News4Jax.com	Web
Impacts of COVID-19 on the Elderly	3/20/20	WJXT	Broadcast
	3/20/20	News4Jax.com	Web
	3/24/20	Action News Jax	Broadcast
	3/24/20	ActionNewsJax.com	Web
Virtual Volunteering Program	3/30/20	WJXT	Broadcast
	3/30/20	News4Jax.com	Web
	4/5/20	The Florida Times-Union	Print
	4/5/20	Jacksonville.com	Web
	4/8/20	The Florida Times-Union	Print
	4/8/20	Jacksonville.com	Web
Support for Seniors	4/12/20	The St. Augustine Record	Web
	4/16/20	The Fernandina Beach Newsletter	Web
	4/16/20	The Baker County Press	Web
	4/20/20	The Florida Times-Union	Print
	4/20/20	Jacksonville.com	Web
	4/20/20	WJCT	Radio
	4/20/20	WJCT.org	Web
	4/28/20	Action News Jax	Broadcast
	4/28/20	ActionNewsJax.com	Web

**This list may not include all of the media opportunities procured as we rely on both information from producers/reporters and Google alerts to track coverage. Also, TV stations often re-run packages without informing the Daigle Creative team.*

COVERAGE SUMMARY

List of Hits & Dates - Continued

TOPIC	DATE	CHANNEL/PUBLICATION	MEDIUM
Signs of Elderly Abuse	5/21/20	WJXT	Broadcast
	5/21/20	News4Jax.com	Web
	6/15/20	WJCT	Radio
Prepping the Elderly for Hurricane Season	6/15/20	WJCT.org	Web
	6/10/20	WJXT	Broadcast
	6/10/20	News4Jax.com	Web
Meals on Wings Initiative	6/12/20	The Florida Times-Union	Print
	6/12/20	Jacksonville.com	Web

TOTAL NUMBER OF HITS: **29**

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ELDERSOURCE

NATIONAL CAREGIVERS DAY



CORONAVIRUS STAY SAFE. STAY CONNECTED. WJXT 4

MORNING SHOW

Published: February 21, 2020, 10:28 am

Tags: Morning Show

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Enter your email here!



National Caregivers Day



ElderSource CEO, Linda Levin joins us on the Morning Show with more on National Caregivers Day.

NEWEST MOST LIKED

FOLLOW 0 COMMENTS



Guest

Type your comment here...

There are no comments yet.

(EST.) MONTHLY VISITS: 3.13M

(EST.) COVERAGE VIEWS: 8.41K

DOMAIN AUTHORITY: 81



28



1

“ Aired in the 9 a.m. Morning Show on News4Jax. Estimated \$1,225 in advertising equivalency and estimated \$3,675 in earned media/ public relations equivalency.

LEVEL UP EMPLOYEE LEARNING

Learn How

CORONAVIRUS STAY SAFE. STAY CONNECTED.

LATEST NEWS

9 MINUTES AGO

Gov. DeSantis signs orders



ELDERSOURCE

IMPACTS OF COVID-19 ON THE ELDERLY



CORONAVIRUS STAY SAFE. STAY CONNECTED. WJXT 4

MORNING SHOW

Published: March 20, 2020, 9:59 am

Tags: Morning Show

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Enter your email here!



Impacts of Covid-19 on the elderly



ElderSource CEO Linda Levin joins us on the Morning Show to discuss what resources caregivers need, how they can get help, and what our community can do to support them during this crucial time.

NEWEST MOST LIKED

FOLLOW 0 COMMENTS



Guest

Type your comment here...

There are no comments yet

(EST.) MONTHLY VISITS: 3.13M

(EST.) COVERAGE VIEWS: 8.41K

DOMAIN AUTHORITY: 81



38



2

“ Aired in the 9 a.m. Morning Show on News4Jax. Estimated \$1,575 in advertising equivalency and estimated \$4,725 in earned media/ public relations equivalency.



LATEST NEWS

9 MINUTES AGO

Gov. DeSantis signs orders for re-employment assistance, eviction relief



9 MINUTES AGO

Central Park houses hospital ward as NY races to add beds



9 MINUTES AGO

Economic fallout mounts, worldwide cases top 1 million



11 MINUTES AGO

NYC residents to cover face when going out



MAR 24, 2020



Courtney Cole Action News Jax

29 March at 14:46 · 🌐

Are you looking for a way to help in your community during these tough times?
How about virtual volunteering?

Press 'play' to learn about the organization that could use your help w/seniors in our community

Action News Jax 📺 Eldersource

#VirtualVolunteering #Eldersource #COVID19 #Coronavirus #Seniors



Courtney Cole Action News Jax is on Facebook. To connect with Courtney Cole Action News Jax, join Facebook today.

Join

or

Log In

“ Aired in both the 5:00 p.m. and 6:30 p.m. segments on Action News Jax. Estimated total \$2,325 in advertising equivalency and estimated \$6,975 in earned media/ public relations equivalency.

ELDERSOURCE

VIRTUAL VOLUNTEERING PROGRAM



MORNING SHOW

Published: March 30, 2020, 9:48 am

Tags: Morning Show

Sign up for our Newsletters

Enter your email here!



Virtual volunteering program



Eldersource is a local group that works to support seniors in North East Florida. Linda Levin, CEO of Eldersource, joins us on The Morning Show to discuss the rise in virtual volunteering.

NEWEST MOST LIKED

FOLLOW 0 COMMENTS



Guest

Type your comment here...

There are no comments yet

(EST.) MONTHLY VISITS: 3.13M

(EST.) COVERAGE VIEWS: 8.41K

DOMAIN AUTHORITY: 81



260

“ Aired in the 9 a.m. Morning Show on News4Jax. Estimated \$1,225 in advertising equivalency and estimated \$3,675 in earned media/ public relations equivalency.

LATEST NEWS

9 MINUTES AGO

Gov. DeSantis signs orders



METRO

‘Virtual volunteers’ reaching out

Groups taking extra steps to keep at-risk kids, seniors engaged, connected

By Beth Reese Cravey
bcravey@jacksonville.com

Northeast Florida nonprofits had to get creative when they were faced with their staff

and clients being indefinitely homebound because of the new coronavirus.

How to provide services from a distance?

The answer was virtual, connecting staff to clients online and by phone. Two nonprofits, Communities in Schools of Jacksonville and ElderSource, have taken that

a step further by adding volunteers to the mix.

Communities In Schools, a dropout-prevention program, typically has staffers and volunteers “embedded” in 37 Duval County public schools, serving about 7,000 at-risk students in kindergarten through 12th grade.

But schools are closed, with



Baxton

students participating in distance-learning programs from home. So the nonprofit’s staff — and participants in its Virtual Volunteer Program — are working online to keep students focused and engaged.

“We’ve seen the outcomes when kids don’t have the support they need,” said CEO Leon Baxton. “Many of our kids face serious challenges, ranging from hunger to homelessness. Our answer to overcoming those barriers is to connect students with positive

See VIRTUAL, B4

The Florida Times-Union

APR 5, 2020

(IMAGE 1 OF 2)

“ Ran in the Metro section of the Florida Times-Union. Estimated \$3,114 in advertising equivalency and estimated \$9,341 in earned media/ public relations equivalency.

VIRTUAL

From Page B1

adult role models through our case management, literacy and after-school programs. The minute we heard the schools were closing, our staff started searching for the best way to continue our services."

They are in regular phone or online contact with students and their families, helping them resolve any problems those barriers present.

Volunteers can make videos of themselves reading books as if they are reading to children in a classroom. They can make "guest speaker" videos discussing their careers, why they chose them and giving advice to students who might want to follow in their footsteps. Or they can send messages celebrating the accomplishments of high school seniors who are feeling discouraged over canceled or postponed graduation services.

The virtual volunteering ideas came from the nonprofit's staff, who Baxton said are far more well-versed in the available technology than their boss. The bottom line was finding ways to connect students to "caring adults," he said.

"We can't be in the schools ... We had to be creative and do it virtually," he said.

Angel Fete-Jones' 17-year-old son, Blake, is in the Communities in Schools program at Terry Parker High School. She said the program has already given him a "greater sense of self-confidence as well as a deeper aspiration for service."

"With everything so unclear right now," she said, the addition of virtual volunteers will help him "maintain focus on his education and future."

"One example is, I think he could gain a great deal listening to guest speakers discuss what they do for a living and what made them choose that profession," Fete-Jones said. "To hear how what they do affects the world we live in and what it took to get there could help him find direction as he decides what he wants to do with his



Linda Cravey, whose husband has Alzheimer's disease, participates in an ElderSource virtual caregiver support group meeting in 2019. During the coronavirus pandemic, nonprofits are enlisting such online initiatives to support homebound seniors. [WILL DICKEY/FLORENCE TIMES-UNION]

future."

Meanwhile, ElderSource has created the Caring Connections Telephone Reassurance Program, which provides a friendly telephone call from a volunteer to one of the 12,000 seniors the agency serves annually in Baker, Clay, Duval, Flagler, Nassau, St. Johns and Volusia counties.

"A major concern we have is the impact the long-term physical separation will have on the emotional and mental well-being of older adults and caregivers, for example loneliness, anxiety, depression," said CEO Linda Levin. "Our virtual volunteer program ... allows older adults to remain socially connected with the intent of reducing these impacts."

After an online training session, volunteers call seniors at home "to check on them, see how they're doing and, most important, be friendly so that the older adult feels connected to someone else in the community and not feel so alone," she said.

ElderSource has about 15 volunteers in the program but is seeking more. Also, volunteers are needed to write uplifting cards to be delivered to seniors who are in assisted-living facilities and can't receive visitors

during the pandemic.

"It's a great way to give," Levin said.

Another online connection is the nonprofit's existing Virtual Caregiver Support Group that allows caregivers to share information, ask questions, voice personal feelings and tell stories. This group is designed for caregivers who have a limited schedule or are unable to leave their loved one. Communities in Schools has taken a similar approach for at-risk students.

Valerie Hurt is a Caring Connections volunteer.

"After a few phone calls with my senior we became very comfortable in talking with each other. I look forward to our weekly conversations," she said. "At this critical time in our world, it so easy to focus on the bad, but talking to my senior about what is going on, I just try to reassure her that 'this too shall pass.'"

She also helps out with ElderSource's SHINE (Serving Health Insurance Needs of Elders) program that offers seniors, adults with disabilities and their caregivers free, unbiased counseling on Medicare and health insurance issues.

"I volunteer," she said, "to give and try to make a difference in someone's life."

Beth Reese Cravey:
(904) 359-4109



Angel Fete-Jones and 17-year-old son Blake Jones welcome the Communities in Schools' new Virtual Volunteers initiative to help keep focused while schools are closed during the coronavirus pandemic. [PROVIDED BY COMMUNITIES IN SCHOOLS OF JACKSONVILLE]



Erin Mangan, chief development officer with Communities in Schools of Jacksonville, works remotely. She has played a central role in developing the dropout-prevention program's virtual volunteering initiative during the coronavirus pandemic. [PROVIDED BY COMMUNITIES IN SCHOOLS OF JACKSONVILLE]



Valerie Hurt is a "virtual volunteer" for ElderSource's Caring Connections Telephone Reassurance Program, which provides friendly telephone calls to homebound seniors to ease their feelings of isolation and loneliness during the coronavirus pandemic. [PROVIDED BY ELDERSOURCE]

The Florida Times-Union

APR 5, 2020

(IMAGE 2 OF 2)

“ Ran in the Metro section of the Florida Times-Union. Estimated \$3,114 in advertising equivalency and estimated \$9,341 in earned media/ public relations equivalency.

Support your local businesses.
[Buy a gift card now](#)
 support local.

Coronavirus: Virtual visits increase during COVID-19 crisis
Storm season 2020: Another forecast predicts active season, but this one goes even further
Coronavirus in Florida: Latest news from Jacksonville, Northeast Florida and more

Weather Alert: Tornado Watch

COMPLETE COVERAGE 8:09 AM **Coronavirus in Florida: Latest news from Jacksonville, Northeast Florida and more**

Helpful Business Resources
 Ad PG&E

Former Jaguars QB Blaine Gabbert re-...
 jacksonville.com

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Coronavirus: 'Virtual volunteers' needed to help at-risk kids, seniors in Jacksonville area



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APR 5, 2020

(EST.) MONTHLY VISITS: **1.09M**

(EST.) COVERAGE VIEWS: **3.69K**

DOMAIN AUTHORITY: **76**

52

15

OPINION

The Times-Union

Bill Offill Publisher
Mary Kelli Palka..... Editor
Michael P. Clark..... Editorial Page Editor

Editorial Board: Offill, Clark, Bobby Martin, Lilla Ross and citizen members Issis Alvarez, Michelle Barth, Sarah Boren, Skip Cramer, Ronda Steinke McDonald and Lloyd Washington.

OUR VIEW: THE PANDEMIC

Collateral damage

The coronavirus pandemic is taking thousands of lives and creating historic hardships in the United States and around the world.

That's bad enough. But the virus also is creating collateral damage.

Just as the virus seeks weakness in human immune systems, other weaknesses in society are being exposed.

In Jacksonville, attempts to stop the state-leading murder rate have been weakened.

As Times-Union reporter Andrew Pantazi noted, homicides so far this year have not taken a break from last year's terrible toll.

Young men, mostly in Northwest Jacksonville, continue to kill each other in vendettas and drug wars.

One of the city's attempts to intercept these killings, Cure Violence, has been hampered by the inability to speak to the young men in person.

Paul Tutwiler, CEO of the Northwest Jacksonville Community Development Corp., also operates a Cure Violence site. The other one is on the Eastside.

The idea behind Cure Violence is to treat violence like an epidemic, to stop violence before it occurs. It requires people who have respect on the streets to do the intercepting, people like Tutwiler.

Now he must adjust his strategies. Killings usually spike in the summer when school is out. Since classes are being conducted in homes, that provides more opportunities for violence.

Jacksonville's state-leading murder rate won't be solved overnight. Chicago, for instance, the home of Cure Violence, still has a murder problem. But Jacksonville's murder rate is higher than Chicago's for the first quarter of this year.

Stopping the murder machine isn't going to be done with quick fixes or fancy slogans.

State Attorney Melissa Nelson, in a statement, said she is incensed that our first responders, working hard in this medical emergency, have to deal with these crimes.

That is true.

Every possible strategy must be employed to slow down the killings.

The Florida Times-Union

APR 8, 2020

(IMAGE 1 OF 2)

“ Ran in the Opinion section of the Florida Times-Union. Estimated \$2,333 in advertising equivalency and estimated \$6,999 in earned media/ public relations equivalency.



Kudos for city relief

It's no wonder that Mayor Lenny Curry's approval during this crisis is at 70 percent, according to a scientific poll from the University of Florida.

He pressed for citizens to stay home while Gov. Ron DeSantis and President Donald Trump acted late.

Curry's news conferences have been excellent. And his administration put together a relief package with VyStar for small businesses in short order.

VyStar was already working with small businesses, reported the Times-Union. VyStar's contribution will be \$50 million and the city's contribution will be \$28 million.

The JAX Chamber reported that 60 percent of businesses have lost sales. Just 60 percent? So long as physical distancing is needed, the impact on business is likely to be huge.

Until there is a widely available vaccine, expected to be available in a year, physical distancing is likely to be needed. That means many businesses will be affected.

Volunteers needed

The health crisis has raised the need for volunteers from nearly every sector of life in Jacksonville.

We could use Volunteer Jacksonville in these troubled times. Volunteer Jacksonville joined the national Hands On network, then after a change in leadership, shut its doors.

This was one of several important nonprofits that struggled after dynamic leaders retired, such as Community Connections.

Running a nonprofit successfully requires good business sense, strong financial acumen, fundraising skills and, of course, a mission. Nonprofits typically run on a shoestring budget. Fail in any of these areas — personnel, financial management or fundraising — and there often is no life raft.

Times-Union reporter Beth Reese Cravey reported how some important nonprofits, like Communities in Schools and ElderSource, have created services that don't rely on direct human interaction.

ElderSource, for instance, is calling senior citizens to make connections and offer services. Communities in Schools, which places staff members in schools, is providing services in other ways since schools are closed.

A Times-Union editorial Monday listed a variety of ways that people can contribute and volunteer regarding this health crisis.

United Way of Northeast Florida has a volunteering portal that contains good tips and opportunities for volunteers. Here is the website: <https://tinyurl.com/umr2ydv>.

Volunteers will be needed, big-time, for the near future.

Jacksonville has many good people with the time and will to help.

The Florida Times-Union

APR 8, 2020

(IMAGE 2 OF 2)

“ Ran in the Opinion section of the Florida Times-Union. Estimated \$2,333 in advertising equivalency and estimated \$6,999 in earned media/ public relations equivalency.

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8:09 AM
Coronavirus in Florida: Latest news from Jacksonville, Northeast Florida and more

Jacksonville.com

APR 8, 2020

Opinion

Collateral

By The Florida Times-Union Editorial Board

Posted Apr 7, 2020 at 1:42 PM



Editorial: The pandemic has created collateral damage throughout Northeast Florida.

The coronavirus pandemic is taking thousands of lives and creating historic hardships in the United States and around the world.

That's bad enough. But the virus also is creating collateral damage.

Just as the virus seeks weakness in human immune systems, other weaknesses in society are being exposed.

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(EST.) MONTHLY VISITS: **1.09M**

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ELDERSOURCE

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Lifestyle

ElderSource HelpLine provides resources for isolated seniors, caregivers

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By The Record
Posted Apr 12, 2020 at 12:02 AM



Seniors, disabled adults and their caregivers can get free, live help from trained customer service specialists and information about local programs and services through ElderSource's HelpLine.

ElderSource specialists are trained to listen to callers' concerns and to help them access local agencies, services and programs, according to Linda Levin, CEO of ElderSource, a local nonprofit organization designated by the state as the Area Agency on Aging and Aging and Disability Resource Center for Northeast Florida. The agency provides information and referral resources for caregivers and seniors in Northeast Florida's seven-county area.

"ElderSource's HelpLine is designed to help callers find the help they need to live as safely and as independently as possible," Levin said. "During the ongoing COVID-19 crisis, the HelpLine is proving to be a crucial source of reliable information and help to seniors and caregivers in our service area."

ElderSource HelpLine counselors work with callers to explain what resources are available and to help them enroll in the programs for which they are eligible. The service is part of the federal Aging and Disability Resource Centers program, which addresses the frustrations many older adults, people with disabilities, and family members experience when trying to learn about and access service programs and support. An additional program that ElderSource offers helps area seniors understand their Medicare benefits that cover expenses due to COVID-19 testing and illness.

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DOMAIN AUTHORITY: **68**

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The Fernandina Beach Newsletter

APR 16, 2020

ElderSource opens senior help line

By News Staff on Thursday, April 16, 2020

Seniors, disabled adults and their caregivers can get free, live help from trained customer service specialists and information about local programs and services through ElderSource's HelpLine. The help line is available Mondays through Fridays 8 a.m. to 5 p.m. Call 888-242-4464. ...



FILE PHOTO

Seniors, disabled adults and their caregivers can get free, live help from trained customer service specialists and information about local programs and services through ElderSource's HelpLine. The help line is available Mondays through Fridays 8 a.m. to 5 p.m. Call 888-242-4464.

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"ElderSource's HelpLine is designed to help callers find the help they need to live as safely and as independently as possible." ...

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(EST.) MONTHLY VISITS:	37.6K
(EST.) COVERAGE VIEWS:	1.76K
DOMAIN AUTHORITY:	44





Home >> The Press >> News >> ElderSource's help line 'crucial source' during pandemic

 [Click here to learn more](#)

ELDERSOURCE'S HELP LINE 'CRUCIAL SOURCE' DURING PANDEMIC

ElderSource, the regional nonprofit provider of services for the elderly, has a live help line for isolated seniors and caregivers seeking assistance.

"Seniors, disabled adults and their caregivers can get free, live help from trained customer service specialists and information about local programs and services through ElderSource's HelpLine," reads a recent press release from the agency's Andrea Spencer on the help line, 1-888-242-4464.

ElderSource specialists are trained to listen to callers' concerns and to help them access local agencies, services and programs, according to Linda Levin, CEO the local nonprofit organization designated by the state as the Area Agency on Aging and Disability Resource Center for Northeast Florida. The agency provides information and referral resources for caregivers and seniors in Northeast Florida's seven-county area.

"ElderSource's HelpLine is designed to help callers find the help they need to live as safely and as independently as possible," Ms. Levin said. "During the ongoing COVID-19 crisis, the HelpLine is proving to be a crucial source of reliable information and help to seniors and caregivers in our service area."

Counselors work with callers to explain what resources are available and to help them enroll in the programs for which they are eligible. The service is part of the federal Aging and Disability Resource Centers program, that addresses the frustrations many older adults, people with disabilities, and family members experience when trying to learn about and access service programs and support.

An additional program that the agency offers helps area seniors understand their Medicare benefits that cover expenses due to COVID-19 testing and illness.

The HelpLine assistance is available to persons of all income levels living in Baker and six other area counties. The HelpLine specialists are available Monday through Friday, 8 a.m. to 5 p.m.

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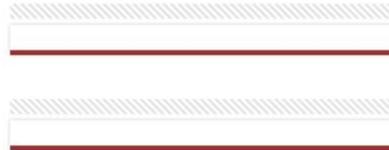
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Support available for seniors

Linda Levin

While weeks of social distancing and isolation continues to stress and unsettle many of us, these challenges can be much more serious for the elderly.

Communities are seeing spikes in domestic violence, which often includes elderly abuse.

Recent data from the Florida Department of Elder Affairs indicates that 21 percent of Northeast Florida's seniors aged 60 and older live alone. And a growing body of research shows that extended loneliness and isolation in seniors are detrimental to health, and can even shorten lives.

ElderSource is working to get the word out about several important free resources we offer seniors and their caregivers on the First Coast.

ElderSource HelpLine

Seniors and their caregivers can get free, live help from trained specialists and information about local programs and services through ElderSource's HelpLine. Specialists listen to callers' concerns and help them access local agencies, services and programs.

The assistance is available weekdays 8 a.m. to 5 p.m. to persons of all income levels living in Baker, Clay, Duval, Flagler, Nassau, St. Johns and Volusia counties. The ElderSource HelpLine number is (888) 242-4464.

Caring Connections

ElderSource recently launched its Caring Connections Telephone Reassurance Program to help fight the loneliness and isolation that seniors experience when living alone or are home bound. Caring Connections provides trained volunteers who make weekly phone calls to seniors giving them an opportunity to make a connection outside of their home. Caring Connections volunteers learn how to establish friendly relationships with seniors. Those interested in becoming a Caring Connections volunteer, or who know of someone who might benefit from the program, can call (904) 391-6631.

Medicare Counseling

People are still turning 65 and becoming eligible for Medicare benefits. Many older adults are wondering if Medicare has made

adjustments to health care plans that help with COVID-19 medical expenses. Our SHINE volunteers offer free and unbiased counseling about any and all Medicare benefits, especially the changes to coverage because of COVID-19 and Medicare scams.

Virtual Caregiver Support Group

ElderSource recently launched its Virtual Caregiver Support Group. This new online support program gives caregivers a safe place to share information, ask questions, voice personal feelings and stories.

These are just a few examples of the numerous programs and resources ElderSource offers to support the elderly and their caregivers in our area. Information about all of these programs can be found on our website at myeldersource.org or by calling us at (904) 391-6600 or toll free at (888) 242-4464.

Linda Levin is CEO of ElderSource. ElderSource is a local nonprofit organization designated by the state as the Area Agency on Aging and Aging and Disability Resource Center for Northeast Florida.

“ Ran in the Opinion section of the Florida Times-Union. Estimated \$1,555 in advertising equivalency and estimated \$4,665 in earned media/ public relations equivalency.

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COMPLETE COVERAGE 8:09 AM **Coronavirus in Florida: Latest news from Jacksonville, Northeast Florida and more**

Opinion

Support available for seniors

By Linda Levin
Posted Apr 19, 2020 at 7:10 AM



Guest column: Seniors in Northeast Florida have a variety of support services available.

While weeks of social distancing and isolation continues to stress and unsettle many of us, these challenges can be much more serious for the elderly.

Communities are seeing spikes in domestic violence, which often includes elderly abuse.

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Caring Connections

Jacksonville.com

APR 19, 2020

(EST.) MONTHLY VISITS: **1.09M**

(EST.) COVERAGE VIEWS: **3.69K**

DOMAIN AUTHORITY: **76**



3





Beaches Reopened; Finances during COVID-19; Seniors and Self Isolation; Cole Pepper

By SARAH GLENN • APR 20, 2020

PROGRAM
First Coast Connect
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Surfers on Jacksonville Beach, Saturday, April 18

HEATHER SCHATZ / WJCT

Listen
52:56

Jacksonville got a lot of national attention over the weekend for partially reopening its beaches. Atlantic Beach Mayor, [Ellen Glasser](#), joined us with a look at how the first few days have been going.

[Duval and Saint Johns County reopened the beaches](#), with restrictions Friday. The beaches are only open to the public during certain hours for activities like walking, biking or surfing. [This decision has drawn criticism](#), with the hashtag [#FloridaMorons](#) trending on social media and news headlines.

(EST.) MONTHLY VISITS: **225K**

(EST.) COVERAGE VIEWS: **1.87K**

DOMAIN AUTHORITY: **61**

190

“ Aired in the 9 a.m. First Coast Connect on WJCT. Estimated \$1,020 in advertising equivalency and estimated \$3,060 in earned media/ public relations equivalency.

Mandarin grandmother struggling to take care of her family gets help thanks to a nonprofit



Mandarin grandmother struggling to take care of her family gets help thanks to a nonprofit

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By: [Alicia Tarancon](#)
Updated: April 28, 2020 - 7:07 PM

JACKSONVILLE, Fla. — Colleen Martin lives in the Mandarin area of Jacksonville on a fixed income, raising three grandchildren.



Trending Now

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Mattel unveils collectible line of toys to honor workers fighting coronavirus



Coronavirus: Myrtle Beach reopens after COVID-19 restrictions lifted



Coronavirus: 'Blessing box' set up in Alabama town for families in need



Deputies say Florida man had

(EST.) MONTHLY VISITS:

941K

(EST.) COVERAGE VIEWS:

3.84K

DOMAIN AUTHORITY:

71



120



1

“ Aired in the 5:30 p.m. and 6:00 p.m. segments on Action News Jax. Estimated total advertising equivalency of \$2,250 and public relations equivalency of \$6,750.

ELDERSOURCE

SIGNS OF ELDERLY ABUSE



MORNING SHOW

Published: May 21, 2020, 10:43 am

Tags: Morning Show

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Looking out for signs of elderly abuse



Linda Levin, CEO of ElderSource joins us with some signs to look out for and what to do if you notice elderly abuse.

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Type your comment here...

There are no comments yet.

(EST.) MONTHLY VISITS: 6.41M

(EST.) COVERAGE VIEWS: 17.2K

DOMAIN AUTHORITY: 81



16



1

“ Aired in the 9 a.m. Morning Show on News4Jax. Estimated \$1,575 in advertising equivalency and estimated \$4,725 in earned media/ public relations value.



Florida's Importance To Democrats, Republicans; Elder Abuse; COVID-19

By BILL BORTZFIELD • JUN 15, 2020

PROGRAM
First Coast Connect
With Melissa Ross

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Donald Trump speaks during the final day of the Republican National Convention in Cleveland, Thursday, July 21, 2016.

JOHN LOCHER / ASSOCIATED PRESS



Listen to Monday's First Coast Connect with Melissa Ross.

With Jacksonville hosting the Republican National Convention, political pundits have been talking about the importance of Florida as a swing state in the presidential election. But what if what we know about swing voters is wrong?

Some modeling indicates there aren't as many swing voters as conventional wisdom suggests.

Political scientist [Rachel Bitecofer](#) is assistant director of the Wason Center for Public Policy at Christopher Newport University in Newport News, VA. She joined

(EST.) MONTHLY VISITS: **225K**

(EST.) COVERAGE VIEWS: **1.23K**

DOMAIN AUTHORITY: **61**



1

“ Aired in the 9 a.m. First Coast Connect on WJCT. Estimated \$3,570 in advertising equivalency and estimated \$10,710 in earned media/ public relations equivalency.

ELDERSOURCE

**PREPPING THE ELDERLY
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MORNING SHOW

Published: June 10, 2020, 10:12 am

Tags: Morning Show

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Prepping the elderly for Hurricane Season during pandemic



Nancy Tufts...the Vice President of Planning and Programs for Eldersource joins us with some precautions to take when prepping for hurricane season.

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There are no comments yet.

(EST.) MONTHLY VISITS: 9.81M

(EST.) COVERAGE VIEWS: 26.3K

DOMAIN AUTHORITY: 81

f 6 t 2

“ Aired in the 9 a.m. Morning Show on News4Jax. Estimated \$700 in advertising equivalency and estimated \$2,100 in earned media/ public relations value.

ELDERSOURCE

MEALS ON WINGS INITIATIVE

JUN 12, 2020

(IMAGE 1 OF 2)



Student volunteer Addie Wright hands five meals to Jack Collins from the University of North Florida's Meals on Wings program, which collects unused food from local hospitals, divides it into meals and delivers to low-income homebound seniors. [WILL DICKEY/FLORIDA TIMES-UNION]

“ Ran in the Metro section of the Florida Times-Union. Estimated \$3,240 in advertising equivalency and estimated \$9,720 in earned media/ public relations equivalency.

‘Meals on Wings’ keep homebound seniors fed

By Beth Reese Cravey
bcravey@jacksonville.com

Jack Collins, 77, is frail and homebound. He has difficulty speaking because of the after-effects of a stroke.

But he perks up when University of North Florida students make their weekly visits to bring him food through the college's Meals on Wings program. The five meals they deliver and their accompanying friendly faces and conversation are a highlight of his week.

“It means a lot,” he said. “They help me.”

Collins is one of dozens of low-income seniors in Jacksonville who are receiving meal deliveries from the UNF Center for Nutrition and Food Security's Meals on Wings program, which recently expanded through a partnership with ElderSource, the Area Agency on Aging and Disability Resource Center for Northeast Florida.

Meals on Wings began two

TO HELP, SEEK
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INFORMATION

ElderSource: myeldersource.org; toll-free helpline (888) 242-4464

Meals on Wings: UNF Center for Nutrition and Food Security; unf.edu/brooks/Center_for_Nutrition_and_Food_Security

years ago, using unserved food recovered from hospitals – “to better meet the health needs of seniors with chronic diseases” – with students preparing meals and making deliveries to about 25 needy seniors identified by ElderSource, said Lauri Wright, founding director of the center and chairwoman of UNF's Department of Nutrition and Dietetics. Early on, financing came from donations and internal funds she was “able to scrape together,” she said.

See MEALS, B3



At the UNF Center for Nutrition and Food Security, Chef Meghan Niemczyk readies bulk food from local hospitals to be made into meals for low-income seniors. Funding through ElderSource recently expanded the program to serve more seniors who are homebound because of the pandemic. [WILL DICKEY/FLORIDA TIMES-UNION]

MEALS

From Page B1

"In the two years, we had provided 6,500 meals to seniors in the Jacksonville community," she said.

But the COVID-19 pandemic led to even more seniors in need of meals, said Linda Levin, CEO of ElderSource.

"Older adults were physically distancing themselves, staying away from grocery stores and not having access to food," she said. Many were on the waiting list for the federally funded Meals on Wheels program.

ElderSource obtained \$10,800 in emergency funding from Florida Blue and contracted with Meals on Wings to expand its deliveries. ElderSource also brought in other funders, including the American Heart Association and the Area Health Education Council.

Prior to the pandemic, ElderSource-funded initiatives were providing seniors in its five-county service area about 11,000 meals a week; now the number is about 32,000 meals, Levin said. With the agency's help, Meals on Wings tripled its senior delivery stops from 25 to 75, Wright said.

"This program is a perfect example of how organizations are coming together to assist seniors during this critical time," Levin said. "The combination of everyone's resources — funding from ElderSource, food from the hospitals, UNF students to prepare and deliver meals — is an innovative solution to tackling a community issue."

Senior hunger is critical: Across the country, at least 10 percent of adults experience malnutrition. In Baker, Clay, Duval, Nassau and St. Johns counties, about 65,418 adults over age 60 live below 125 percent of the poverty level, according to the state Department of Elder Affairs.

"The food that is delivered each week by UNF students is a lifeline for many senior citizens living in Duval County," Levin said. "For some, this is the only food they are getting."

Also, "the intergenerational facet of this is fantastic," she said.

The program's student



At the University of North Florida Center for Nutrition and Food Security, student interns Francisleth Millan (left) and Nicole Hawke unload food prepared — but unused — by local hospitals. The food will be prepared into meals for homebound seniors. (WILL DICKEY/FLORIDA TIMES-UNION)



Student intern Nicole Hawke prepares meals from unused food from local hospitals that will be delivered to seniors. The program is a partnership between ElderSource and the University of North Florida Center for Nutrition and Food Security. (WILL DICKEY/FLORIDA TIMES-UNION)

leader, Leanza Mayo, agreed.

Mayo, who graduated from UNF May 1 but still volunteers for Meals on Wings, said she knew delivering meals to seniors would make a difference in their lives. But she didn't expect it to make such a difference in her own life.

"It really changed my empathetic side. I have grown a lot as a person," she said.

Mayo said she bonded with Collins in particular. Because of his speech limitations, he had trouble accessing voice mail on his phone. But she helped him navigate it and wrote directions so that other volunteers could help him as well.

The experience also showed her "the power of people coming together," she said, and led her to shift her nutrition and dietetics career plan toward social services agencies, such as a school district.

"The students really see that this program is more than a meal, it is a connection to people that they wouldn't otherwise have," Wright said. "When the pandemic hit, my team and I couldn't bare the thought of stopping the program. This new initiative has allowed us to reach even more seniors. During the pandemic, we all have felt a little helpless, but providing meals during this time has really allowed us to continue to make a difference in the seniors' lives."

One senior referred to his student deliverer as an "an angel," she said.

"The seniors really enjoy talking with the student volunteers. I think they enjoy their energy and the student may remind them of their own grandchildren," she said. "They look forward to delivery days."

Levin said the public can help by writing letters or making cards to be delivered with the meals or becoming a "telephone reassurance" volunteer in ElderSource's Caring Connections program.

"The older adults who are receiving meals brought to their homes are socially isolated. It can be a very lonely experience," she said. "This is a great project for kids this summer. The seniors love receiving these and also the friendly call from a volunteer reaching out to them letting them know they matter and someone cares about them."

The public also can help by volunteering or donating to Meals on Wings at unf.edu/brooks/Center_for_Nutrition_and_Food_Security.

Beth Reese Cravey:
(904) 359-4109

The Florida Times-Union

JUN 12, 2020

(IMAGE 2 OF 2)

“ Ran in the Metro section of the Florida Times-Union. Estimated \$3,240 in advertising equivalency and estimated \$9,720 in earned media/ public relations equivalency.

Coronavirus: 'Meals on Wings' keep homebound Jacksonville seniors fed

Jacksonville.com

JUN 12, 2020



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4 U.S. Army Black Daggers parachute team land at Ascension St. Vincent's Clay County

(EST.) MONTHLY VISITS: **1.65M**

(EST.) COVERAGE VIEWS: **5.58K**

DOMAIN AUTHORITY: **76**

f
250

t
9