



## 2014 Media Metrics – May to December

Estimated total impressions: 19 million (Number of people who consumed information about Legacy)

Total publicity value: \$60,027.89

Total number of placements – 108

- *Proactive* – 53
  - **TV** – 9
  - **Radio** – 12
  - **Print** – 32
- *Reactive, Mention, Event promotion* – 55
  - **TV** – 7
  - **Radio** – 8
  - **Print** – 40
- Months with the most media coverage (and the reason why)
  - *Proactive*
    - **August** – Back to School, KIPP Care (**10** placements)
    - **October** – Legacy Luncheon, Golf tournament, Voting (**10** placements)
    - **December** – Legacy Schmooze, World AIDS Day (**10** placements)
  - *Reactive, Mention, Event promotion*
    - **November** – ACA Marketplace, Anti-Defamation League award, World AIDS Day (**29** placements)
    - **December** – World AIDS Day (**9** placements)



## Top stories in 2014 (Proactive, Reactive and Mentions)

- May 27 – **MEGA 101**: Autism in the Hispanic community (**Proactive**)
- May 30 – **Univision 45**: Breastfeeding (**Reactive**)
- June 21 – **KBMT Channel 12 Beaumont**: Gay Pride in Beaumont (**Reactive**)
- June 23 – **KHOU 11 Great Day Houston**: National HIV Testing Day (**Proactive**)
- July 7 – **Houston Chronicle**: KIPP Care (**Reactive**)
- July 16 – **Forward Times**: Venita's story & POP, More than a victim (**Proactive**)
- July 23 – **Montrose Management District**: Legacy and PrEP (**Proactive**)
- Aug. 4 – **KHOU 11 Great Day Houston**: What is Legacy? (**Reactive**)
- Aug.7 – **Univision 45**: Back to School, Healthy school lunches (**Proactive**)
- Aug. 11 – **Univision 45**: Back to School, Sports physicals at KIPP Care (**Proactive**)
- Aug. 12 – **Univision 45**: Women's health care in the Hispanic community (**Reactive**)
- Aug. 12 – **Houston Chronicle**: Letter to the Editor, HERO (**Proactive**)
- Aug. 20 – **Univision 45**: Back to School, Mental health and children (**Proactive**)
- Aug. 27 – **Houston Chronicle**: PrEP offers HIV prevention for women (**Reactive**)
- Aug. 31 – **Houston Chronicle**: Legacy welcomes Dr. Anne Barnes, new chief medical officer (**Proactive**)
- Sept. 10 – **Houston Chronicle**: Letter to the Editor, Voting matters (**Proactive**)
- Sept. 13 – **Houston Chronicle**: Health centers receive federal grants (**Reactive**)
- Sept. 23 – **MEGA 101**: 2014/2015 flu season (**Proactive**)



Oct. 8 – **Houston Chronicle**: Legacy Luncheon **(Proactive)**

Oct. 22 – **Project Q Houston**: Two Houston health care agencies among best for LGBT care **(Reactive)**

Oct. 24 – **Dallas Morning News**: Letter to the Editor, Vote with care **(Proactive)**

Nov. 7 – **Houston Chronicle**: Houston-area centers receive behavioral health funding **(Reactive)**

Nov. 7 – **Houston Chronicle**: Obamacare 2015, Get ready for open enrollment **(Reactive)**

Nov. 7 – **La Voz**: Obamacare 2015, Get ready for open enrollment **(Reactive)**

Nov. 7 – **Houston Business Journal**: University of Houston Fastest growing Cougar led businesses, LCCHS is 36/100 **(Proactive)**

Nov. 9 – **Houston Chronicle**: Top Houston work places **(Proactive)**

Nov. 11 – **KTRK Channel 13**: ACA Marketplace open enrollment begins this weekend **(Reactive)**

Nov. 16 – **CW39 News Fix**: Legacy receives Anti-Defamation League award **(Mention)**

Nov. 16 – **Houston Chronicle**: Legacy receives Anti-Defamation League award **(Mention)**

Nov. 24 – **Montrose Management District**: World AIDS Day moves to Montrose **(Proactive)**

Nov. 26 – **Houston Chronicle**: Health care sign ups end first week with nearly 500K enrollees **(Reactive)**

Nov. 30 – **KTRK Channel 13 Crossroads**: World AIDS Day and HIV in the Black community and PrEP **(Proactive)**

Dec. 1 – **KHOU 11 Great Day Houston**: World AIDS Day and PrEP **(Proactive)**

Dec. 1 – **Beaumont Enterprise**: Letter to the Editor, World AIDS Day in Beaumont **(Proactive)**



Dec. 12 – **Houston Chronicle:** Schmooze event (**Proactive**)

Dec. 14 – **Houston Chronicle:** Texans in gap can avoid fine for being uninsured (**Reactive**)

