

Our Future, Our Choice coverage for Q3 2018 - clips secured by Alastair Pearson.

- **571 clips from June 13 to September 3 (400 from People's Vote Summer of Action); 535 from September 3 to December 2.**
- **Approximately 1100 total mentions/clips, 700 of which I worked for directly.**

Systematic media tracking at OFOC began September 3.

The following is a summary of our coverage for 12 work weeks inclusive from September 3 through December 2.

- Cumulative total across 12 weeks from September 3 through to December 2: 535 media hits.
- Weekly average of mentions of OFOC in the media: 44.6 media hits/clips per week.
- September 3 to September 9 - 34 media hits/clips.
- September 10 to September 16 - 22 media hits.
- September 17 to September 23 - 31 media hits.
- September 24 to September 30 - 23 media hits.
- October 1 to October 7 - 27 media hits.
- October 8 to October 14 - 22 media hits.
- October 15 to October 21 - 70 media hits.
- October 22 to 28 - 77 media hits.
- October 29 to November 4 - 7 media hits.
- *November 5 to November 11 - 5 media hits (discounted from weekly average due to Alastair being on vacation).*
- November 12 to November 18 - 41 media hits.
- November 19 to November 25 - 78 media hits.
- November 26 to December 2 - 103 media hits.

Week of September 3 to September 9 highlights (34 media hits across all platforms): The OFOC poll with Best for Britain on unionism came out, landing hits in the [BBC](#), [Independent](#), the [Scotsman](#), the [EU Observer](#), the [Belfast Telegraph](#), [Politics Home](#), and the [Irish Times](#). 10 publications covered the poll on Monday. On Monday, we were also mentioned in a Joe.co.uk [People's Vote](#) explainer piece. On Tuesday, the [Sun](#) and [Express](#) also covered the poll. 6 publications covered the poll on Tuesday. The [Times](#), [Harper's Bazaar](#), and Elle all wrote about the campaign on [Tuesday](#). On Wednesday, the [Scotsman](#), [Dublin Live](#), the [Irish Mirror](#), [Newsletter.co.uk](#), and [Reuters](#) all covered the poll. We were mentioned in clips on an Austrian [newswebsite](#) and several other [websites](#) including [MSN](#) on Thursday.

Broadcast: Will Dry was on BBC 5 Live radio for 20 minutes discussing a speech by Barnier; Will was on Julia Hartley-Brewer's show on Talkradio discussing Operation Yellowhammer on Thursday.

Editorial: Antonia's piece on the arts was published on [Politics.co.uk](#). Angus Brown's piece on GMB was published on [Talkradio](#). Doire Finn was published in [Metro](#).

Week of September 10 to September 16 highlights (22 media hits across all platforms):

We were mentioned in publications including [Leeds Live](#), the [Impartial Reporter](#), and [Belfast Telegraph](#) on Monday. Photos from our stunt at the Department of Health and Social Care continued to be reused in publications including [MSN](#), [Yahoo](#), and [Talkradio](#). The [Lincolnite](#) covered our letter delivery in Lincoln. Yahoo again [reused](#) the DHSC photo on Wednesday. On Thursday the campaign was mentioned in the [Birmingham Post](#) and the [Express](#). We were mentioned in [Open Democracy](#) on Saturday. On Sunday we were mentioned in the [New European](#).

Broadcast: Femi Oluwole recorded an LBC appearance discussing Lib Dem conference on Monday. Lara Spirit was on Politics Live for 45 minutes on Tuesday. BBC Radio Lincolnshire covered our letter delivery in Lincoln. Lara was on LoveSportRadio with Patrick Christys. Femi was on BBC Shrewsbury 8:00 am to 8:30 am on Friday. Will was on the Michael Graham show at 10:15 pm on Saturday. Will was on Talkradio at 2:45 pm on Sunday.

Editorial: Libby Cherry's piece on building a better Britain was published in the [New European](#). Phoebe Potter's piece on Gibraltar was published in the [Independent](#). Femi's piece on Northern Ireland was published in [iNews](#).

Week of September 17 to September 23 highlights (31 media hits across all platforms):

We were mentioned in an iNews piece on [Monday](#). We were mentioned in the [Yorkshire Post](#) and [Aiwa.press](#) on Tuesday. We were mentioned in the Times on [Wednesday](#). We were mentioned in the [Times](#) on Thursday. We were mentioned in the [New European](#) on Thursday regarding our anti-Brexit stunt. On Friday we were mentioned in [Nouvelles du Monde](#), the [Mirror](#), [Yahoo News](#), [the Independent](#), and [Church Times](#). On Saturday a photo of Ed Shackle protesting was published in the Guardian. An Irish publication mentioned us [Saturday](#). The New European covered [Dominic Raab](#) blocking us on Twitter on Saturday. On Sunday we were mentioned in [Spectator](#) and [Talkradio](#) coverage of Labour conference.

Broadcast: On Monday, Femi was on BBC Breakfast for the BBC's 'Six Months to Go' Brexit coverage. He was also on BBC News on Monday. Femi taped his pilot for FUBAR on Thursday. Femi was on BBC World Service on Thursday. Dominic was on Lovesportradio on Thursday. Will was on James Max's show on Talkradio on Friday morning. Femi was on BBC 3 Counties radio on Friday morning. Eda Cazimoglu was on Sky News for Labour Conference on Saturday at 12:30 pm. Eda was on LBC's Maajid Nawaz program at 2:30 pm. Femi was on France Info. Ben Duncan-Dougall was on BBC 5 Live at 6:00 am. on Sunday.

Editorial: Steven France's piece on the North was published in the [New European](#). Doire Finn's piece on Northern Ireland was published in the [Guardian](#). Another article by Doire on the same topic was published in the [Metro](#).

Week of September 24 to September 30 highlights (23 media hits across all platforms):

On Monday we were mentioned in a Drugstore Culture [op-ed](#) on Labour Conference. We were also mentioned on Monday in the [Yorkshire Evening Post](#), [Shout Out UK](#), a [Finnish newspaper](#),

the [West Bridgeford Wire](#), and [ILC UK](#). Lara was featured in an LA Times [story](#) on Brexit. On Thursday we were covered in the [Shropshire Star](#), [Nouvelles-du-Monde](#), [La Prensa Latina](#), [El Pais](#), and [El Venezolano News](#). We were covered in [Nach Welt](#) and the [Shropshire Star](#) on Saturday.

Broadcast: On Tuesday, Cathleen Clarke did a Sky pre-record, and Lara did a BBC World Service interview. Ben Duncan-Dougall was on Lovesportradio with Patrick Christys on Friday. Femi's explainer video with the [Independent](#) released on Friday. Femi was on LBC on Saturday discussing Brexit with 6 months to go. Lara was on John Nicolson's show on Sunday.

Editorial: Cathleen Clarke was published in [Drugstore Culture](#) on Monday.

Week of October 1 to October 7 highlights (27 media hits across all platforms): On Tuesday, OFOC's 'Bury Brexit' stunt resulted in substantial coverage across a number of platforms. The [Mirror](#), [Left Foot Forward](#), [Indy 100](#), [Yahoo](#), and 5 other outlets produced articles on the day of. Reuters, Talkradio, BBC, HuffPost UK, Joe.co.uk, Mail on Sunday, ZRD Germany, and RTBF Belgium all attended the protest. On Wednesday the [Guardian](#) and [Joe.co.uk](#) released their video coverage of the protest, and iNews covered the [protest](#). Stand Up Mag wrote a [review](#) of 'Postcards from the 48 Percent' on Thursday, and the Express [covered](#) Femi's argument with Tim Martin. On Friday the New European [covered](#) Femi's conversation with Rees-Mogg, and we were mentioned in [BBC Online](#) and [Aiwa.press](#). [Newry.ie](#) and [Bath for Europe](#) covered the campaign on Saturday. The New European covered our Tory conference stunt on [Sunday](#), as did the [Mail on Sunday](#).

Broadcast: Dominic was on Lovesportradio on Tuesday. BBC Look North, ZRD, and RTBF all covered the protest, as did the Guardian and Joe.co.uk. Femi was on the Voice of Islam program on Wednesday. Will was on the Jeremy Kyle show on Saturday, and I secured a slot for Liron from FFS on the Talkradio Brexit hour also on Saturday.

Editorial: Alexandra Bulat was [published](#) in Drugstore Culture, writing about EU migrants. Femi was published in [iNews](#) writing on Tory conference.

Week of October 8 to October 14 highlights (22 media hits across all platforms): Femi was [covered](#) in the Evening Standard Progress 1000 Changemakers on Monday, which was also [re-published](#) on MSN. On Tuesday the campaign was covered in [Nach Welt](#) and [Nouvelles-du-Monde](#). On Wednesday we were covered in the Watford Observer for Ishmael's [presentation](#) of a petition to Richard Harrington. We were also mentioned in the [Guardian](#) and [Johansen.se](#). OFOC was covered in [Cherwell](#) and [Yahoo](#) on Thursday. We were covered in the [Scarborough News](#) and on [BBC Online](#) on Friday. [Four publications covered](#) us [Saturday](#), and one mentioned us [Sunday](#).

Broadcast: Doire Finn was on Talkradio on Thursday. Lara was on BBC Any Questions on Friday.

Editorial: Will's editorial in [Impakter](#) was published on Wednesday. Doire's Q&A was published on Impakter on [Friday](#). Hugo Lucas's Backbench op-ed was [published](#) on Saturday. We had an [editorial](#) in the St. Andrew's student newspaper on Sunday.

Week of October 15 to October 21 highlights (70 media hits across all platforms): On Monday Metro covered both our [campaign](#) and also did a [video](#) with Femi. LBC put up an article [summarising](#) Femi's appearance on Nick Ferrari that morning. [Johansen.se](#) and 5 [other publications](#) including [MSN](#) and the [Guardian covered](#) the campaign on Monday. On Tuesday we were covered in the [Stroud News & Journal](#), and the [Courier Online](#). The OFOC NI [trip](#) to Westminster was covered on Wednesday. We were mentioned in Caroline Lucas's editorial in [Metro.co.uk](#) on Wednesday, and Joe.co.uk also [quoted](#) us on Wednesday. We were mentioned in Simon Thomson's [Impakter](#) piece, and quoted again in [Joe.co.uk](#). [ILC](#) referenced us, and written up in [Portsmouth.co.uk](#). Timothy Garton Ash's Friday column on the march referenced [OFOC](#). Lara was written up in [Bustle](#), and also in [Wonderland Magazine](#). The [Guardian](#) and [iNews](#) both referenced us in coverage in advance of the march. Three [local](#) or student [publications](#) mentioned [OFOC](#) in the buildup to the march. The Independent [covered](#) us on the day, [twice](#), as did the [New York Times](#), [Yahoo News](#), [iNews](#), [Metro](#), [Pressfrom.info](#), and [Gloucester Live](#).

Broadcast: Femi was on LBC discussing the Irish border issue on Monday morning. Femi was on the [Big Travel Podcast](#). Pearse taped [Remainiacs](#) and Femi taped the Mid-Atlantic podcast on Wednesday. Hugo Lucas was on Lovesportradio on Wednesday. Will was on LBC on Wednesday. Femi was on BBC Politics Live and BBC Victoria Derbyshire on Thursday. Will was on BBC Kent and Hugo was on Lovesportradio. Femi was on [Talkradio](#) with Mike Graham. Hugo did a pre-record with BBC 5 Live, and Femi was on BBC 3 Counties radio. During the March: Femi on BBC Breakfast, BBC One News, Femi on Talkradio (twice), Joe, Indy Video, Guardian Podcast, Guardian Video, Vice News and Vice documentary, Holly Pyne of Talkradio interviewing, ITV, Channel 4, France 2. Foreign Media from March: France 2, France 5, Der Tagesspiegel, Euronews. On Sunday, Femi was on John Nicolson's show on Talkradio.

Editorial: Antonia's piece in the New European was [published](#) Tuesday. Lara's piece in the Guardian was [published](#) on Thursday. Doire Finn was [published](#) in the Times Red Box on Friday. Chris Eichhorn's piece in Metro was published [Saturday](#), as was Femi's joint op-ed with Vince Cable in the [Independent](#).

Week of October 22 to 28 (77 media hits across all platforms): On Monday Talkradio [wrote us up](#) in their March coverage, as did the [Independent](#), [BBC News](#), [iNews](#), the [NY Times](#), [Gloucester Live](#), [Dushan Wegner](#), [Yahoo News](#), [Yahoo Finance](#), and [four news aggregators](#). We were [mentioned](#) in the New Statesman on Tuesday. On [Wednesday](#) the Tab Norwich covered us. We were [mentioned](#) by Talkradio on Thursday. Thursday into Friday, we made the [digital front page](#) of the Independent for the Brexit report story. The Brexit report was covered in the [New Statesman](#), [iNews](#), the [Guardian](#), [The Week](#), [Metro](#), the [Mirror](#), the [Huffington Post](#), [Joe.co.uk](#), [Ladbible](#), [Yahoo News](#), the [New European](#), the [Express](#), and the [Herald Scotland](#). [El Pais](#), [Eu-Bekvaning.se](#), and [Nouvelles-du-Monde](#) covered as well. Talkradio produced an [article](#) on Femi's debate with Julia Hartley-Brewer. On Saturday, OFOC's event with Andrew Adonis made the PA newswire and was covered in [The Herald \(Scotland\)](#) and [the Scotsman](#), in addition to 29 other publications (representative [example](#)).

Broadcast: On Monday Will was on Talkradio. On Tuesday Will was on Talkradio and Lara was on the Jeremy Vine show on BBC Radio 2. On Thursday we were mentioned twice during

DEXEU questions on BBC. On Thursday night we were mentioned in the BBC paper review, and Femi was on Julia Hartley-Brewer's show on Talkradio on Friday morning. On Saturday Tommy Peto was on LBC.

Editorial: Cathleen Clarke wrote in [Left Foot Forward](#) on the report, Lara wrote about the report in the [Times Red Box](#), Femi wrote about the report in the [New European](#), and Hugo wrote about the report in [Esharp](#).

Week of October 29 to November 4 (7 media hits across all platforms): On Monday we were mentioned in [Cherwell](#). Lord Adonis's piece in the Independent mentioned us on Tuesday, and was re-published on [Yahoo](#). We were mentioned on Wharton's [website](#) on Wednesday. Broadcast: [N/A].

Editorial: Sir John Major's [editorial](#) on our report was published on Tuesday. Ben Duncan-Dougall's [piece](#) in the New European was published Friday.

Week of November 5 to November 11 [4 days, but on vacation for all but 1.5 days this week] (5 media hits across platforms but not factored into mean calculation due to vacation): We were mentioned in the [Epigram](#) on Monday, as well as the [Gryphon](#), [Varsity.co.uk](#), and [Concrete-Online.co.uk](#).

Broadcast: [N/A].

Editorial: Hugo Lucas was [published](#) in *Back Bench* on Sunday.

Week of November 12 to November 18 (41 media hits across all platforms): We were mentioned in the [Bury Free Press](#) and on [Nick Tyrone's website](#) on Tuesday. The New European mentioned us on [Tuesday](#). Joe.co.uk [mentioned](#) us on Thursday. Bus photos were used in the Sunday Times and Sunday Telegraph.

Broadcast: Hugo Lucas was on Lovesportradio on Monday. On Tuesday Lara was on BBC 5 Live, and Will was on Sky News at 2:30 pm. Will's Joe.co.uk [debate](#) released on Tuesday. Will Dry was on 5 Live on Wednesday, and separately Cathleen Clarke was on 5 Live. Hugo Lucas was on Lovesportradio on Wednesday. Lara Spirit was on [BBC World](#) on Thursday. On Thursday Femi was on Talkradio with Mike Graham. Femi was on Deutsche Welles, BBC 3 Counties, and Femi was on BBC London from 6.20 to 6.45. Lara recorded a podcast for CBC on Thursday. On Friday, Femi was on BBC London radio, BBC Breakfast, and Euronews, Will was on Sky News, and Lara was on BBC London. For the OFOC bus launch on Saturday, Will was on Talkradio, and ITV News, Sky (live at 15:30), BBC Leicester on the hourly bulletin, ZDF, ARD, all covered. Joe.co.uk, Drugstore Culture, New European all covered. The Times, Telegraph used the photo. On Sunday, Doire Finn was on the Stephen Nolan show on Talkradio discussing the school walkouts.

Editorial: Ed was published in [Times Red Box](#) on Monday, and Doire Finn was published in [Politics.co.uk](#). Athian was published in the [New European](#) on Tuesday. Ed was published in Metro on [Thursday](#).

Week of November 19 to 25 (78 media hits across all platforms): We were mentioned on Monday in Dominic Grieve's editorial in the [Evening Standard](#), and in the [Oxford Student](#). A

photo of our bus was carried in the Monday issue of the Evening Standard. The [New European](#) covered the walkouts. [Left Foot Forward](#), the [Belfast Telegraph](#) ([twice](#)), [Talkradio](#), and the [Irish Times](#) all covered. Due to Press Association coverage, 31 additional local and regional publications across the United Kingdom covered the walkouts (representative [example](#)). On Tuesday we were mentioned in the Politico London Playbook. Four [more outlets](#) covered the walkouts on Tuesday, including the [Daily Mail](#) and the [Express & Star](#). On Wednesday Hugo's piece in Left Foot Forward made the Labour List newsletter blast. We were covered in the Globe and Mail on [Wednesday](#), and the UCL [student newspaper](#). On Friday we were referenced in the [Guardian](#). We were also referenced in the Guardian on [Sunday](#). The stunt on Sunday was covered by the [Guardian](#) (separate from the other story), the [Daily Mail](#), the [New European](#), [Euractiv](#), [Express](#), [Yahoo News](#), the [Standard](#), [Euronews](#), [Metro](#), [MSN](#), and [Sky](#) all covered with individual stories.

Broadcast: RTE, RTE as gailge, and BBC News NI covered the walkouts. Tara from OFOC NI made the 'Top Table' on the BBC Stephen Nolan show on Wednesday. Femi was on the Alexis Conran Brexit hour on Saturday. We made the ITV News bulletins on Saturday for the bus trip to Brussels (both the 1:14 pm and 5:00 pm bulletins). On Sunday, the BBC, Sky, ITV, Channel 4, and Euronews all covered our Brussels stunt. Will made BBC World Radio, and Murray was on the Reuters video newswire.

Editorial: Hugo's piece on the bus launch was published in Left Foot Forward on [Tuesday](#). The young entrepreneurs against the deal letter was published in Politics.co.uk on [Tuesday](#). Lara's [letter](#) in the Times was published Thursday.

Week of November 26 to November 2 (103 hits across all media platforms): On Monday Euractiv covered the Brussels [stunt](#) in two different [articles](#). We were mentioned in Edward Lucas's column in the [Times](#). On Tuesday we were mentioned by the [New Federalist](#), and in the [Wall Street Journal](#). For the Parliamentary takeover on Tuesday, we were written up and covered by the [Huffington Post](#), [Talkradio](#), [Reuters](#), the [Express](#), the [New European](#), and [Metro](#). We made the Guardian Liveblog

The Independent Liveblog, and the Express Liveblog. AFP, Alamy, and Reuters all covered the takeover and the bus being in Westminster. Due to AFP (representative [sample](#)) and the Press Association both writing up the takeover (representative [sample](#)), 37 additional different publications across the UK and the world covered the parliamentary takeover on Tuesday. On Wednesday we were mentioned in Matthew D'Ancona's [editorial](#) in the Evening Standard. A photo of the bus made page 6 of the Times on Wednesday. 26 additional international publications covered the parliamentary takeover off the AFP wire on Wednesday. On Thursday we were mentioned in another international [publication](#). We got a [letter](#) in the Islington Tribune on Friday. On Sunday we were covered in the [Warwick Boar](#). We were [quoted](#) in Joe.co.uk on Saturday, as well as [two other](#) publications.

Broadcast: On Monday Femi was on BBC 3 Counties radio, and on the LBC Iain Dale show from 8:00 to 9:00 pm. On Tuesday Lara was covered in the [Partly Political Broadcast](#). Will was on Talkradio at 6 am on Tuesday, and Katie Breeds was on France 24 Spanish. We made the BBC hourly news bulletins, and were covered in [London Live](#). ARD, RTL, RMC Info, and BBC Asian all covered. Nat Shaughnessy was on BBC 5 Live on Wednesday at 7:30 am. Nova

Social [covered](#) our Scottish branch on Thursday. On Saturday, Will was on LBC, and on the Jeremy Kyle show on Talkradio.

Editorial: Phoebe's [editorial](#) in Politics.co.uk was published on Tuesday for the parliamentary takeover.