

# Public Relations & Earned Media Report

*Broadcast, Print and Online*

## **Prepared for:**

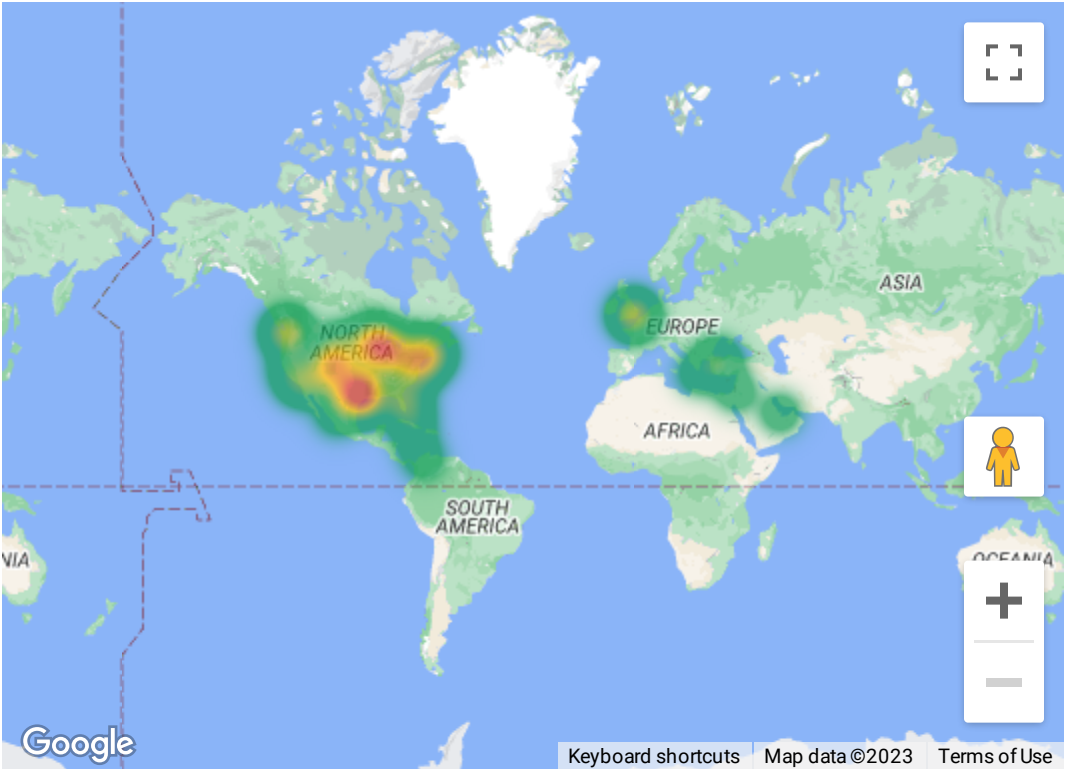
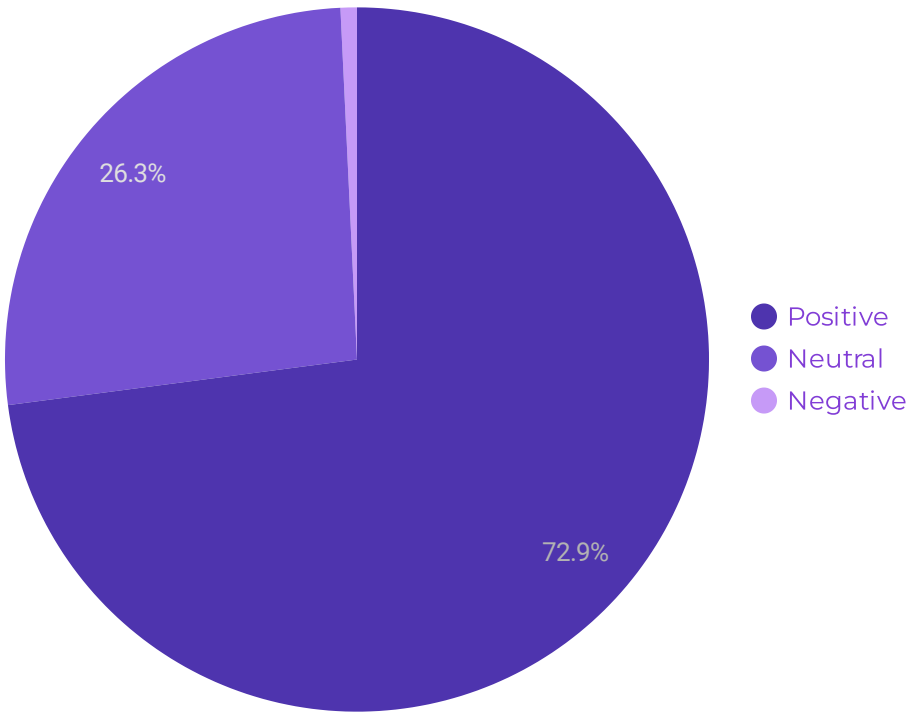
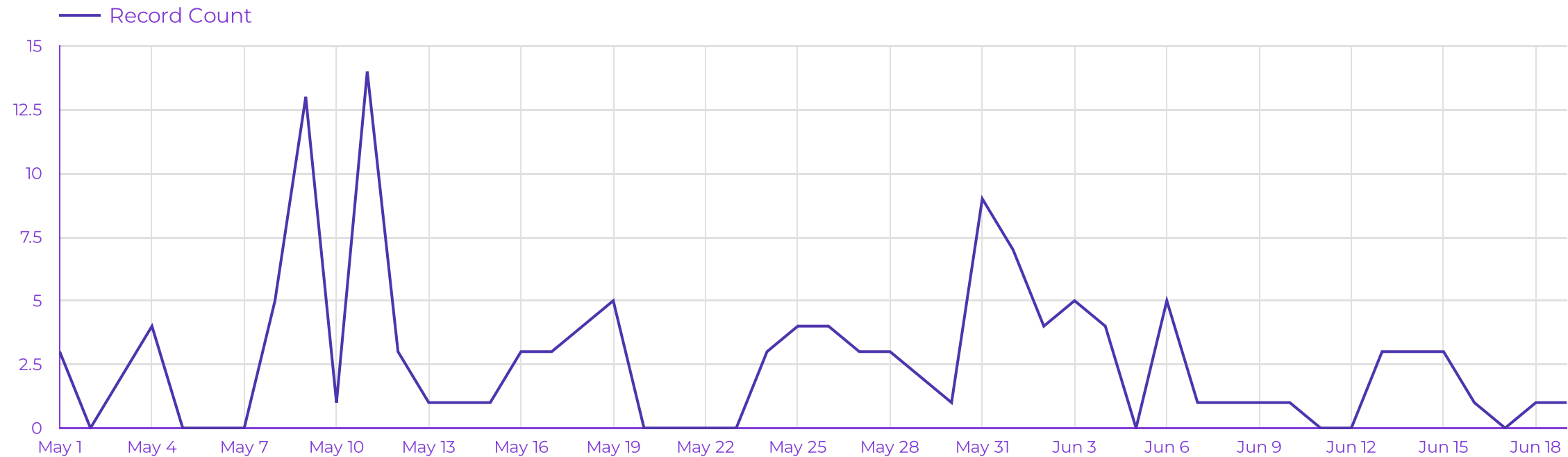
Destination Imagination Global Finals 2023

Compiled by Bryar Keyes

May – June, 2023

# Public Relations & Earned Media Report

Online and Print Data Display



# Public Relations & Earned Media Report



## Online and Print Data Summary

Destination Imagination's 2023 Global Finals was the second year both back in person, and utilizing a public relations strategic plan. By utilizing day-of media we were able to reach a broad swath of broadcast media, and then through pre-event press release distribution connect to school media throughout the country, and with a post event release with results, reach the winning school's markets to relay the news efficiently. Through this strategy, we were able to accomplish the following key metrics:

- 1. 133 Record Count (Links)** - the total number of mentions across multiple articles, news pieces and newsletters. (Where 'Destination Imagination Global Finals' was mentioned, or the direct release was posted.) This means that there are 133 times the release was picked up by journalists.
- 2. 601,509,386 UVM (Unique Monthly Visitors)** - the total number of unique website visitors per month (not counting duplicate visits) which is the broadest number of people we could reach through this news. This number is lower than last year's rank, but this could be due to a number of factors, likely including smaller media markets that winning schools hail from.
- 3. 98 Article** - The number of unique articles pulled from the press release, this means that the media outlet could either pull the press release directly, or add their own content to it, in this case, 98 came directly from the release, and 35 were augmented.
- 4. 38 Published** - The number of articles that were print published as well as online. This number isn't exhaustive – as sites don't always report this – but shows the news hit AT LEAST 38 print networks.
- 5. 122 Journalist Shares** - the total number of unique journalists, web writers, newsletter reporters, etc. that picked up the release or shared news to their audience, which shows that only 11 were duplicates, meaning the news was picked up by another outlet in the area that published the same story with the same content and original author.
- 6. \$3,282,051.4 Ad Value Equivalency** - AVE equates to the estimated value of the placements if they were to be purchased as ads. For example, a single page of text about the news would cost the estimated equal to a one page advertisement. This total shows the 'estimated' value of the public relations efforts. Through the online & print media alone, we earned more than \$3 Million in equated media value.
- 7. 33,265 Journalist Reach** - This is the total number of people that are 'subscribers' by whatever metric that outlet uses, whether it is online only and the people subscribed to the newsletters with regular email 'opens' or print news subscribers.
- 8. 18,606 Total Engagement** - This was the aggregate number for the times a link was clicked in the article, shared, or posted to an outside website (social, blogs, etc.) this could include any clicks to the DI website, socials or additional information searching.
- 9. 11 Media Outlet Country** - This is the number of countries in which the news was published across the globe.

Record Count

133

UVM (Insights by Similarweb)

601,509,386

Article

98

Published

38

Journalist Shares

122

Advertising Value Equivalency

\$3,282,051.40

Journalist Reach

33,265

Total Engagement

18,606

Media Outlet Country

12

# Public Relations & Earned Media Report

Online and Print Data

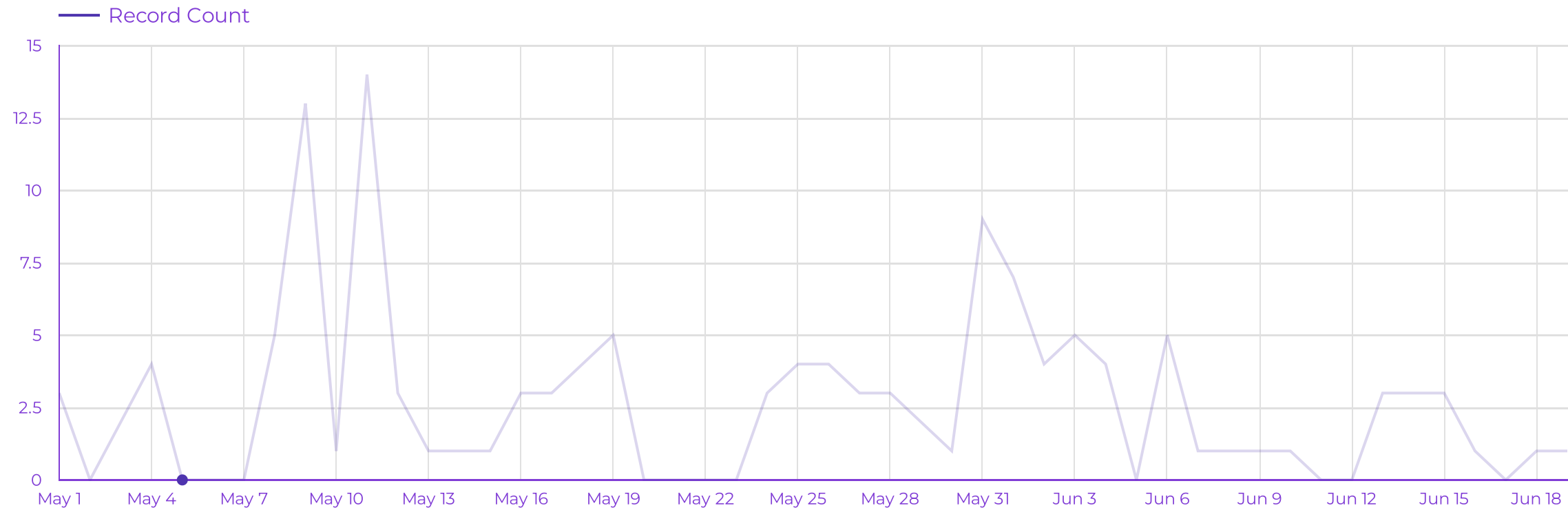


Article	Media Outlet Country	URL	Media Outlet City	Scope
1. ALF honours meritorious students at awards event	United States of Amer...	<a href="https://www.msn.com/en-ae/news/...">https://www.msn.com/en-ae/news/...</a>	Redmond	International
2. Destination Imagination at Rocklin Academy	United States of Amer...	<a href="https://www.cbsnews.com/goodda...">https://www.cbsnews.com/goodda...</a>	West Sacramento	Local
3. Cool Pandas trash cleanup crew improves Broomfield one piec...	United States of Amer...	<a href="https://news.yahoo.com/cool-pand...">https://news.yahoo.com/cool-pand...</a>	Unknown	International
4. Destination Imagination at Rocklin Academy	United States of Amer...	<a href="https://www.cbsnews.com/goodda...">https://www.cbsnews.com/goodda...</a>	West Sacramento	Local
5. Reddit - Dive into anything	Unknown	<a href="https://www.reddit.com/r/chance...">https://www.reddit.com/r/chance...</a>	Unknown	Local
6. San Ramon Students Headed To Destination Imagination Glob...	United States of Amer...	<a href="https://patch.com/california/sanra...">https://patch.com/california/sanra...</a>	New York	Hyperlocal, Local
7. Weekly Field Memo - Volume 17, Issue 22	Unknown	<a href="http://education.vermont.gov/wee...">http://education.vermont.gov/wee...</a>	Unknown	Local
8. High school senior made her own prom dress and it's stunning	United States of Amer...	<a href="https://www.fox32chicago.com/he...">https://www.fox32chicago.com/he...</a>	Chicago	Local
9. High school senior made her own prom dress and it's stunning	United States of Amer...	<a href="https://www.fox13news.com/news/...">https://www.fox13news.com/news/...</a>	Tampa	Local
1... High school senior made her own prom dress and it's stunning	United States of Amer...	<a href="https://www.fox5dc.com/news/hig...">https://www.fox5dc.com/news/hig...</a>	Washington	Local
11. High school senior made her own prom dress and it's stunning	United States of Amer...	<a href="https://www.fox29.com/news/high-...">https://www.fox29.com/news/high-...</a>	Philadelphia	Local
1... Alf Honours 700 Students For Outstanding Performance	Jordan	<a href="https://menafn.com/1106205866/Alf...">https://menafn.com/1106205866/Alf...</a>	Amman	International
1... High school senior made her own prom dress and it's stunning	United States of Amer...	<a href="https://www.fox7austin.com/news/...">https://www.fox7austin.com/news/...</a>	Austin	Local
1... High school senior made her own prom dress and it's stunning	United States of Amer...	<a href="https://www.fox5ny.com/news/hig...">https://www.fox5ny.com/news/hig...</a>	New York	Local
1... Teller County news in brief - May 31, 2023	United States of Amer...	<a href="https://gazette.com/pikespeakcouri...">https://gazette.com/pikespeakcouri...</a>	Colorado Springs	Local
1... Alf honours 700 students for outstanding performance	Qatar	<a href="https://thepeninsulagatar.com/arti...">https://thepeninsulagatar.com/arti...</a>	Doha	National
17. High school senior made her own prom dress and it's stunning	United States of Amer...	<a href="https://www.fox35orlando.com/he...">https://www.fox35orlando.com/he...</a>	Lake Mary	Local
1... High school senior made her own prom dress and it's stunning	United States of Amer...	<a href="https://www.foxla.com/news/high-...">https://www.foxla.com/news/high-...</a>	Los Angeles	Local
1... High school senior made her own prom dress and it's stunning	United States of Amer...	<a href="https://www.fox4news.com/news/...">https://www.fox4news.com/news/...</a>	Dallas	Local
2... Smelt parade returns to Canal Park with parade, silver-clad part...	United States of Amer...	<a href="https://www.duluthnewstribune.co...">https://www.duluthnewstribune.co...</a>	Duluth	Local
2... High school senior made her own prom dress and it's stunning	United States of Amer...	<a href="https://www.fox10phoenix.com/ne...">https://www.fox10phoenix.com/ne...</a>	Phoenix, AZ	Local
2... May festivals in Door County: Here's what you need to know ab...	United States of Amer...	<a href="https://www.greenbaypressgazette...">https://www.greenbaypressgazette...</a>	Green Bay	Local
2... ALF honours winners of educational programmes	Qatar	<a href="https://www.gulf-times.com/article...">https://www.gulf-times.com/article...</a>	Doha	National

# Public Relations & Earned Media Report



## Broadcast Data Display



- 1. **27 Record Count (Links)** - the total number of stories/news pieces that were aired across the market.
- 2. **520,422 Local Audience** - the number of local viewers of these stations regularly, pulled by Nielsen
- 3. **27 URL** - The number of unique websites created through the news pieces, a good sign that each story was unique and not republished content which helps reach more people and individual posts
- 4. **57,396,331 National Audience** - the number of viewers that aggregate for these stations across the country
- 5. **20 Title** - the total number of unique stories, this number is lower than the record count because they would replicate something simple like "Destination Imagination Global Finals Returns to Kansas City" as it was written in the release and media advisory.
- 6. **9 Station** - this is how many television stations covered the news in totality, owing to the network share of media usage between co-owned stations replicating or reusing other sister network news.

\*\*\* **\$5,563,522.4 Ad Value Equivalency** - AVE equates to the estimated value of the placements if they were to be purchased as ads. For example, a single page of text about the news would cost the estimated equal to a one page advertisement. This total shows the 'estimated' value of the public relations efforts. Through broadcast media, we earned more than \$5.5 Million in equated value.

Record Count	National Audience
27	57,396,331
Local Audience	Title
520,422	20
URL	Station
27	9

# Public Relations & Earned Media Report

Broadcast Placements



KANSAS CITY



WTOV-TV 9.1 STEUBENVILLE / WHEELING



# Public Relations & Earned Media Report

## Broadcast Data



	Title ▾	Date Aired (Lo...	Media Type	Network	URL	Station
1.	WTOV (NBC) - News 9 Sunrise	May 1, 2023	Television	NBC	<a href="https://muckrack.com/broadcast/clip/sa...">https://muckrack.com/broadcast/clip/sa...</a>	WTOV (NBC)
2.	WTOV (NBC) - News 9 Sunrise	May 1, 2023	Television	NBC	<a href="https://muckrack.com/broadcast/clip/sa...">https://muckrack.com/broadcast/clip/sa...</a>	WTOV (NBC)
3.	WJBK-TV (Detroit, MI) - Fox 2 News Morning	Jun 2, 2023	Television	FOX	<a href="https://muckrack.com/broadcast/clip/sa...">https://muckrack.com/broadcast/clip/sa...</a>	WJBK-TV (Detroit, MI)
4.	WJBK-TV (Detroit, MI) - Fox 2 News 10 PM	Jun 2, 2023	Television	FOX	<a href="https://muckrack.com/broadcast/clip/sa...">https://muckrack.com/broadcast/clip/sa...</a>	WJBK-TV (Detroit, MI)
5.	WJBK-TV (Detroit, MI) - Fox 2 News	Jun 1, 2023	Television	FOX	<a href="https://muckrack.com/broadcast/clip/sa...">https://muckrack.com/broadcast/clip/sa...</a>	WJBK-TV (Detroit, MI)
6.	WDAF-TV (Kansas City, MO) - Fox 4 News at 9PM	May 21, 2023	Television	FOX	<a href="https://muckrack.com/broadcast/clip/sa...">https://muckrack.com/broadcast/clip/sa...</a>	WDAF-TV (Kansas City, MO)
7.	WDAF-TV (Kansas City, MO) - Fox 4 News at 6am	May 22, 2023	Television	FOX	<a href="https://muckrack.com/broadcast/clip/sa...">https://muckrack.com/broadcast/clip/sa...</a>	WDAF-TV (Kansas City, MO)
8.	WDAF-TV (Kansas City, MO) - Fox 4 News Morning...	May 21, 2023	Television	FOX	<a href="https://muckrack.com/broadcast/clip/sa...">https://muckrack.com/broadcast/clip/sa...</a>	WDAF-TV (Kansas City, MO)
9.	WDAF-TV (Kansas City, MO) - Fox 4 News Morning...	May 21, 2023	Television	FOX	<a href="https://muckrack.com/broadcast/clip/sa...">https://muckrack.com/broadcast/clip/sa...</a>	WDAF-TV (Kansas City, MO)
10.	WDAF-TV (Kansas City, MO) - Fox 4 News Morning...	May 21, 2023	Television	FOX	<a href="https://muckrack.com/broadcast/clip/sa...">https://muckrack.com/broadcast/clip/sa...</a>	WDAF-TV (Kansas City, MO)
11.	WDAF-TV (Kansas City, MO) - FOX 4 News at 10:30...	May 21, 2023	Television	FOX	<a href="https://muckrack.com/broadcast/clip/sa...">https://muckrack.com/broadcast/clip/sa...</a>	WDAF-TV (Kansas City, MO)
12.	KSHB-TV (Kansas City, MO) - KSHB 41 News at 5p ...	May 21, 2023	Television	NBC	<a href="https://muckrack.com/broadcast/clip/sa...">https://muckrack.com/broadcast/clip/sa...</a>	KSHB-TV (Kansas City, MO)
13.	KSHB-TV (Kansas City, MO) - 41 Action News at 10	May 21, 2023	Television	NBC	<a href="https://muckrack.com/broadcast/clip/sa...">https://muckrack.com/broadcast/clip/sa...</a>	KSHB-TV (Kansas City, MO)
14.	KSHB-TV (Kansas City, MO) - 41 Action News Early ...	May 22, 2023	Television	NBC	<a href="https://muckrack.com/broadcast/clip/sa...">https://muckrack.com/broadcast/clip/sa...</a>	KSHB-TV (Kansas City, MO)
15.	KSHB-TV (Kansas City, MO) - 41 Action News Early ...	May 22, 2023	Television	NBC	<a href="https://muckrack.com/broadcast/clip/sa...">https://muckrack.com/broadcast/clip/sa...</a>	KSHB-TV (Kansas City, MO)
16.	KRGV-TV (Weslaco, TX) - Channel 5 News at Ten	May 24, 2023	Television	ABC	<a href="https://muckrack.com/broadcast/clip/sa...">https://muckrack.com/broadcast/clip/sa...</a>	KRGV-TV (Weslaco, TX)
17.	KMBC-TV (Kansas City, MO) - KMBC First News @5	May 22, 2023	Television	ABC	<a href="https://muckrack.com/broadcast/clip/sa...">https://muckrack.com/broadcast/clip/sa...</a>	KMBC-TV (Kansas City, MO)
18.	KMBC-TV (Kansas City, MO) - KMBC First News	May 22, 2023	Television	ABC	<a href="https://muckrack.com/broadcast/clip/sa...">https://muckrack.com/broadcast/clip/sa...</a>	KMBC-TV (Kansas City, MO)
19.	KMBC-TV (Kansas City, MO) - KMBC 9 News at 10:00	May 21, 2023	Television	ABC	<a href="https://muckrack.com/broadcast/clip/sa...">https://muckrack.com/broadcast/clip/sa...</a>	KMBC-TV (Kansas City, MO)
20.	KMBC-TV (Kansas City, MO) - KMBC 9 NEWS at N...	May 22, 2023	Television	ABC	<a href="https://muckrack.com/broadcast/clip/sa...">https://muckrack.com/broadcast/clip/sa...</a>	KMBC-TV (Kansas City, MO)