

# Public Relations & Earned Media Report

*Print and Online*



GLOBAL FINALS 2024



*Celebrating 25 Years*

## **Prepared for:**

Destination Imagination Global Finals 2024

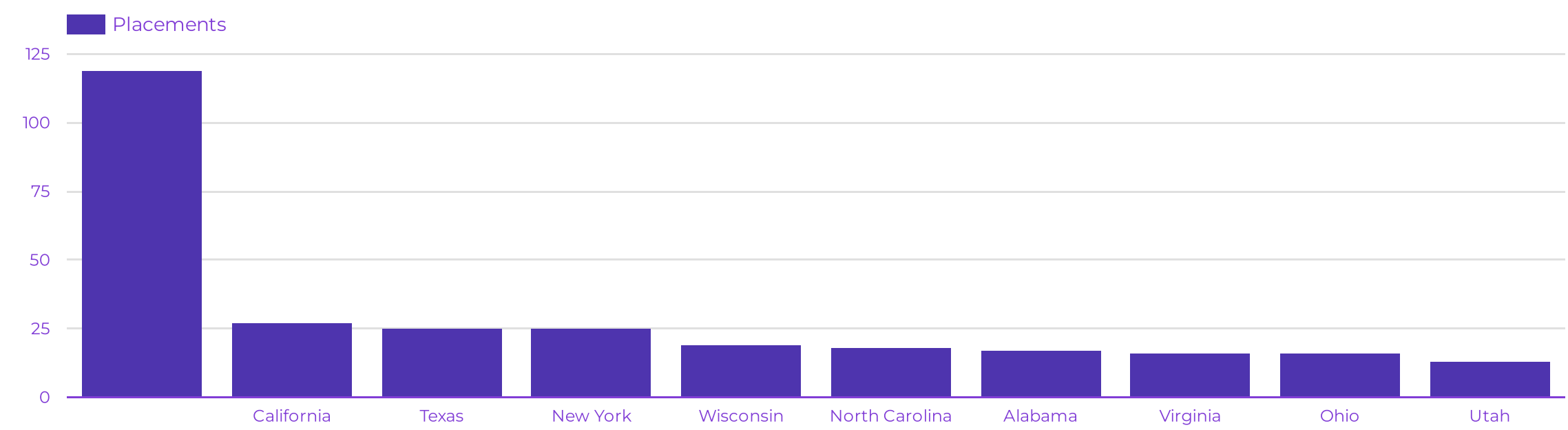
Compiled by Bryar Keyes

Data pulled from May – June, 2024

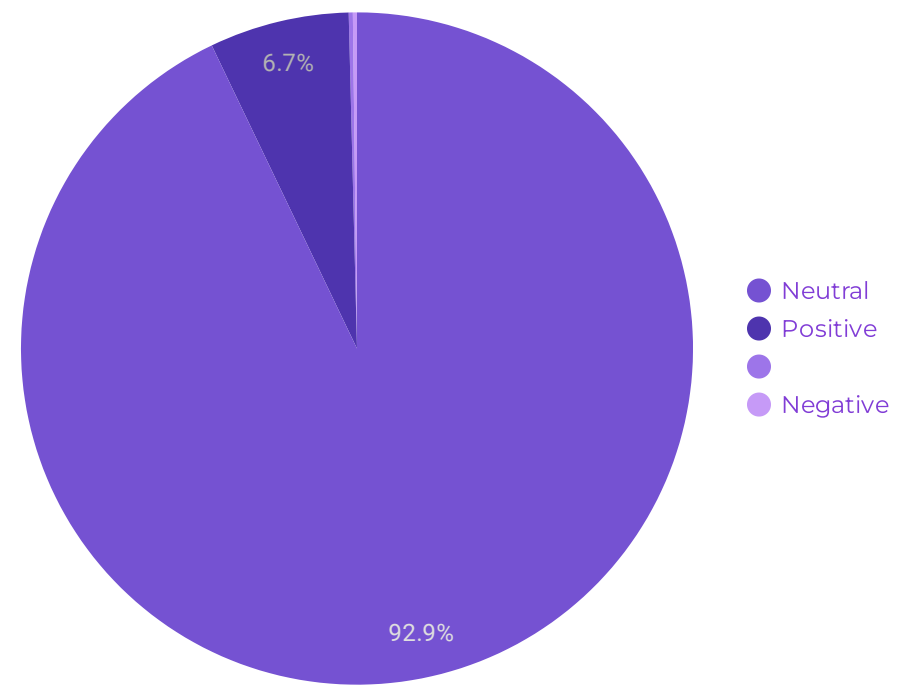
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Online and Print Data Display

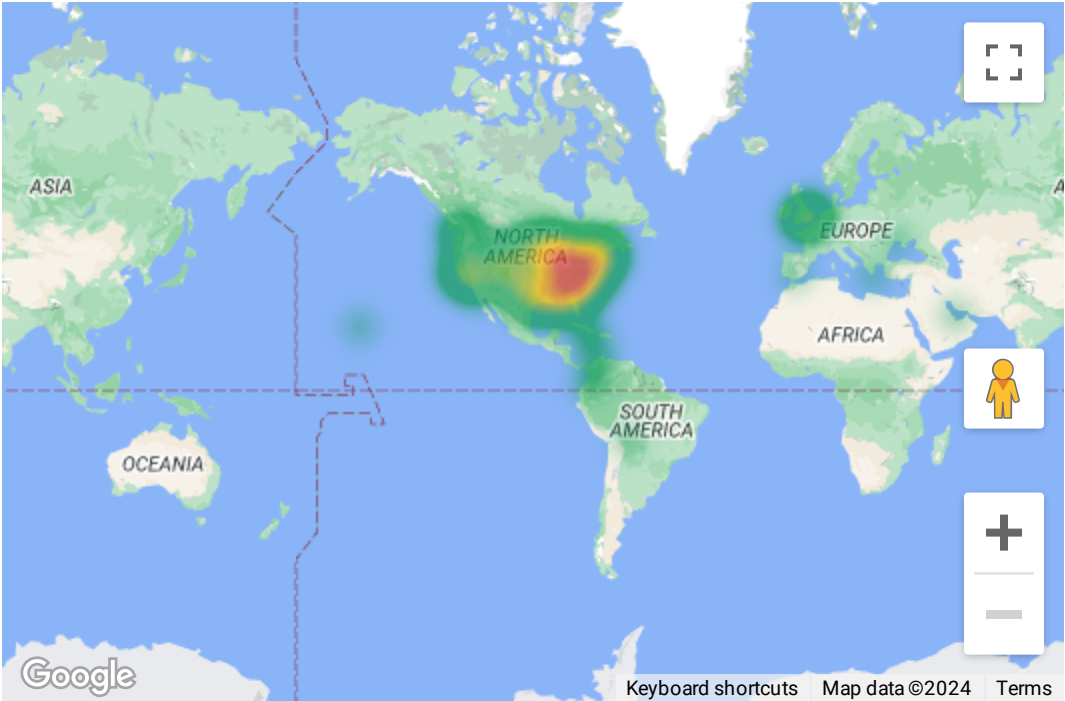
Number of Placements by State



Sentiment



Placement Heat Map



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## Data Summary

Destination Imagination's 2024 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. 505 - Number of Placements** - 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 505 times the release was picked up by journalists.
- 2. 227,246,020 - Desktop Reach** - The total number of people who were reached by this news via desktop, showing the breakdown of viewership by platform.
- 3. 330 - Mobile Reach** - The total number of people who were reached by this via phone browser.
- 4. 71 - Published Date** - The number of individual dates in which the news was published. Where 'number of placements' counts a republish or reshare in the metric, published date only counts one published hit per outlet, per day.
- 5. 51 - Twitter Reach** - This number shows the placements that were published as well to Twitter (X).
- 6. 309 - Facebook Reach** - This number shows the placements that were published as well to Facebook.
- 7. 601,509,386 Total Audience** - the total number people in the orbit of this news that it could have reached by headline and title.
- 8. 121,203 - Engagement** - This number culminates the total likes, shares and comments the article received directly through published channels.
- 9. 15 - Country** - This is the number of countries the news was published in.

## Ad Value Equivalency: \$6,815,090.01

This number is the aggregate of the estimated value of the placements, if they were given a monetary value for the amount of space they take up in the publication, with an algorithm that pulls the average ad space price from the publication and then compares it against the outlet's online domain authority and general credibility.

Number of Placements

506

Desktop Reach

227,246,020

Mobile Reach

330

Published Date

71

Twitter Reach

51

Facebook Reach

309

Total Audience

736,766,494

Engagement



121,203

Country

15

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## Online and Print Data

	Headline	Country	URL	City	Engagement
1.	BV's Hot Tamales take 4th at Destination Imagination global fin...	United States	<a href="https://www.chaffeecountytimes.c...">https://www.chaffeecountytimes.c...</a>	Buena Vista	289
2.	Parkview Destination Imagination teams perform well at globa...	United States	<a href="https://www.beloitdailynews.com/...">https://www.beloitdailynews.com/...</a>	Beloit	2
3.	Midlothian Fifth Graders Compete in Destination Imagination's ...	United States	<a href="https://www.focusdailynews.com/...">https://www.focusdailynews.com/...</a>	DeSoto	211
4.	Global finals of Destination Imagination brings together young ...	United States	<a href="https://www.kmbc.com/article/glo...">https://www.kmbc.com/article/glo...</a>	null	4
5.	Rocktown Team Wins Fourth In Global Finals	United States	<a href="https://www.dnronline.com/news/r...">https://www.dnronline.com/news/r...</a>	Harrisonburg	87
6.	Badger High School Destination Imagination students particip...	United States	<a href="https://lakegenevanews.net/news/l...">https://lakegenevanews.net/news/l...</a>	Lake Geneva	69
7.	DI Botswana on a mission to spread STEAM education	Botswana	<a href="https://www.mmegi.bw/news/di-b...">https://www.mmegi.bw/news/di-b...</a>	null	492
8.	Lakeland Students Excel at Destination Imagination Finals	United States	<a href="https://news.halstonmedia.com/se...">https://news.halstonmedia.com/se...</a>	null	0
9.	Parkview students compete in Destination Imagination challen...	United States	<a href="https://themonroetimes.com/com...">https://themonroetimes.com/com...</a>	Monroe	2
1...	Minnesota Students Build RFID-Based Gun Detection System	United States	<a href="https://www.govtech.com/educati...">https://www.govtech.com/educati...</a>	Folsom	518
11.	Fifth-Grade 'Mind Masters' Imagine Way to Eighth Place in Glob...	United States	<a href="https://www.peoplenewspapers.co...">https://www.peoplenewspapers.co...</a>	Dallas	352
1...	Could a system developed by high school students reduce sch...	United States	<a href="tribune:MS:Could+a+system+devel...">tribune:MS:Could+a+system+devel...</a>	Minneota	2874
1...	Could a system developed by high school students reduce sch...	United States	<a href="https://www.startribune.com/coul...">https://www.startribune.com/coul...</a>	Minneapolis	2881
1...	 National best friend & permanent jewelry party and 7 more e...	United States	<a href="https://patch.com/texas/irving-tx/h...">https://patch.com/texas/irving-tx/h...</a>	null	0
1...	Destination Imagination teams compete at Global Finals	United States	<a href="https://www.mi-reporter.com/new...">https://www.mi-reporter.com/new...</a>	Bellevue	26
1...	Mt. Pleasant students aim high with trip to NASA	United States	<a href="https://mainstreetmediatn.com/arti...">https://mainstreetmediatn.com/arti...</a>	null	135
17.	 McKesson in Irving appoints healthcare leader Dunsire	United States	<a href="https://patch.com/texas/irving-tx/m...">https://patch.com/texas/irving-tx/m...</a>	null	0
1...	Lakeside (Nine Mile Falls): Emilee Vincent eyes chemical engine...	United States	<a href="https://www.spokesman.com/stori...">https://www.spokesman.com/stori...</a>	Spokane	1136
1...	Charles County Teams Advance to Global Destination Imaginat...	United States	<a href="https://southernmarylandchronicle...">https://southernmarylandchronicle...</a>	Oakland	169
2...	Record Number of Katy ISD Teams Represent District at Global ...	United States	<a href="https://thekatynews.com/2024/06/...">https://thekatynews.com/2024/06/...</a>	Katy	122
2...	Emerging Leaders: Calista Sweeney and Apeksha Agarwal	United States	<a href="https://www.wmdt.com/2024/06/e...">https://www.wmdt.com/2024/06/e...</a>	Salisbury	589
2...	Sukces białostockich uczniów w światowych finałach olimpiad...	Poland	<a href="https://www.radio.bialystok.pl/wiad...">https://www.radio.bialystok.pl/wiad...</a>	null	2
2...	Wayzata teens founded a nonprofit to find solutions to reduce s...	India	<a href="https://thebharatexpressnews.com...">https://thebharatexpressnews.com...</a>	null	5