



Fall 2016 Earned Media Coverage
DRAFT SUMMARY
December 12, 2016

Below is an in-progress list of media coverage from the fall 2016 *Street Smart* campaign. Audience reach and publicity valuation require additional research to be determined. A full summary will be submitted upon completion.

TV BROADCAST NEWS STORIES

DATE	TIME	CHANNEL		PROGRAM	RUNTIME
Oct 4 2016	10:00 PM	WTTG	FOX	Fox 5 News at 10PM	00:04:49
Nov 6 2016	12:00 AM	News Channel 8		Weekend Nightside Report at 12AM	00:01:19
Nov 5 2016	8:30 AM	WRC	NBC	News 4 Today at 9AM Saturday	00:01:36
Nov 5 2016	6:00 AM	WRC	NBC	News 4 Today at 6AM	00:02:08
Nov 4 2016	10:00 PM	News Channel 8		Evening News at 10PM	00:01:18
Nov 4 2016	7:00 PM	News Channel 8		Evening News at 7PM	00:05:54
Nov 4 2016	6:00 PM	News Channel 8		Afternoon Report at 6PM	00:05:33
Nov 4 2016	6:00 PM	WFDC	UNIVISION	Noticias Univision Washington 6PM	00:01:00
Nov 4 2016	5:56 PM	WRC	NBC	News 4 at 6PM	00:02:14
Nov 4 2016	5:00 PM	WRC	NBC	News 4 at 5PM	00:02:21
Nov 4 2016	5:00 PM	WTTG	FOX	Fox 5 News at 5PM	00:00:27
Nov 4 2016	5:00 PM	WJLA	ABC	ABC 7 News at 5PM	00:01:56
Nov 4 2016	4:00 PM	WRC	NBC	News 4 at 4PM	00:02:13
Nov 4 2016	11:00 AM	WRC	NBC	News 4 Midday	00:00:49
Nov 4 2016	11:00 AM	WRC	NBC	News 4 Midday	00:01:58
Nov 4 2016	10:00 AM	WTTG	FOX	Fox 5 Morning News at 10AM	00:00:27
Nov 4 2016	6:00 AM	WUSA	CBS	9 News Now at 6AM	00:01:34
Nov 4 2016	6:00 AM	WRC	NBC	News 4 Today at 6AM	00:00:48
Nov 4 2016	5:00 AM	WUSA	CBS	9 News Now at 5AM	00:01:51
Nov 4 2016	5:00 AM	WRC	NBC	News 4 Today at 5AM	00:01:09
Nov 4 2016	5:00 AM	WJLA	ABC	Good Morning Washington at 5AM	00:01:52
Nov 4 2016	5:00 AM	WRC	NBC	News 4 Today at 5AM	00:00:22
Nov 4 2016	4:30 AM	WTTG	FOX	Fox 5 Morning News at 430AM	00:04:15
Nov 4 2016	4:30 AM	WRC	NBC	News 4 Today at 430AM	00:00:30
Nov 26 2016	7:00 AM	WTTG	FOX	Fox 5 Morning News at 7AM	00:02:44
Nov 21 2016	5:56 PM	WTTG	FOX	Fox 5 News Edge at 6PM	00:00:18
Nov 17 2016	6:00 AM	WRC	NBC	News 4 Today at 6AM	00:00:27
Nov 16 2016	12:00 PM	WJLA	ABC	ABC 7 News at Noon	00:02:09
Nov 16 2016	8:00 AM	News Channel 8		Morning Report at 8AM	00:01:17
Nov 15 2016	6:00 AM	WRC	NBC	News 4 Today at 6AM	00:01:33
Nov 15 2016	6:00 AM	WRC	NBC	News 4 Today at 6AM	00:01:17
Nov 15 2016	5:00 AM	WRC	NBC	News 4 Today at 5AM	00:00:28
Nov 15 2016	5:00 AM	WRC	NBC	News 4 Today at 5AM	00:01:33
Nov 26 2016	7:30 AM	WTTG	FOX	Fox 5 News Morning	00:04:14

RADIO BROADCAST NEWS STORIES

DATE	TIME	CHANNEL	RUNTIME
Nov 8 2016	NA	WMAL-AM	00:00:31
Nov 14 2016	9:45 PM	WTOP-FM	00:01:35
Nov 14 2016	4:45 PM	WTOP-FM	00:01:02
Nov 14 2016	3:30 PM	WTOP-FM	00:01:08
Nov 19 2016	9:45 PM	WTOP-FM	00:01:57
Nov 19 2016	7:45 PM	WTOP-FM	00:01:16
Nov 20 2016	10:45 PM	WTOP-FM	00:01:25
Dec 7 2016	NA	WAMU-FM	00:04:33

ONLINE NEWS ARTICLES

DATE	SOURCE
Oct 4 2016	FOX5DC
Oct 16 2016	Washington Post
Oct 16 2016	Washington Post
Oct 28 2016	Burke Patch
Oct 28 2016	Lorton Patch
Oct 28 2016	McLean Patch
Oct 28 2016	Kingstowne Patch
Oct 28 2016	Chantilly Patch
Oct 28 2016	Falls Church Patch
Oct 28 2016	Oakton Patch
Oct 28 2016	Centreville Patch
Oct 28 2016	Reston Patch
Oct 28 2016	Mount Vernon Patch
Oct 28 2016	Fairfax City Patch
Oct 28 2016	Fairfax Station Patch
Oct 28 2016	Herndon Patch
Oct 28 2016	Vienna Patch
Oct 28 2016	Annandale Patch
Oct 28 2016	WTOP
Oct 28 2016	Inside Nova
Oct 28 2016	Curbed NY
Oct 31 2016	Reston Patch
Oct 31 2016	Herndon Patch
Nov 3 2016	WJLA
Nov 4 2016	NBC Washington
Nov 4 2016	DCist
Nov 4 2016	NBC Washington
Nov 4 2016	FOX5DC
Nov 7 2016	Washington Post
Nov 7 2016	Washington Post
Nov 7 2016	WUSA9
Nov 8 2016	WMAL
Nov 11 2016	Washington Hispanic
Nov 14 2016	WTOP
Nov 15 2016	NBCWashington.com
Nov 22 2016	NBCWashington.com
Dec 7 2016	WAMU