

**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**

**SPRING 2013 EARNED MEDIA COVERAGE DRAFT**

***Street Smart* Public Education Campaign**

Below is an in-progress list of media coverage from the spring 2013 *Street Smart* campaign. Audience reach and publicity valuation require additional research to be determined. A full summary will be submitted upon completion.

**RADIO COVERAGE**

| **DATE** | **TIME***(total run time)* | **STATION** | **SHOW** |
| --- | --- | --- | --- |
| 4/09/2013 | 04:00 pm *(0:52)* | WTOP-FM | 4:00pm news |
| 4/09/2013 | 06:00 pm *(2:26)* | WTOP-FM | 6:00pm news |
| 4/10/2013 | 5:00 am*(2:32)* | WTOP-FM | 5:00am news |
| 4/10/2013 | 10:00 am *(2:25)*  | WMAL-FM | Chris Plante |

**ONLINE COVERAGE**

| **DATE** | **MEDIA OUTLET** | **FORMAT** |
| --- | --- | --- |
| 4/9/2013 | MyFoxDC.com | Online (video) |
| 4/9/2013 | TVWFDC.com (Univision) | Online (video) |
| 4/9/2013 | DCist.com | Online |
| 4/10/2013 | Greater Greater Washington | Online (blog) |
| 4/10/2013 | TheWashCycle.com | Online (blog) |
| 4/10/2013 | CBS Washington Local | Online (audio) |
| 4/10/2013 | WTOP.com | Online (audio) |
| 4/11/2013 | WJLA.com | Online (video) |
| 4/13/2013 | Washington Times | Online |
| 4/13/2013 | Alexandria News  | Online |
| 4/15/2013 | Washington Post | Online |
| 4/19/2013 | Gazette.net | Online |
| 4/20/2013 | Silver Spring Patch | Online |
| 4/20/2013 | Bethesda Patch | Online |
| 4/20/2013 | Washington Post | Online |
| 4/25/2013 | TheSentinal.com | Online |
| 4/30/2013 | Clarendon-Courthouse-Rosslyn Patch | Online |
| 4/9/2013 | TVWFDC.com | Online (video) |
| 5/8/2013 | InsideNOVA.com | Online |
| 5/9/2013 | Gazette.net | Online |

**TELEVISION COVERAGE**

| **DATE** | **TIME** | **STATION** | **SHOW** | **ESTIMATED AUDIENCE** |
| --- | --- | --- | --- | --- |
| 4/9/2013 | 4:30am | WJLA (ABC) | Good Morning Washington at 4:30AM | 12,551 |
| 4/9/2013 | 5:00am | WTTG (FOX) | Fox 5 Morning News at 5AM | 38,402 |
| 4/9/2013 | 5:00am | News Channel 8 | Morning Report at 5am | 4,635 |
| 4/9/2013 | 6:00am | WTTG (FOX) | Fox 5 Morning News at 6AM | 70,769 |
| 4/9/2013 | 6:00am | News Channel 8 | Morning Report at 6am | 4,754 |
| 4/9/2013 | 8:00am | News Channel 8 | Morning Report at 8am | 6,139 |
| 4/9/2013 | 2:00pm | News Channel 8 | Afternoon Report at 2pm | 6,172 |
| 4/9/2012 | 3:00 pm  | News Channel 8 | Afternoon Report at 3pm  | 8,074 |
| 4/9/2013 | 5:00pm | WJLA (ABC) | ABC 7 News at 5pm  | 53,840 |
| 4/9/2013 | 5:00pm | WTTG (FOX) | Fox 5 News at 5PM | 58,082 |
| 4/9/2013 | 6:00pm | WZDZ (Telemudo) | Telenoticias Washington at 6PM | 9,123 |
| 4/9/2013 | 10:00pm | WTTG (FOX) | Fox 5 News at 10PM | 153,093 |
| 4/9/2013 | 11:00pm | WZDZ (Telemudo) | Telenoticias Washington at 11PM | 6,530 |
| 4/10/2013 | 5:00am | WTTG (FOX) | Fox 5 Morning News at 5AM | 38,402 |
| 4/11/2013 | 10:00am  | News Channel 8 | NewsTalk at 10am  | 8,519 |
| 4/11/2013 | 1:00pm | News Channel 8 | NewsTalk at 1pm | 5,627 |
| 4/12/2013 | 4:00pm | WRC (NBC)  | News 4 at 4pm | 85,308 |
| 4/14/2013 | 7:00am | WRC (NBC) | News 4 Today at 7am (Viewpoint) | 70,859 |
| 4/14/2013 | 10:00pm | WTTG (FOX) | Fox 5 News at 10PM | 78,766 |
| **TOTAL**  |  |  |  | **719,645** |