



## 2015 Media Metrics – January to May 14

Estimated total impressions: \*More than 53 million (Number of people who consumed information about Legacy)

Total publicity value: \* More than \$48,000

*\*These numbers include press releases distributed (by other parties) through the PR Newswire*

Total number of placements – **47**

- *Proactive (Includes bylined articles, The Pulse, etc.)* – **18**
  - **TV** – 2
  - **Radio** – 6
  - **Print** – 10
- *Reactive, Mention, Event promotion* – **29**
  - **TV** – 1
  - **Radio** – 3
  - **Print** – 25
- Metrics by month
  - *Proactive*
    - **January** – 4 placements
    - **February** – 4 placements
    - **March** – 4 placements
    - **April** – 2 placements
    - **May** – 4 placements
  - *Reactive, Mention, Event promotion*
    - **January** – 8 placements
    - **February** – 2 placements
    - **March** – 10 placements
    - **April** – 9 placements
    - **May** – 0 placements



## **Notable stories in 2015 (Proactive, Reactive and Mentions)**

- Jan 1 – **OutSmart:** Venita’s story – From darkness to light (**Proactive – Bylined article**)
- Jan 27 – **Houston Chronicle:** For uninsured, uncertainty on taxes (**Reactive**)
- Jan 29 – **Univision 45:** Healthy Super Bowl snacks (**Reactive**)
- Jan 31 – **Houston Chronicle:** Texas Medicaid, Legacy squabble over high cost of reimbursement (**Reactive – Front page story**)
- Feb 10 – **FOX 26:** PrEP / Black HIV awareness (**Proactive**)
- March 1 – **OutSmart:** Transgender youth and health care needs (**Proactive – Bylined article**)
- March 1 – **OutSmart:** LGBT health care discrimination (**Reactive**)
- March 11 – **Houston Chronicle:** Underbelly fundraiser (**Mention**)
- March 12 – **Baytown Sun:** Legacy Little Readers (**Proactive**)
- March 16 – **CROI Foundation:** How CROI restored my hope (**Proactive – Bylined article**)
- March 16 – **KPFT 90.1 FM Queer Voices:** LGBT Health Week / Mental health legislation (**Proactive**)
- March 18 – **Univision 45:** Early literacy and the integration into pediatric health care (**Proactive**)
- March 23 – **Dallas Voice:** HIV in the Texas Lege (**Reactive**)
- March 23 – **KPFT 90.1 FM The Pulse** LGBT discrimination / bullying (**Proactive – Legacy media platform**)
- April 6 – **KPFT 90.1 FM The Pulse:** AIDS Watch 2015 (**Proactive – Legacy media platform**)
- April 7 – **Houston Chronicle:** Medical marijuana in Texas / Syringe exchange (**Reactive**)



April 17 – **Free Press Houston**: LGBT discrimination / Romeo and Juliet law **(Reactive)**

April 20 – **KPFT 90.1 FM The Pulse**: Sex education in Texas **(Proactive – Legacy media platform)**

April 29 – **Houston Public Media – Houston Matters**: STD rates in Harris County **(Reactive)**

April 30 – **Houston Chronicle**: Who's who in Houston **(Reactive)**

May 1 – **OutSmart**: HIV criminalization / SB 779 **(Proactive – Bylined article)**

May 4 – **KPFT 90.1 FM The Pulse**: Intimate partner violence **(Proactive – Legacy media platform)**

May 11 – **KPFT 90.1 FM Queer Voices**: HIV prevention funding / SB 779 **(Proactive)**

May 14 – **KPRC Channel 2**: Legacy Little Readers **(Proactive)**

#### Other notable data points

- **Legacy health care providers and staff are seen as experts** – Dr. Jennifer Feldmann was invited to speak by the Montrose Centers' NEST group to speak about LGBTQ youth after several members of the group read the OutSmart – Transgender youth and health care needs article. There are more than 60 organizations a part of the NEST group which include, Mental Health America, Harris County Office of Social Services, City of Houston – Mayor's Office, Rice University and the Office of State Representative, Jessica Farrar. Also, in the 'HIV in the TX lege' piece written by the Dallas Voice, the reporter refers to Januari Leo, director of public affairs, as Texas' 'go-to girl' when it comes to monitoring HIV/AIDS related bills in the Texas legislature.
- **We were included in more PR Newswire releases** – Legacy received more impression numbers because the organization was mentioned in more press releases that were distributed through the PR Newswire. The 'Wire' is a database that includes more than 10,000 syndicated websites and has more than 500,000 journalists and influencers in its network