

In the News...Back to School, KIPP Care & Healthy Starts July 2014 to September 2104

Date	Outlet	Outreach type	Medium	Story/Topic	Audience	Subject Matter Expert	Impressions or Circulation # & Publicity value
7/11	Beaumont Enterprise	Proactive	Print	Importance of prenatal care	General pop.	Pamela St. Amand OB/GYN	21,717 circ. Publicity value \$65
7/13	Houston Chronicle	Mention	Print	KIPP expands with community-based model	General pop.	N/A	360,000 circ. Publicity value \$1,163.89
7/18	Houston Chronicle	Mention	Print	New KIPP venture turns school into community hub	General pop.	N/A	360,000 circ. Publicity value \$5,052
8/7	Univision	Proactive	TV	Healthy school lunches	Hispanic	Paola Rondon Health Promotions & Nutrition	5,000 viewers Publicity value \$500
8/11	Univision	Proactive	TV	Health & school sports	Hispanic	Johanna Matos KIPP Care	5,000 viewers Publicity value \$500
8/15	KPFT 90.1 FM Open Journal	Invitation for medical expertise	Radio	Children & head injuries Heads in Helmets	General pop.	Lia Rodriguez Pediatrics	125,000 listeners Publicity value Unknown
8/20	Univision	Proactive	TV	Getting children adjusted back to school	Hispanic	Erica Avery Behavioral Health	5,000 viewers Publicity value \$500
8/21	Baytown Sun	Proactive (Submission by the Community Relations Team)	Print	Legacy give back (Back to School)	General pop.	N/A	9,363 readers Publicity value \$23
9/9	Familias Latinas	Advertorial	Print	What is KIPP Care?	Hispanic	Ciandra Jackson (Content provider)	25,000 readers Publicity value N/A



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Estimated total impressions: **916,080** (Number of people who consumed information about Legacy)

*Total publicity value: **\$7,913.83**

- Beaumont Enterprises: **21,717 readers** (Print)
- Houston Chronicle: **360,000 readers** (Print)
- Familias Latinas: **25,000 readers** (Print)
- Univision 45 Vive La Manana: **5,000** viewers
- Baytown Sun: **9,363 readers** (Print)
- KPFT 90.1 FM Open Journal: **125,000** listeners

- Number of mentions: **2**
- Proactive outreach: **5**
- Invitation for medical expertise: **1**
- Advertorial: **1**

* The publicity value is a calculation that estimates the price that professional media buyers would pay for that amount of exposure for that particular outlet. It provides a numeric value that allows you to compare the value of an article to another article. If you need more information about the publicity value methodology, please contact Ciandra Jackson