

In the News...2014 Flu Season September 20 – October 20

Date	Outlet	Outreach type	Medium	Story/Topic	Audience	Subject Matter Expert	Impressions or Circulation # & Publicity value
9/23	MEGA 101 FM	Proactive	Radio	Get a flu shot, especially children	Hispanic	Dr. Lia Rodriguez	830,800 listeners \$42 pub. value
9/29	African American News & Issues	Proactive	Print	African-American misconceptions about flu vaccines raises their risk of getting sick this Flu season	African American	Dr. Tamisha Jones	425,000 readers \$82.73 pub. value
10/19	Majic 102.1 FM Sunday Morning Live	Proactive	Radio	Get a flu shot, especially children, low vaccination rates for African Americans	African American	Dr. Tamisha Jones	869,400 listeners \$175 pub. value

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Estimated total impressions: 2,125,200 (Number of people who consumed information about Legacy)

***Total publicity value:** \$299.73

- **African American News and Issues:** 425,000 readers (Print)
- **Majic 102.1 FM:** 869,400 listeners
- **MEGA 101 FM:** 830,800 listeners

- **Proactive outreach:** 3

* 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