

In the News... Voting Matters

September 9 to October 24

Date	Outlet	Outreach type	Medium	Story/Topic	Audience	Subject Matter Expert / Writer	Impressions or Circulation # & Publicity value
9/9	Houston Chronicle	Proactive	Print	Letter to the Editor: You can't win if you don't play - Voting matters	General pop.	Ciandra Jackson	360,000 circ. \$23 publicity value
9/22	KPFT 90.1 FM Queer Voices	Proactive	Radio	Voting matters in this year's mid-term, gubernatorial election	LGBT	Januari Leo	125,000 listeners Unknown publicity value
10/2	KPFT 90.1 FM Open Journal	Proactive	Radio	Participate in this year's mid-term, gubernatorial election / Voter ID laws	General pop.	Amanda Williams & Russell Etherton (Neighborhood Centers)	125,000 listeners Unknown publicity value
10/1	OutSmart	Guest writer	Print	Women of color and voting	LGBT	Amanda Williams	95,000 circ. \$62.82
10/24	Dallas Morning News	Proactive	Print	Letter to the Editor: Vote with Care	General pop.	Januari Leo	413,480 circ. \$277 publicity value

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Estimated total impressions: 1,118,480 (Est. Number of people who consumed information about Legacy)

***Total publicity value:** \$362.82

- **Houston Chronicle:** 360,000 readers (Print)
- **OutSmart:** 95,000 readers (Online)
- **KPFT 90.1 FM Open Journal:** 125,000 listeners
- **Dallas Morning News:** 413,480 readers (Print)
- **Proactive outreach:** 4
- **Guest writing:** 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