



2018 Campaign Media Report: Spring Aboard: Take A Boating Course

TOTAL MENTIONS

278

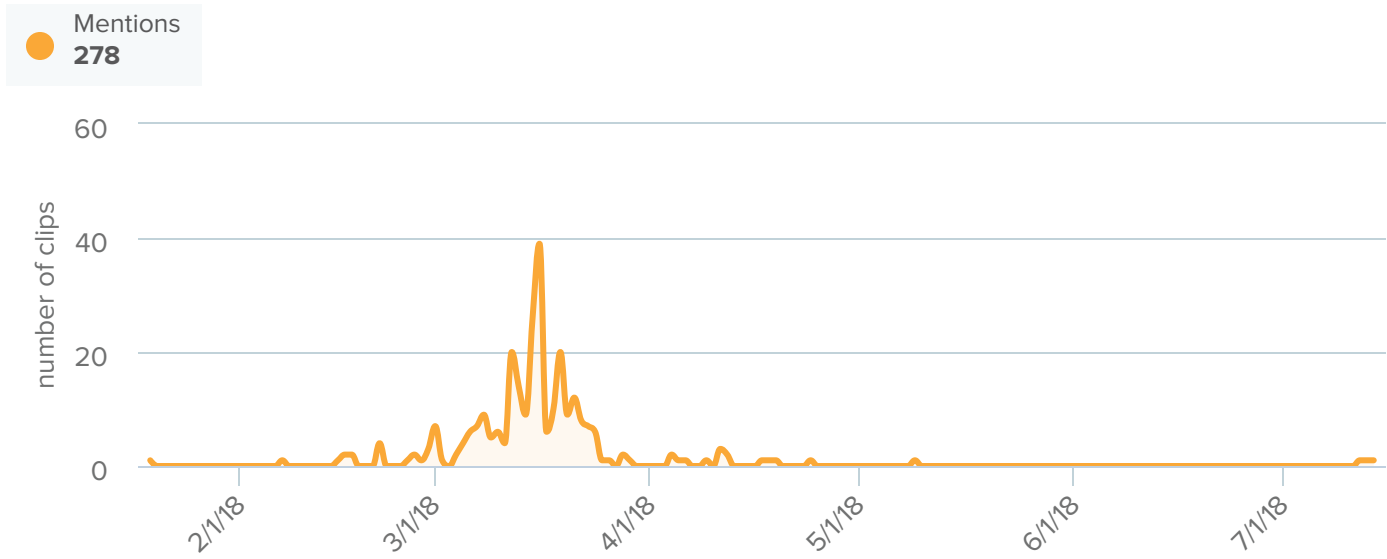
TOTAL REACH

62.4M

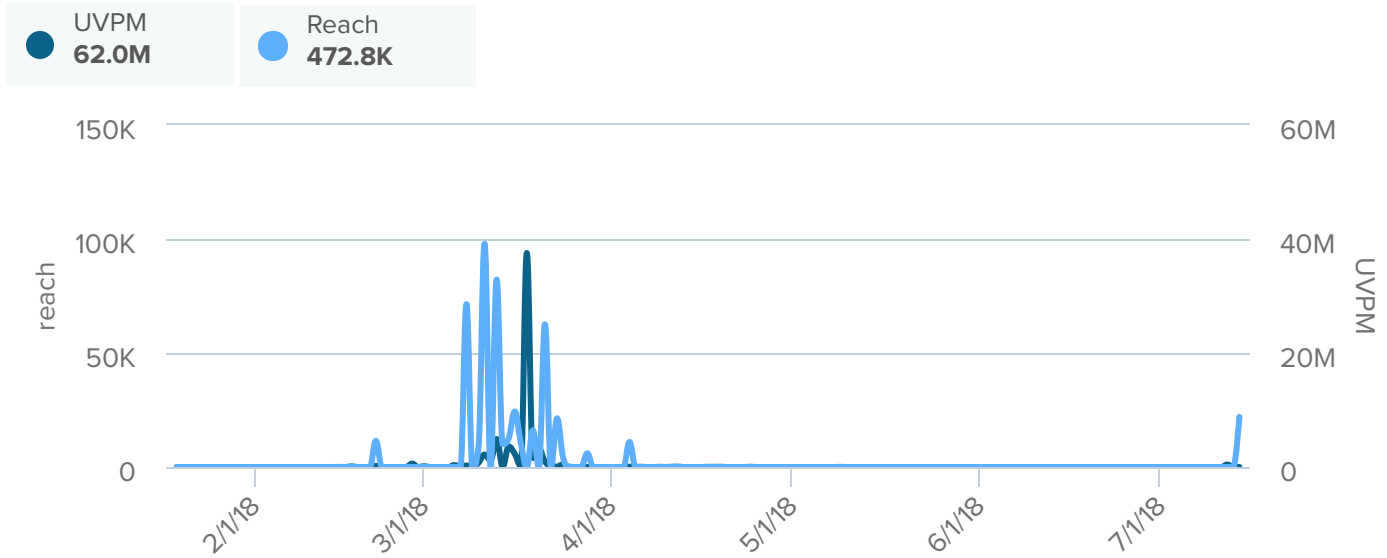
TOTAL PUBLICITY VALUE

\$622

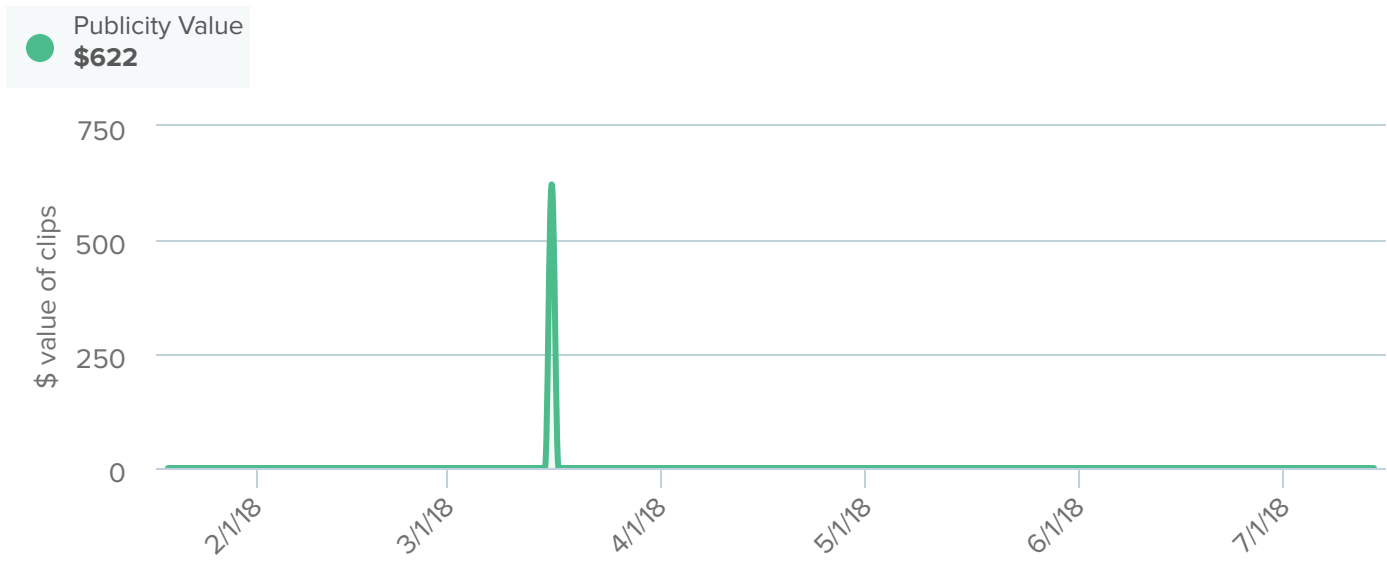
TOTAL MENTIONS



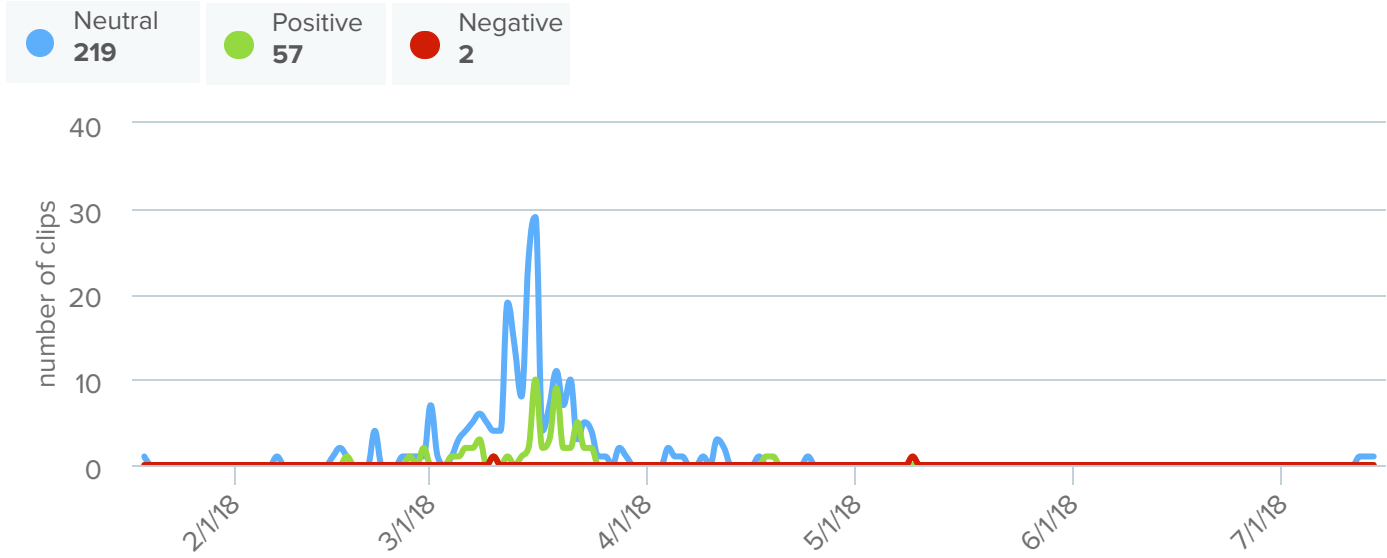
REACH



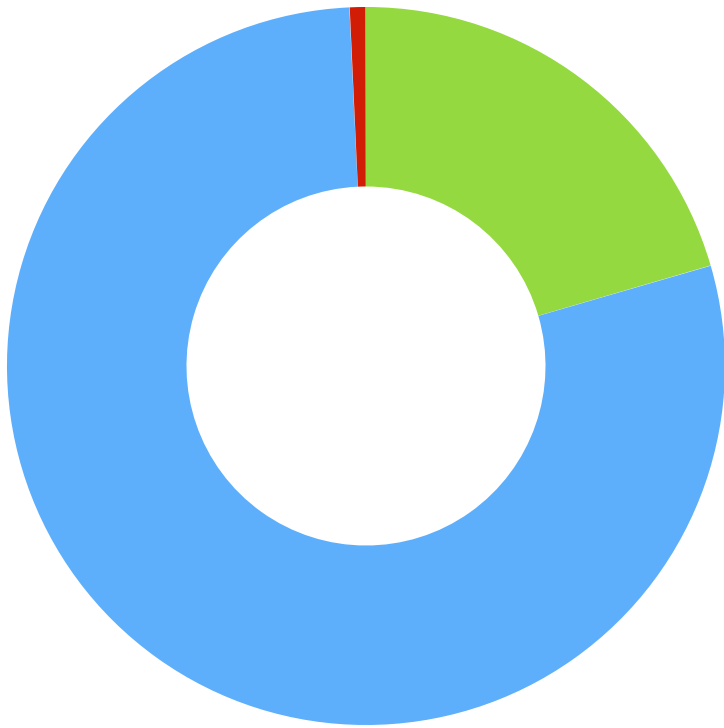
VALUE OF COVERAGE



SENTIMENT OVER TIME

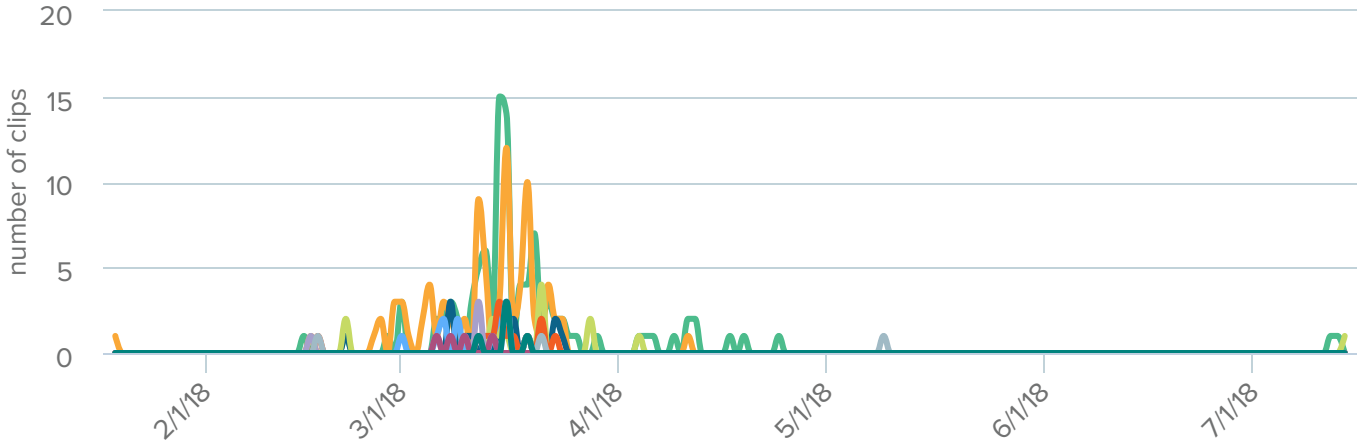


SHARE OF SENTIMENT

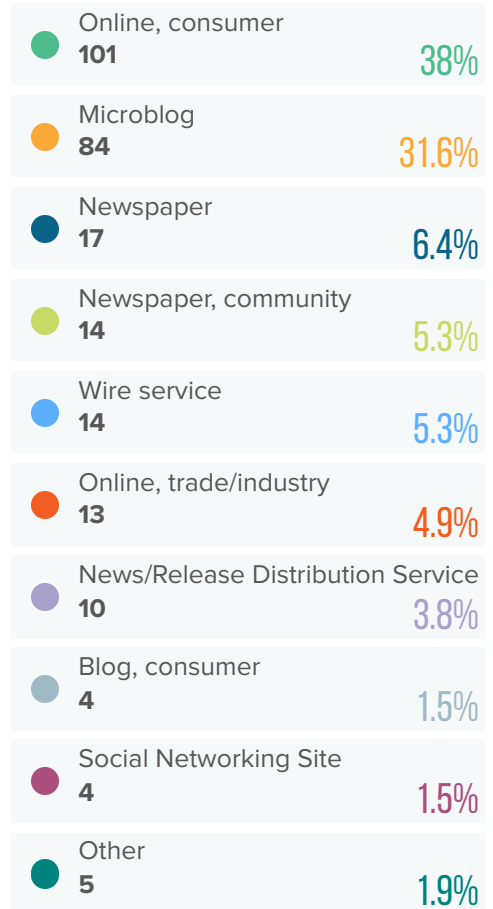
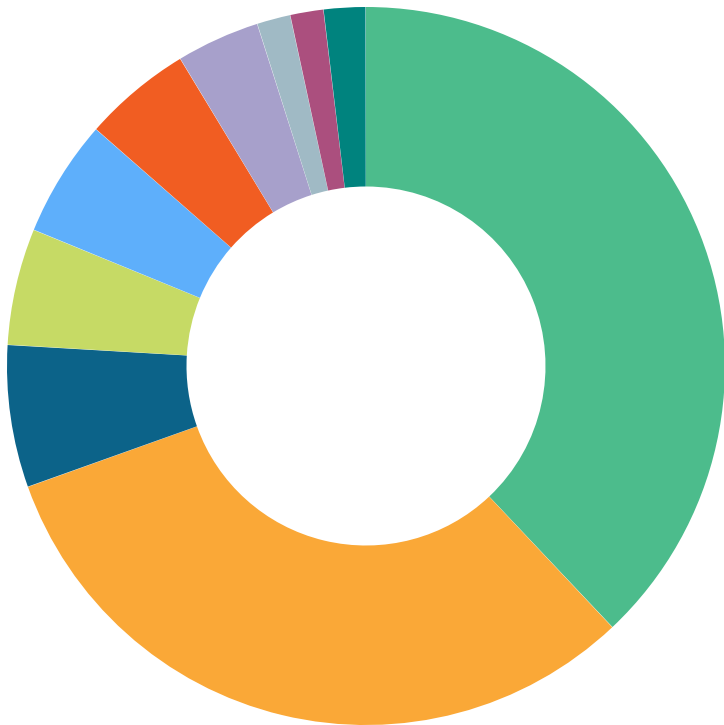


Positive	57	20.5%
Neutral	219	78.8%
Negative	2	0.7%

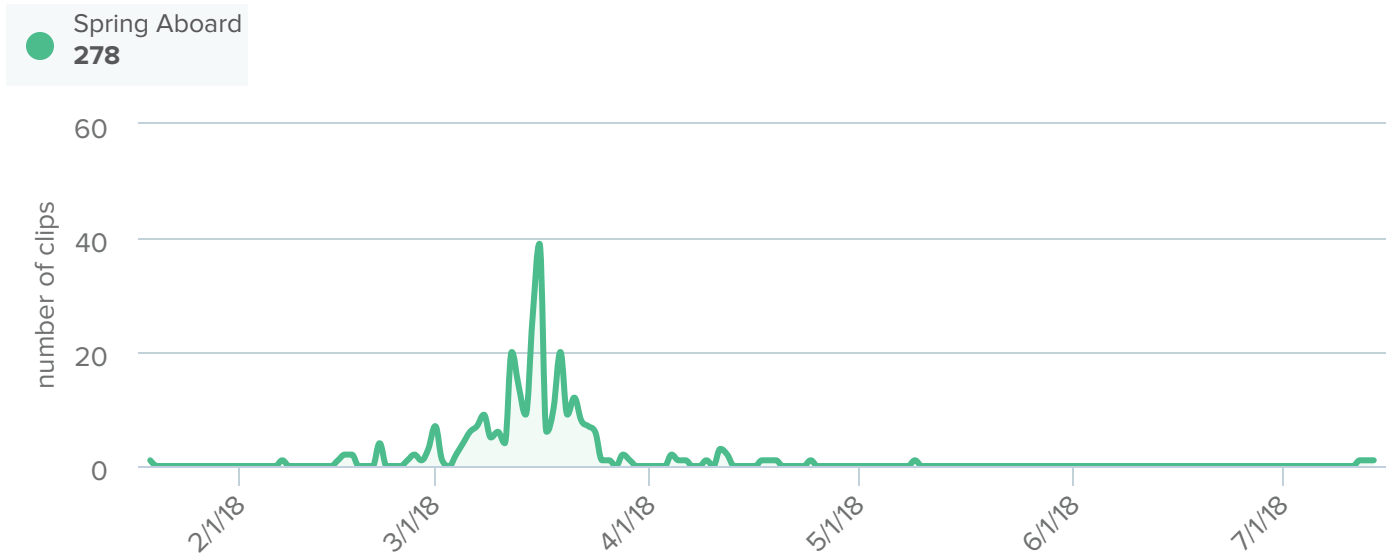
TREND OF COVERAGE BY MEDIA TYPE



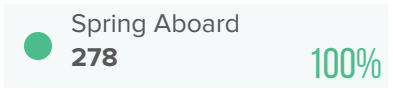
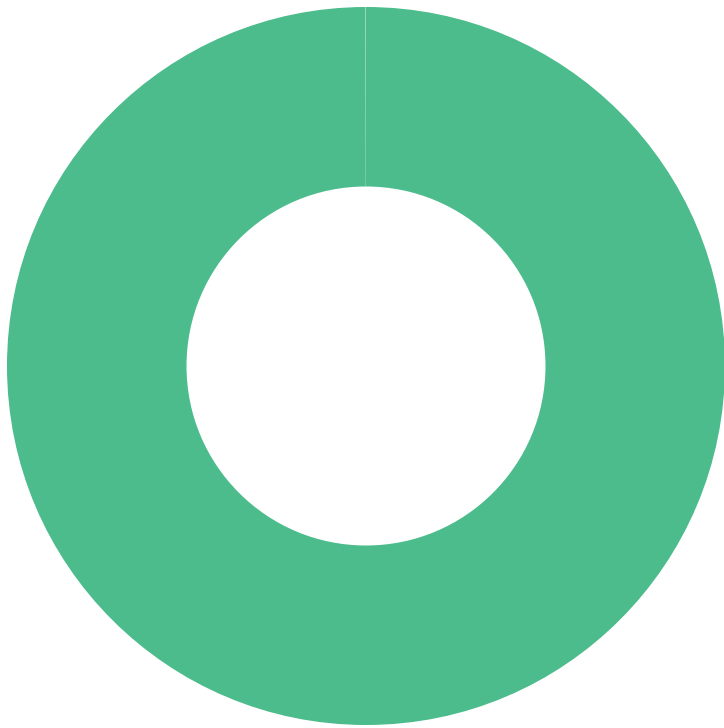
SHARE OF COVERAGE BY MEDIA TYPE



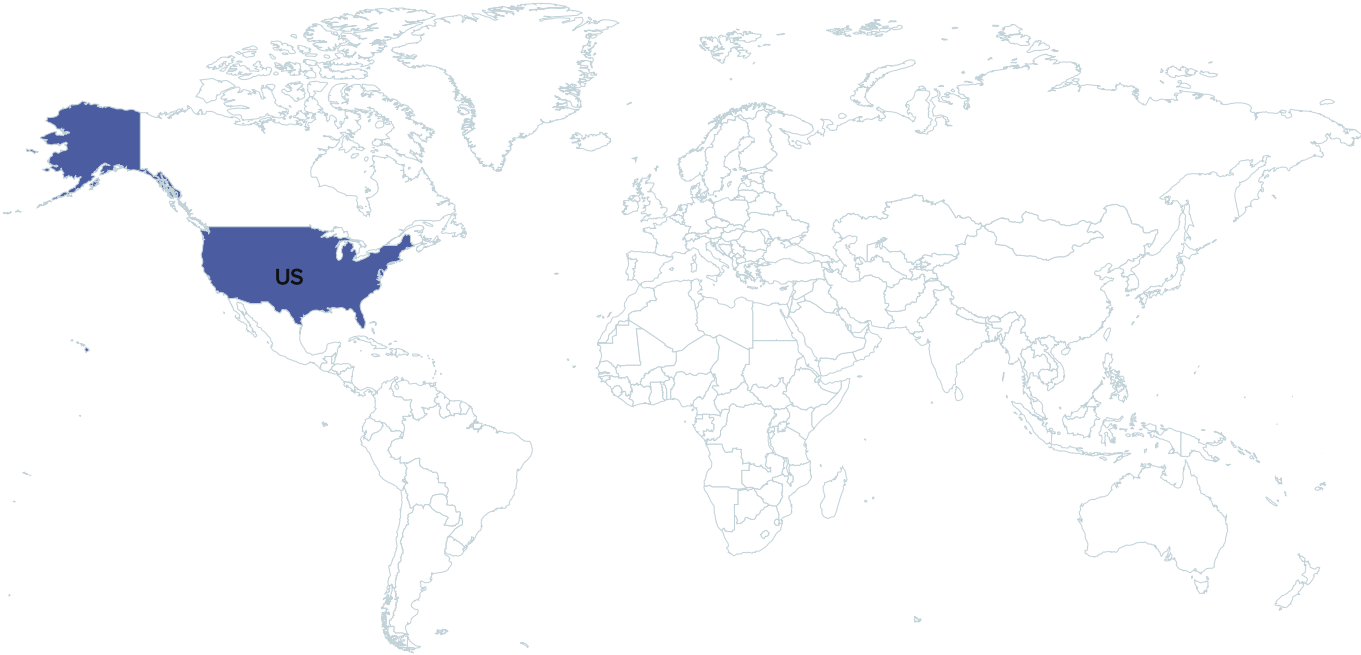
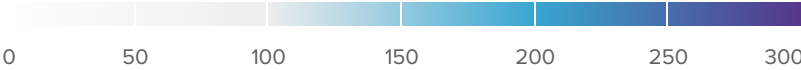
MINDSHARE OVER TIME



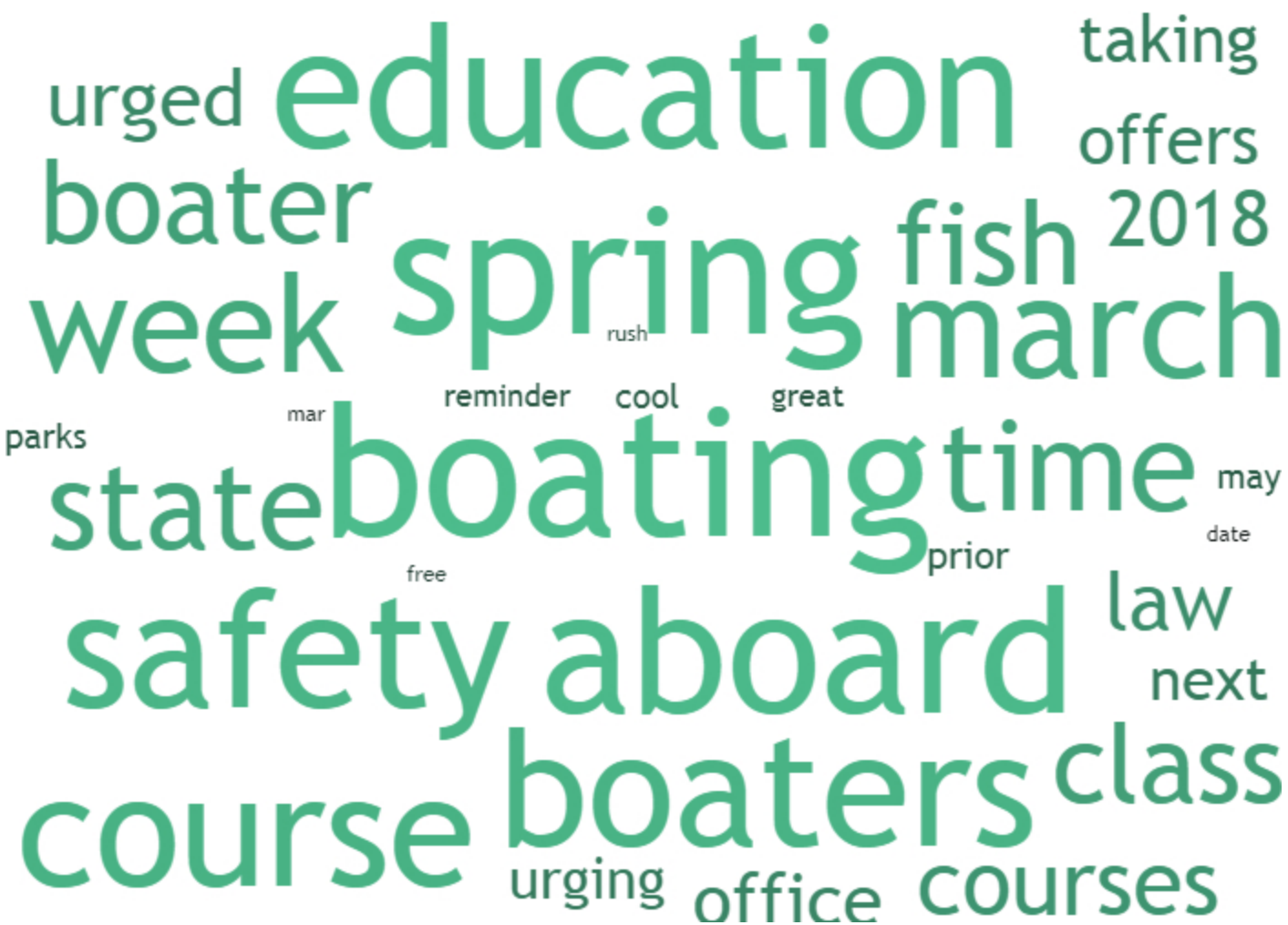
SHARE OF VOICE



MENTIONS BY LOCATION



WORD CLOUD



TOP OUTLETS

Outlet	Number of Clips	Reach	Publicity Value
Twitter	84	0	\$0.00
The Fishing Wire	7	124,537	\$0.00
Targeted News Service	6	0	\$0.00
The Outdoor Wire	5	217,880	\$0.00
EnvironmentGuru	4	150,508	\$0.00
Great Lakes Scuttlebutt ...	3	27,471	\$0.00
Sport Fishing Online	2	298,038	\$0.00
CNBnews.net	2	106,784	\$0.00
Missoulian Online	2	1,697,492	\$0.00
Montana Standard Online	2	403,934	\$0.00