

2017 Spring Aboard Campaign - Media Executive Report

TOTAL MENTIONS

365

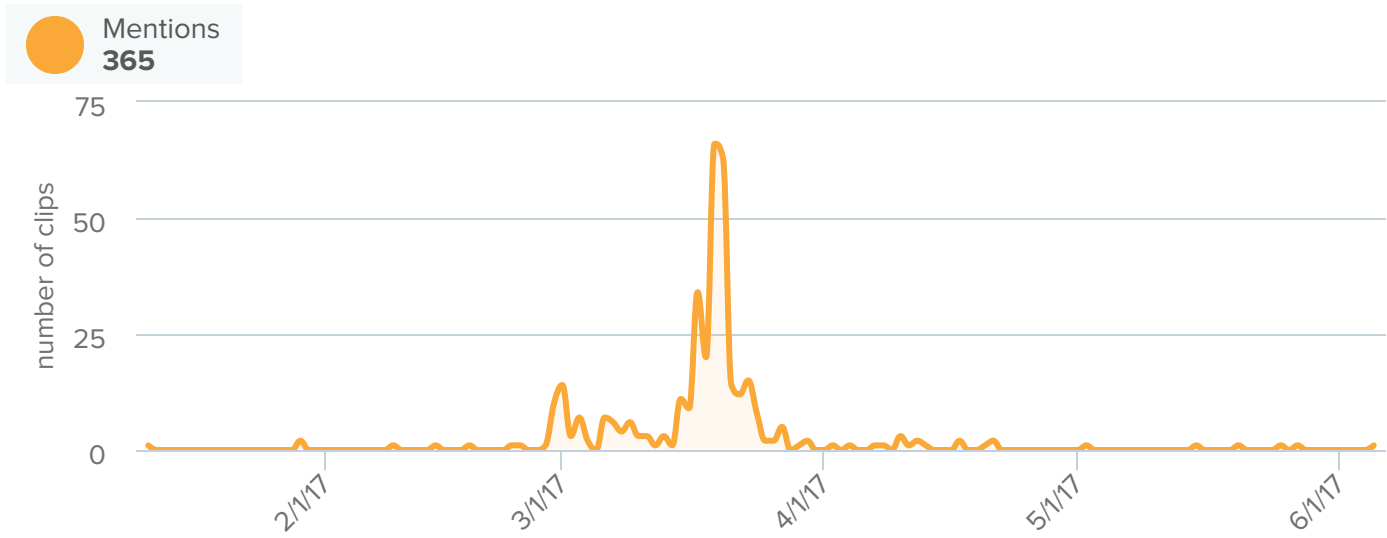
TOTAL REACH

86.42M

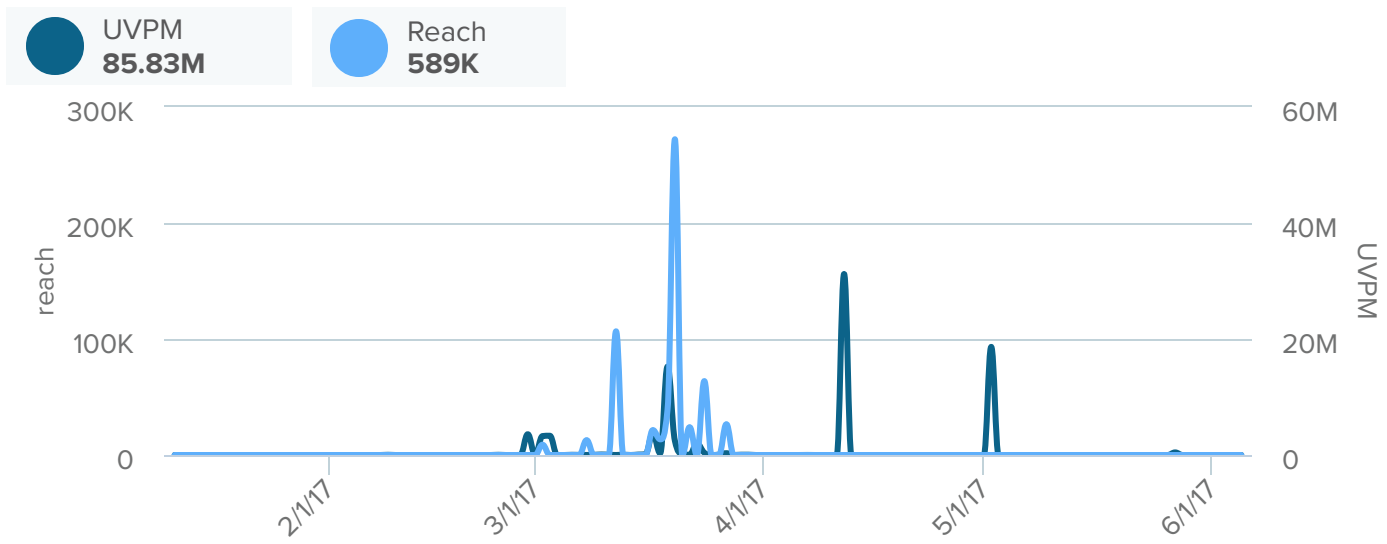
TOTAL PUBLICITY VALUE

\$10K

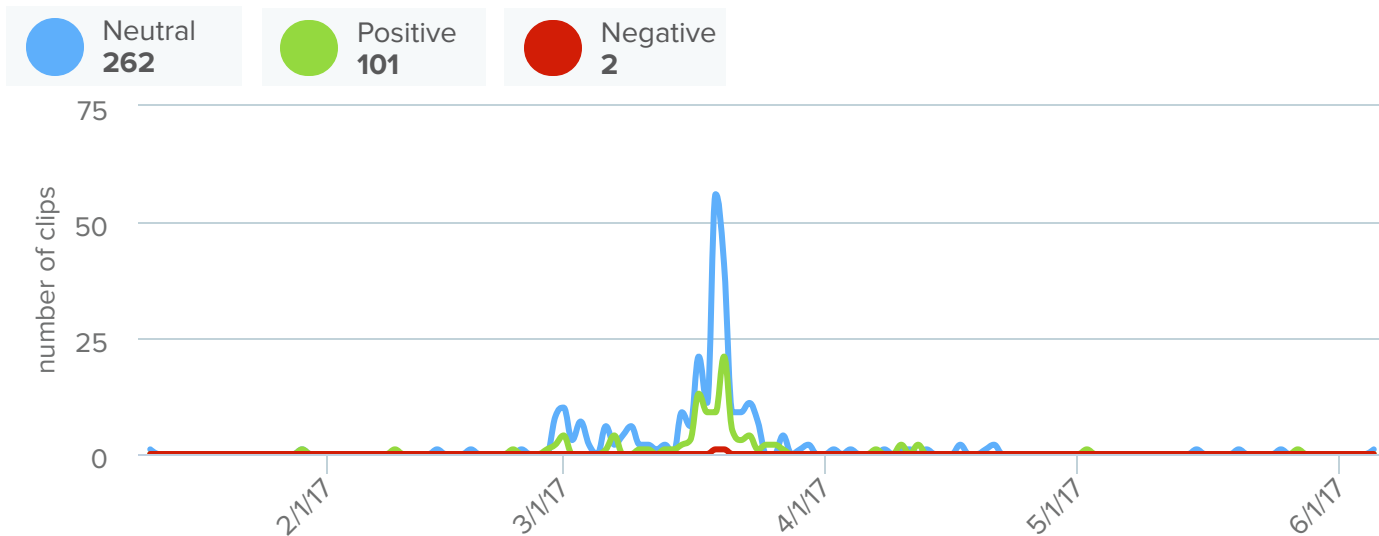
TOTAL MENTIONS



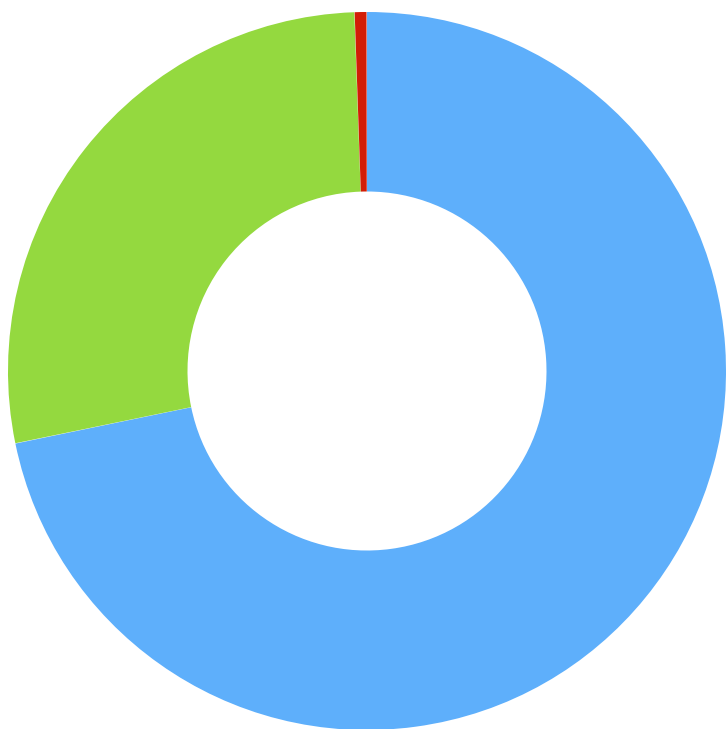
REACH



SENTIMENT OVER TIME

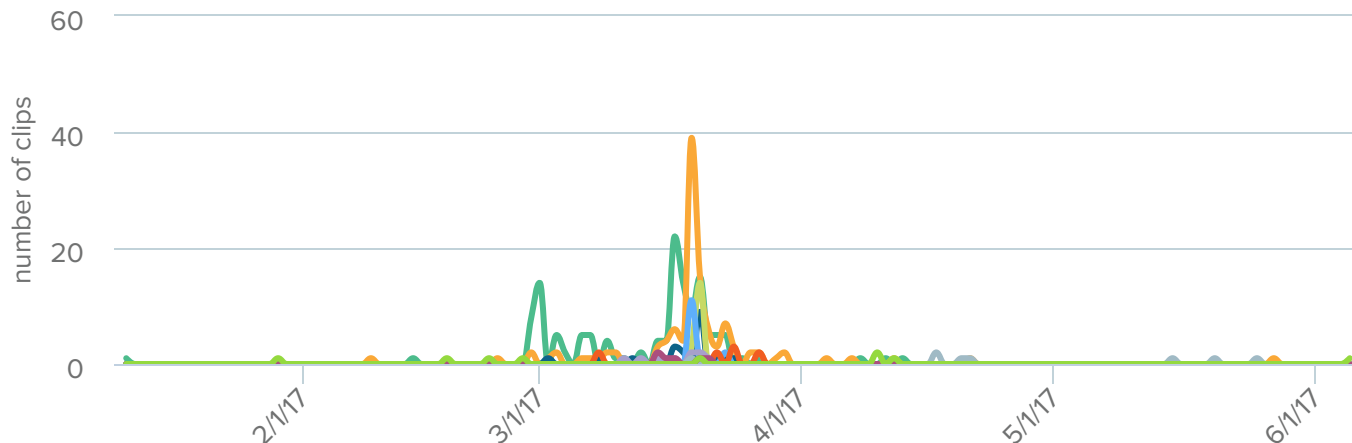


SHARE OF SENTIMENT

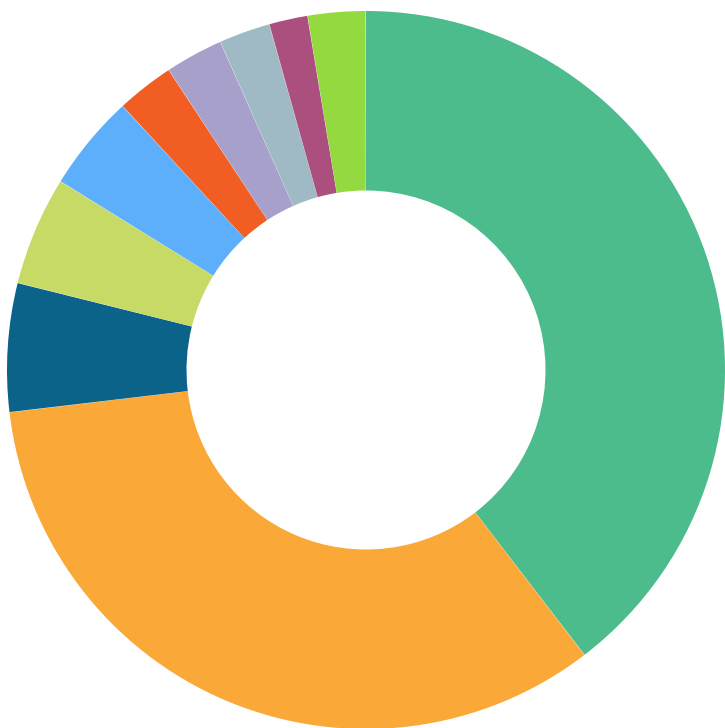


Neutral	262	71.8%
Positive	101	27.7%
Negative	2	0.5%

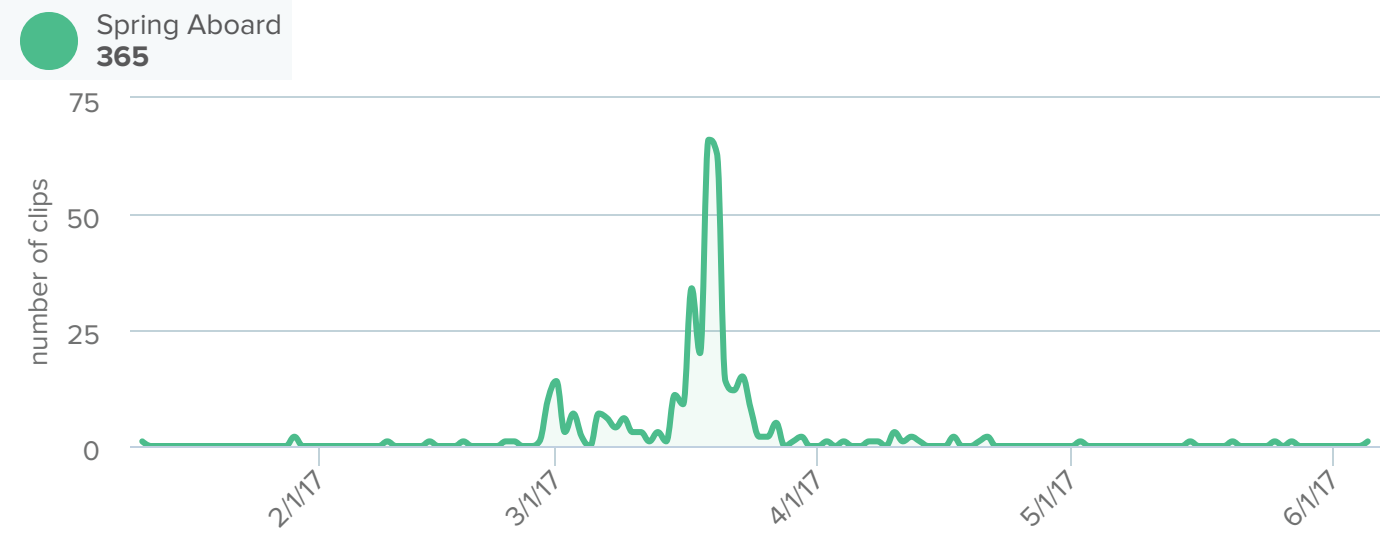
TREND OF COVERAGE BY MEDIA TYPE



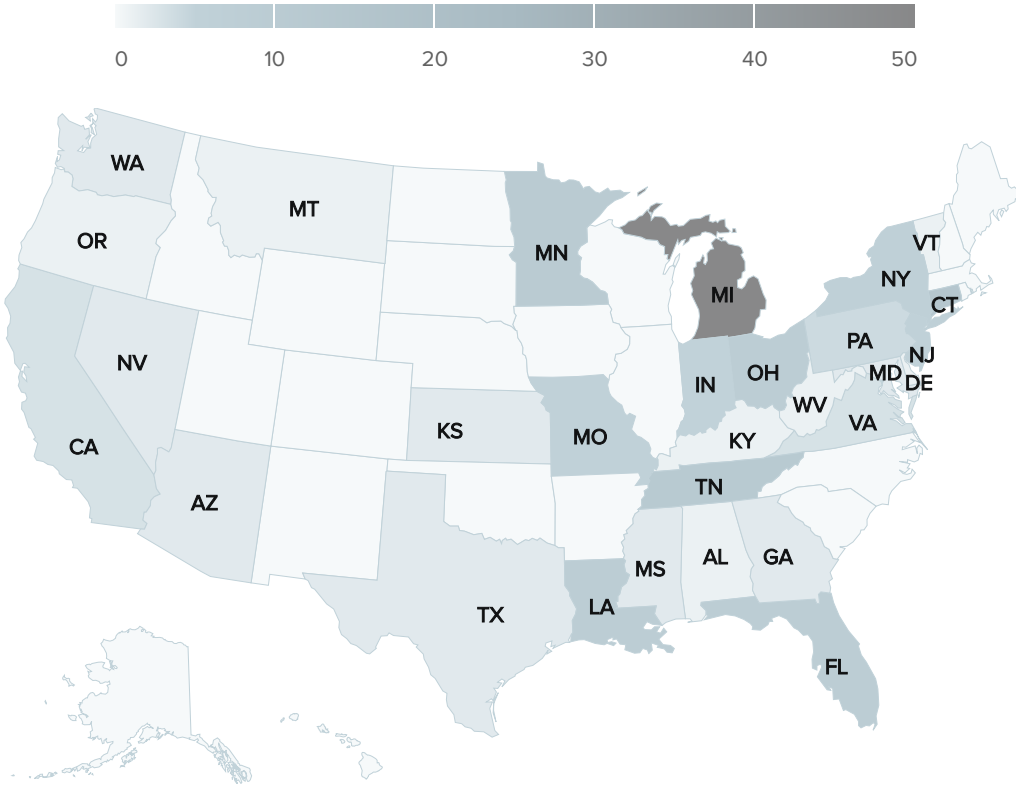
SHARE OF COVERAGE BY MEDIA TYPE



MINDSHARE OVER TIME



UNITED STATES



TOP OUTLETS

Outlet	Number of Clips	Reach	Publicity Value
Twitter	137	0	\$0.00
The Fishing Wire	8	133,576	\$0.00
My informs	5	6,020,220	\$0.00
KYW-AM	4	0	\$0.00
EIN News	4	116,600	\$0.00
The Outdoor Wire	4	173,172	\$0.00
WTOP-FM	3	0	\$0.00
The Advocate Online	2	877,182	\$0.00
NBC 25 Today - WEYI-TV	2	5,524	\$351.00
The Daily Progress Online	2	872,502	\$0.00