

2022 Media Report

Highlights

- **Secured 107 earned media placements:** 16 broadcast stories (more than 58 minutes!), 16 print features, 21 online/digital exposures, and 54 additional placements.
- **Seven media outlets provided sponsored (free) exposure:** KPBS (radio/digital), COX Media, iHeart Media, *Giving Back Magazine*, *Ranch & Coast Magazine*, *San Diego Business Journal*, and *Voice of San Diego*
- **Launched *Live Local, Give Local***, podcast on September 8. New episode airs every week on: iHeart, Spotify, Spreaker, Apple, Podchaser, and www.sandiegogives.org/listen.

Sponsored Media

iHeart Radio

- **Pre-Promotion** July 11 - August 7: 182x :15 second live and recorded commercials airing on Total Traffic & Weather Network, eight radio stations, + Magic 92.5, Z90, and XTRA Sports.
- **Promotion** August 31 – September 8: 160x :15 second commercials across seven stations with 200 live mentions.
- **San Diego Gives Day** September 8: Home page listing on eight radio stations; three newsletter mentions per station; six social media posts per station; logo, website link, calendar, and event listing on eight station sites; and live mentions all day.

Cox Media: Aired pre-produced :30 second commercial 300x.

San Diego Business Journal: Ran several ads on website and in e-newsletters.

Giving Back Magazine: Week of campaign email blast to 20,000+ digital subscribers with 30% open rate. Social media posts on Twitter, Instagram, and Facebook with 27,220+ total followers.

KPBS: Ran web displays, in-content ads, podcast, and live stream commercials.

Clear Channel: Friars Road billboard up August 5 – September 16, 2022; 655,514 in-market impressions

Voice of San Diego: Ran ads via social media and on website.

Earned Media

- **Times of San Diego:** campaign kick-off story, summer kick-off and event feature highlighting a nonprofit from each cause category
- **The San Diego Union-Tribune:** feature story with one nonprofit from each category
- **CBS8 San Diego:** in-studio kick-off with partners and in-studio segment with two nonprofits
- **FOX5 San Diego:** virtual feature interview highlighting Produce Good's collaborative event
- **KUSI-TV:** in-studio and feature segment interviews, campaign previews and nonprofit highlights

- **NBC San Diego:** live broadcast on campaign day at San Diego Bay featuring six nonprofits
- *Community feature stories* in *The Star News*, *Alpine Sun*, *The Coast News*, *Rancho Santa Fe Review*, and more
- **There San Diego:** three stories