



Template: Publicity Report

By Barefoot PR

ORGANIZATION NAME Publicity Report						
Media Type	Outlet	Details	Date	Link	Notes	Potential Audience
Television	9NEWS/KUSA	4 p.m. newscast - <i>A profile of YOUR ORGANIZATION's summer programming</i> (story title or focus)	7/21/2016	N/A	Interview with your organization's Executive Director and a program participant	77,909
Television (online)	9NEWS.com	<i>A profile of YOUR ORGANIZATION's summer programming</i> (story title or focus)	7/21/2016	Website Hyperlink	Online version of the above story including the video clip of the on-air version	2,281,280
Newspaper (print)	Aurora Sentinel	<i>A profile of YOUR ORGANIZATION's summer programming</i> (story title or focus)	10/30/2016	N/A	This story included an interview with Your Organization's Executive Director	27,635
Newspaper (online)	Aurora Sentinel	<i>A profile of YOUR ORGANIZATION's summer programming</i> (story title or focus)	10/30/2016	Website Hyperlink	The online version of above	74,000
Radio	KOSI 101.1 FM/Colorado Today	<i>Interview with Your Organization's Executive Director</i>	11/5/2016	N/A	Interview aired at 10 a.m.	764,200

Total Potential Audience =	2,460,824
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NOTES:

Media Type Categories may include: Television, Television (online), Newspaper (print), Newspaper (online), Online (i.e. blogs, online-only publications), Radio, Social Media (may also be included in a separate report)

Potential Audience refers to the number of people who might have had the opportunity to be exposed to a story based on print circulation, unique page views or listenership/viewership. These numbers may be gathered by contacting the sales teams of media outlets or looking at their online Media Kit numbers.



Contributed by **Barefoot PR**

Offering a variety of services under the public relations umbrella, [Barefoot PR](#) focuses primarily on community investment, working to incorporate such efforts into an organization's story – all the while never losing sight of values, mission and objectives.