

## **California Dropout Research Project Media Clip Analysis 2007-08**

According to Nielsen Media Research, 2.4 readers or viewers will come into contact with each publication circulated. Media impressions are calculated by multiplying the circulation number by 2.4, the number of readers or viewers.

### **PRINT**

- Since August 2007 we have secured the following media hits in major and local daily and weekly newspapers throughout the state of California:
  - More than 40 newspaper articles, including:
    - *Los Angeles Times*
    - *San Francisco Chronicle*
    - *San Diego Union Tribune*
    - *Sacramento Bee*
    - *Orange County Register*
  - 12 editorials
  - 3 Op-Eds
- **49,696,442 print media impressions since August 2007**

### **TELEVISION**

- National coverage on FOX News
  - More than 1 million viewers
- February Release of Statistical Briefs 7 & 8
  - 6 broadcast clips on news channels from Los Angeles to Stockton
  - Morning and evening news clips
- February Release of Policy Committee Report
  - 12 broadcast clips on news channels from Palm Desert to Chico to Reno.
  - Morning and evening news clips
- **810,340 television media impressions just in February 2008**
- **TOTAL of more than 1.8 million television media impressions**

### **RADIO**

- 6 radio clips from Bay Area radio stations resulting in more than **1.1 million radio media impressions**

### **ONLINE & OTHER**

- More than **360,000 unique visitors\*** to web sites and blogs featuring articles on research

*\* The number of unique visitors for many of the web site or circulation numbers for the newsletter were not available. There were 362,400 unique visitors resulting from the San Diego Union-Tribune and Christian Post web sites. The actual number of media impressions for the online articles and newsletters is unknown.*