BurrellesLuce WorkFlow

January 1, 2013- September 24, 2013

Media Report Analysis

Prepared: September 24, 2013

Date Range: September 1, 2012 through September 30, 2013

Burrelles Luce WorkFlow

January 1, 2013- September 24, 2013

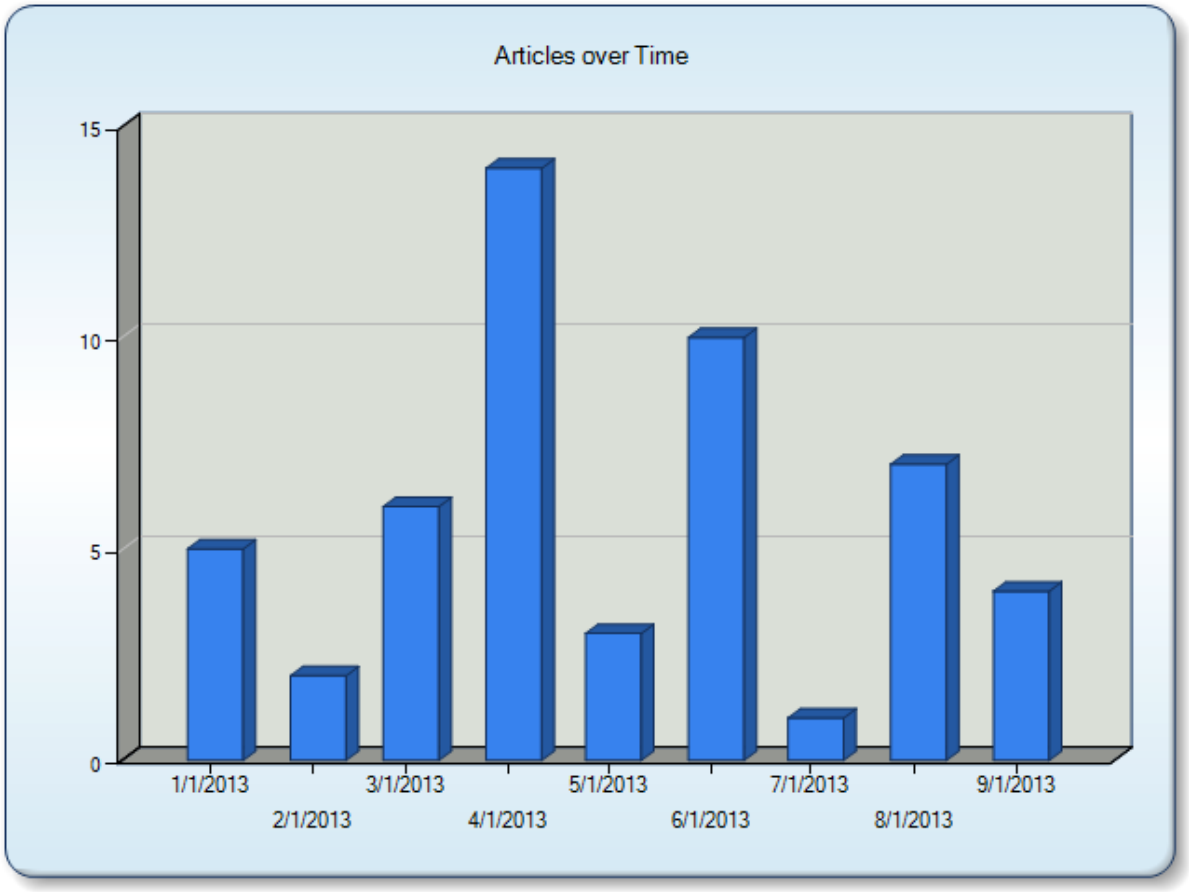
Project	# of Articles	Print	Online	Soc. Media	B'cast	Newswires
January 1- September 24, 2013	52	36	16	0	0	0

Project: January 1- September 24, 2013

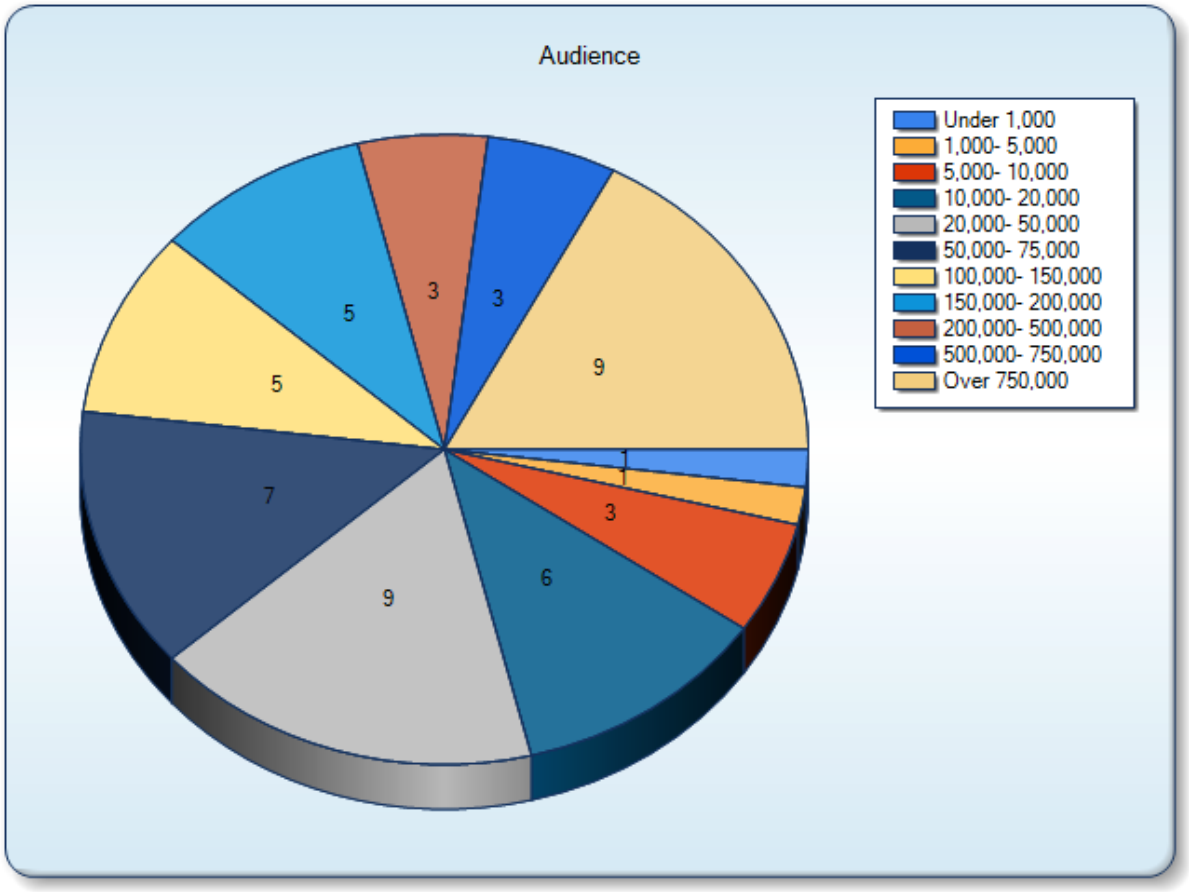
Type	Published Date	Headline Publication	Audience	Impressions	Media Value
Print	9/2/2013	Five vie to take Dowd's council seat PITTSBURGH POST-GAZETTE	174,389	174,389	34,098
Online	9/2/2013	Five vie to take Dowd's council seat Pittsburgh (PA) Post-Gazette	1,082,250	1,082,250	11,867
Print	9/1/2013	introducing the junior commissioners MT. LEBANON MAGAZINE	22,000	22,000	587
Print	9/1/2013	Lessons OF Luke PITTSBURGH MAGAZINE	46,226	46,226	39,829
Print	8/7/2013	ML board selects junior commissioners ALMANAC (ZONE 1 EDITION)	49,152	49,152	1,290
Print	8/7/2013	ML board selects junior commissioners ALMANAC (ZONE 2 EDITION)	49,152	49,152	1,290
Print	8/5/2013	Cedar Crest series helps turn businesswomen into leaders LEHIGH VALLEY BUSINESS	9,509	9,509	2,983
Print	8/5/2013	Pastor publishes self-help book as fund-raiser LATROBE BULLETIN	8,031	8,031	600
Online	8/1/2013	Students selected for junior council positions; two to serve on Mt. Lebanon board Pittsburgh (PA) Post-Gazette	1,082,250	1,082,250	4,921
Print	8/1/2013	YOUNG ACHIEVER PITTSBURGH TRIBUNE-REVIEW	104,962	104,962	873
Print	8/1/2013	Students selected for junior positions PITTSBURGH POST-GAZETTE	174,389	174,389	24,069
Online	7/19/2013	Local Businesses to Learn the Strategies for Driving Positive Social Change - Announcements - Emmaus, PA Patch Emmaus Patch (PA)	16,201	16,201	2,607
Print	6/25/2013	Community Service NEW PITTSBURGH COURIER	3,480	3,480	1,632
Online	6/23/2013	Presidenta Rousseff: A New Model of Global Leadership Huffington Post Blogs (Los Angeles,CA)	37,585,585	37,585,585	948
Online	6/20/2013	Abercrombie T-Shirt Controversy Shows Why You Shouldn't Mess With Taylor Swift Fans (PHOTO) Huffington Post (Los Angeles,CA)	37,585,585	37,585,585	237
Print	6/14/2013	Calendar of Events DAILY LOCAL NEWS	24,014	24,014	4,440
Online	6/11/2013	Abercrombie Anti-Bullying Campaign Met With Surprise, Criticism From Protesters Huffington Post (Los Angeles,CA)	37,585,585	37,585,585	948
Print	6/6/2013	Briefly JEWISH CHRONICLE	7,120	7,120	1,419
Online	6/4/2013	Abercrombie Protesters' Plight Highlights Brand's 'Exclusionary' Attitude			

		Huffington Post (Los Angeles,CA)	37,585,585	37,585,585	1,462
Online	6/4/2013	Time to Say Goodbye to A&F for Good			
		Huffington Post Blogs (Los Angeles,CA)	37,585,585	37,585,585	1,106
Online	6/1/2013	Business Forum: Time for term limits and diversity on boards			
		Pittsburgh (PA) Post-Gazette	1,540,484	1,540,484	4,342
Print	6/1/2013	Time for term limits and diversity on boards			
		PITTSBURGH POST-GAZETTE	174,389	174,389	16,046
Print	5/8/2013	Calendar of Events			
		PITTSBURGH CITY PAPER	64,832	64,832	175
Print	5/1/2013	Washington County Strives for Gender Diversity Across Boards of Directors			
		UNION-FINLEY MESSENGER	15,993	15,993	587
Print	5/1/2013	Minority recruits fall in testing			
		PITTSBURGH TRIBUNE-REVIEW	104,962	104,962	1,855
Print	4/15/2013	Professionally speaking, women biz leaders scarce			
		VALLEY INDEPENDENT	17,264	17,264	5,455
Print	4/14/2013	Women leaders remain scarce			
		SUNDAY TRIBUNE-REVIEW	185,651	185,651	7,761
Print	4/14/2013	Women leaders remain scarce			
		PITTSBURGH TRIBUNE-REVIEW	185,651	185,651	7,761
Print	4/14/2013	Lack of women in leadership roles needs to be addressed			
		VALLEY NEWS DISPATCH	33,356	33,356	7,225
Print	4/10/2013	Seeking equality			
		VALLEY NEWS DISPATCH	33,356	33,356	1,746
Print	4/10/2013	Equal Pay Day			
		HERALD-STANDARD	210,722	210,722	9,230
Print	4/10/2013	Seeking equality			
		TRIBUNE-REVIEW	104,962	104,962	1,746
Print	4/10/2013	Seeking equality			
		PITTSBURGH TRIBUNE-REVIEW	104,962	104,962	1,746
Online	4/9/2013	MyOWN Equal Pay Day Rally at Fayette County Court House, Uniontown			
		TribLive (Pittsburgh,PA)	513,586	513,586	384
Print	4/8/2013	Letter to the Editor			
		OBSERVER-REPORTER	28,575	28,575	1,071
Print	4/8/2013	Letter to the Editor			
		HERALD-STANDARD	210,722	210,722	1,538
Online	4/4/2013	Not Another Wage Gap Press Release From the Women & Girls Foundation			
		Centre Daily Times (State College, PA)	101,000	101,000	592
Online	4/4/2013	Not Another Wage Gap Press Release From the Women & Girls Foundation			
		InvestorPlace (Lancaster,PA)	699,620	699,620	514
Online	4/4/2013	Not Another Wage Gap Press Release From the Women & Girls Foundation			
		WR Hambrecht & Co. (Berwyn, PA)	362	362	514
Print	3/27/2013	Calendar of Events			
		PITTSBURGH CITY PAPER	61,852	61,852	88
Print	3/21/2013	PEOPLE AND AWARDS			
		PITTSBURGH BUSINESS TIMES	11,521	11,521	18,820
Print	3/20/2013	Business study addresses diversity			
		VALLEY INDEPENDENT	17,264	17,264	4,691
Print	3/14/2013	Gender diversity across the board			
		VALLEY INDEPENDENT	17,264	17,264	1,637
Print	3/13/2013	CARNEGIE MUSEUM OF ART			
		PITTSBURGH CITY PAPER	61,852	61,852	1,488
Print	3/6/2013	Calendar of Events			

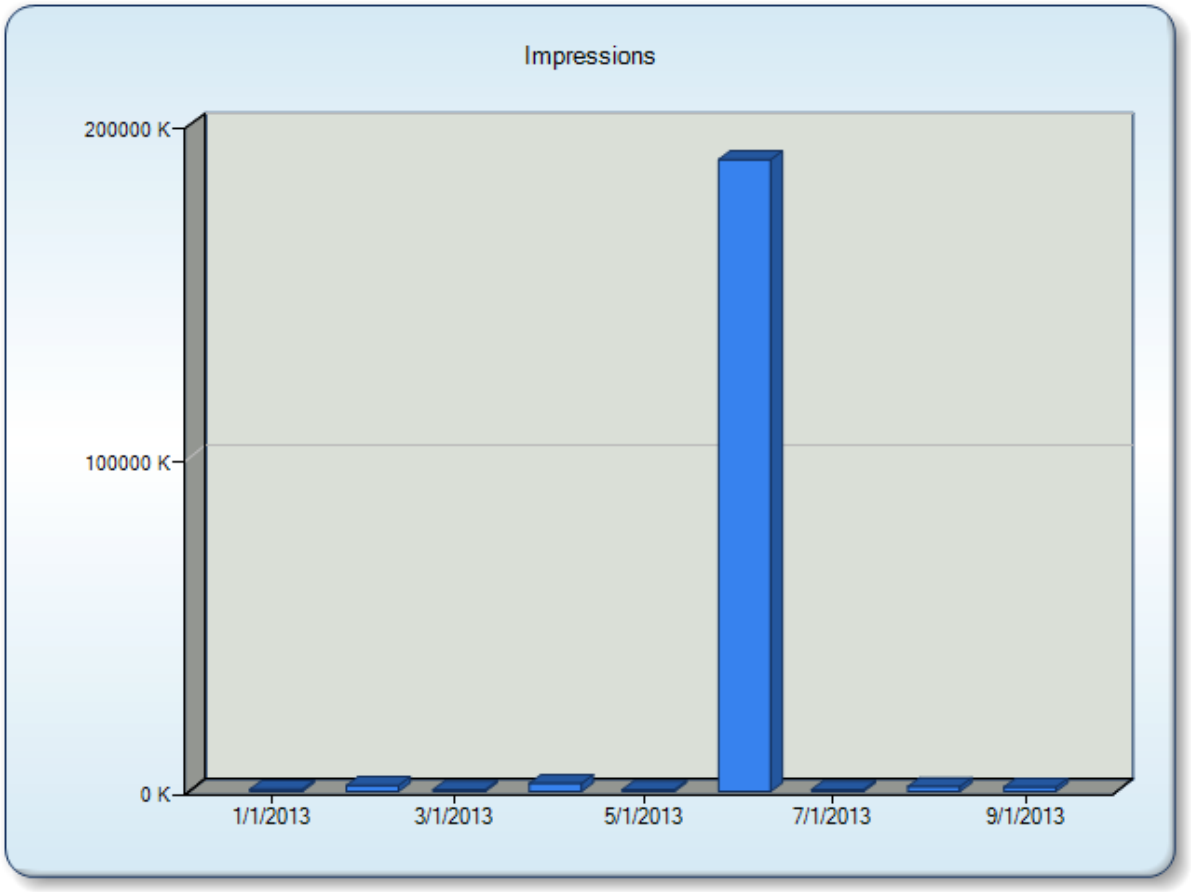
		PITTSBURGH CITY PAPER	61,852	61,852	370
Print	2/3/2013	Who says it's a man's world?			
		PITTSBURGH POST-GAZETTE	274,310	274,310	103,857
Online	2/3/2013	How Rockwell heir Cathy Raphael launched her own philanthropic efforts			
		Pittsburgh (PA) Post-Gazette	1,540,484	1,540,484	9,262
Online	1/31/2013	Women focus of IUP exhibits			
		Indiana (PA) Gazette	50,834	50,834	306
Print	1/23/2013	Calendar of Events			
		PITTSBURGH CITY PAPER	61,852	61,852	93
Print	1/20/2013	Reproductive rights being limited			
		HERALD-STANDARD	22,314	22,314	4,676
Print	1/16/2013	Calendar of Events			
		PITTSBURGH CITY PAPER	61,852	61,852	93
Online	1/4/2013	Get Drawn.			
		TribLive (Pittsburgh,PA)	513,586	513,586	192



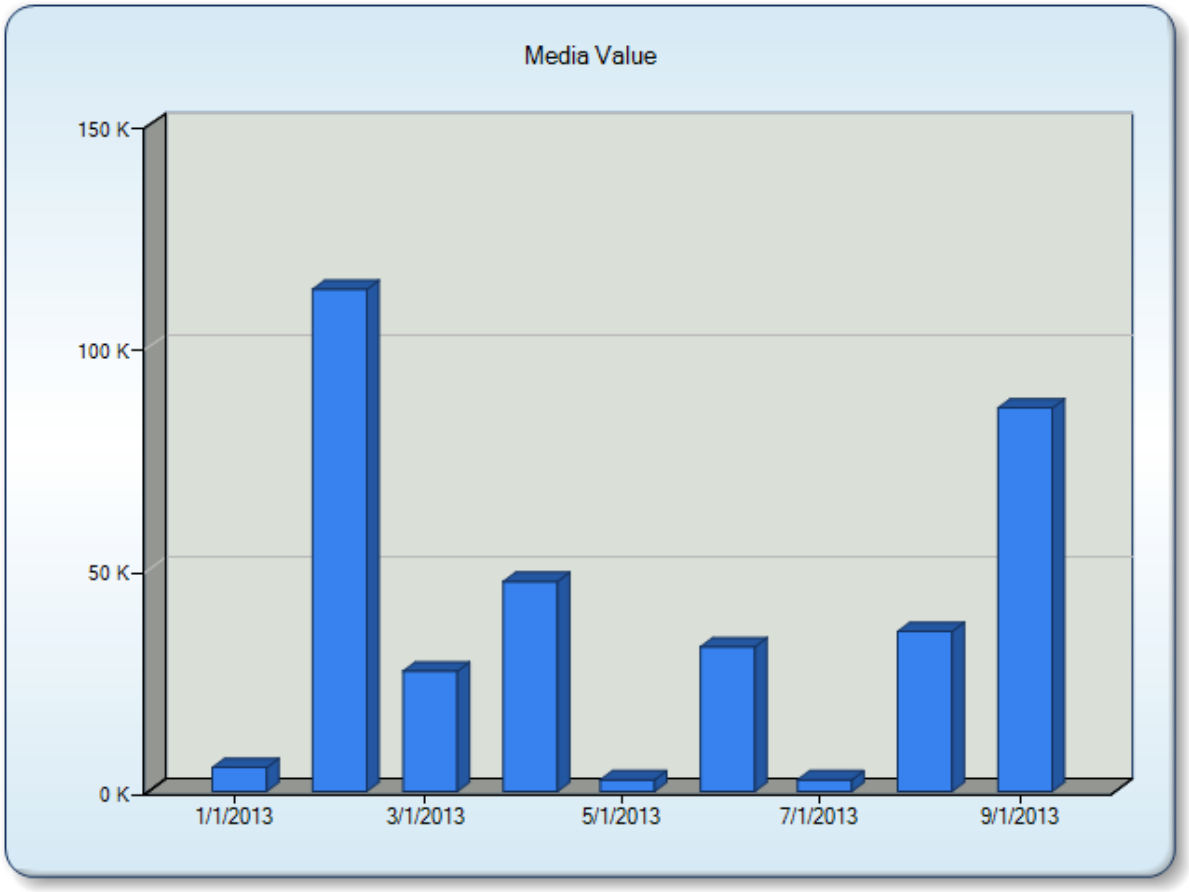
Articles Over Time								
1/1/2013	2/1/2013	3/1/2013	4/1/2013	5/1/2013	6/1/2013	7/1/2013	8/1/2013	9/1/2013
5	2	6	14	3	10	1	7	4



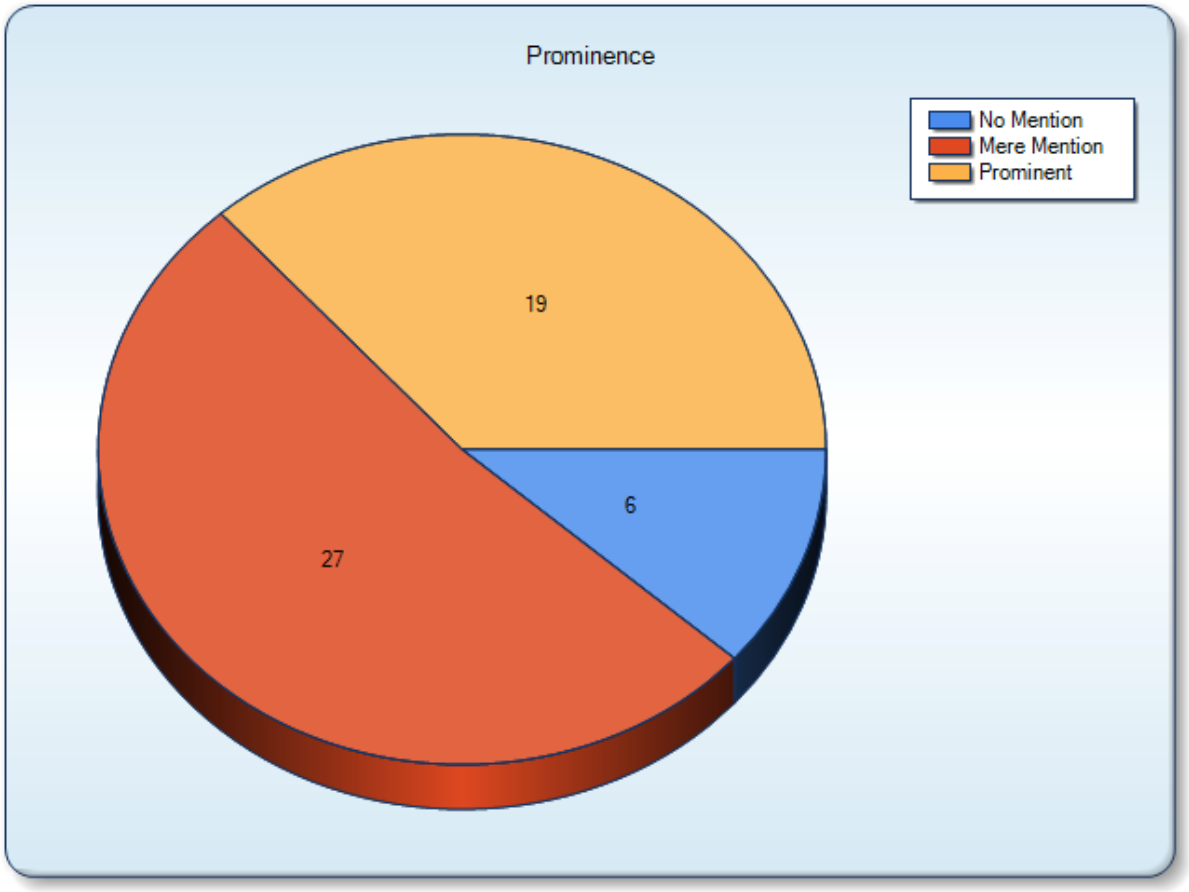
Articles By Circulation										
Under 1,000	1,000-5,000	5,000-10,000	10,000-20,000	20,000-50,000	50,000-75,000	100,000-150,000	150,000-200,000	200,000-500,000	500,000-750,000	Over 750,000
1	1	3	6	9	7	5	5	3	3	9



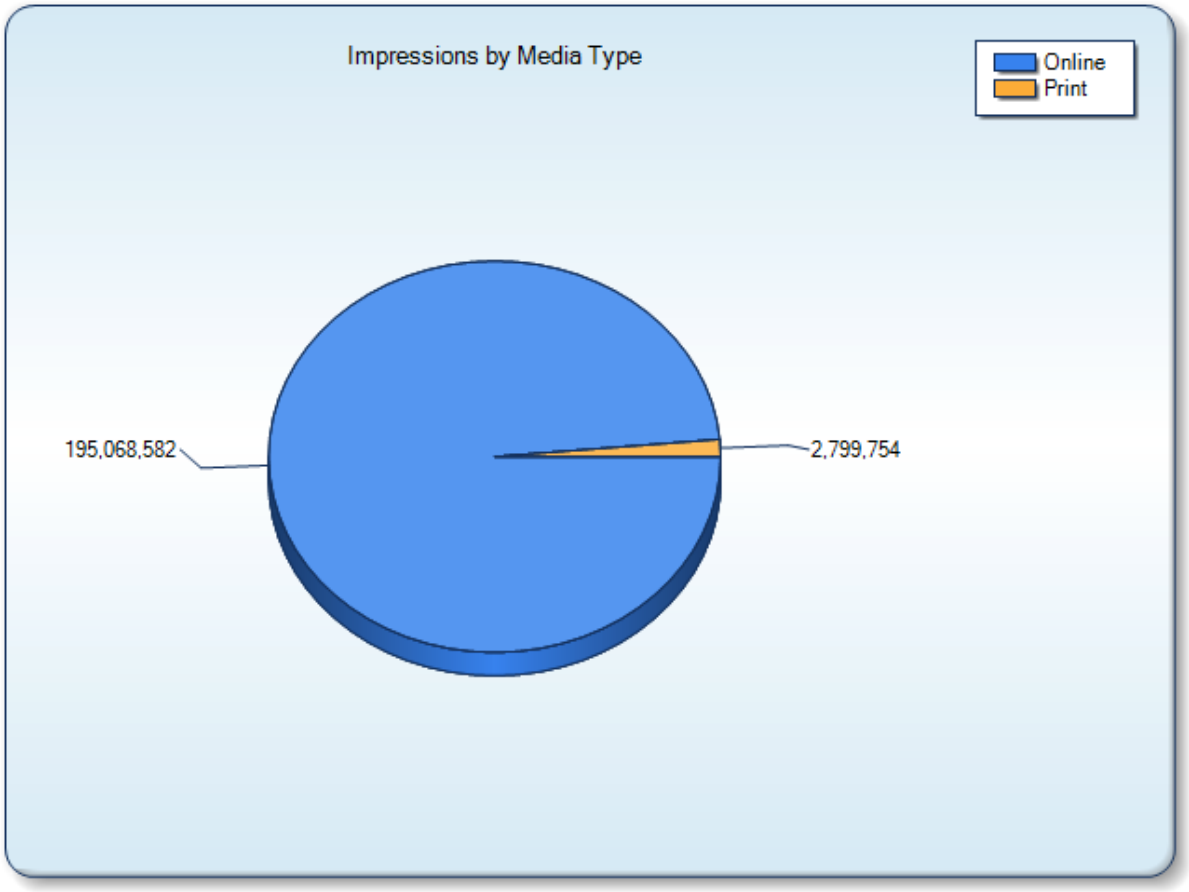
Impressions	
Total Articles	52
Total Impressions	197,868,336



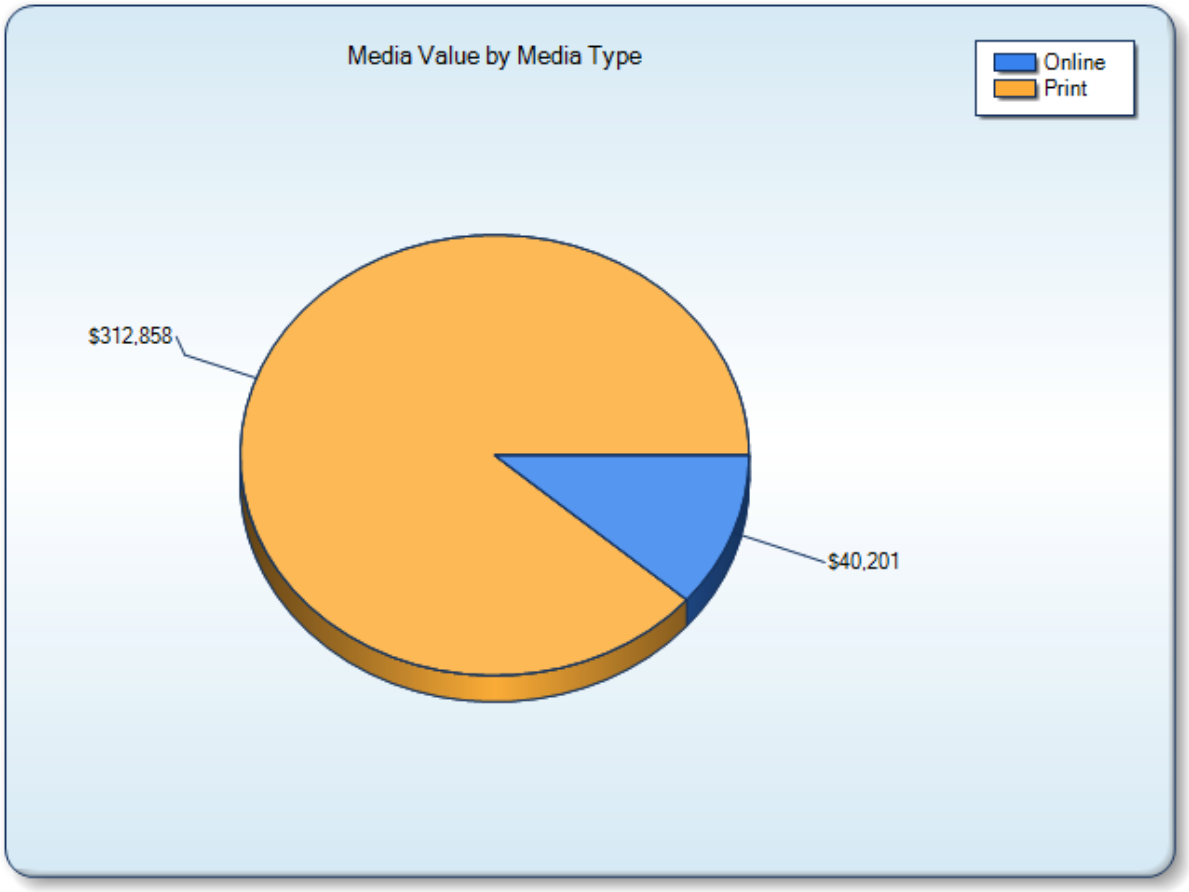
Media Value	
Total Articles	52
Total Impressions	197,868,336
Total Media Value	$353,059



Keywords used to calculate Prominence: Women and Girls Foundation



Impressions By Media Type	
Online	**Print**
195,068,582	2,799,754



Media Value By Media Type	
Online	**Print**
40,201	312,858

Articles List with PDF

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- introducing the junior commissioners
- Lessons OF Luke
- ML board selects junior commissioners
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- Cedar Crest series helps turn businesswomen into leaders
- Pastor publishes self-help book as fund-raiser
- YOUNG ACHIEVER
- Students selected for junior positions
- Community Service
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- Briefly
- Time for term limits and diversity on boards
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- Minority recruits fall in testing
- Professionally speaking, women biz leaders scarce
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- Lack of women in leadership roles needs to be addressed
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- Calendar of Events

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