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**ACTIVITY REPORT FOR #DETROIT2HOUSTON / AIRTIME
August/September 2017**

Press Material Drafted:

Media Alert for Stuff-a-Semi
Media Alert - 2ND Day/Location
Media Calls

Press Material Disseminated:

Media Alert for Stuff-a-Semi
Media Alert - 2ND Day/Location
Media Calls

Press Placed

***TV / Radio**

Total National Viewership: 699,218
Total National Publicity Value: \$52,756.00

Total Local Viewership: 2,123,886
Total Local Market Publicity Value: \$676,466.33

***Due to the volume of publicity on TV & Radio, all clips (49 Total) have been compiled in the following report. Segments can be downloaded individually:**

<http://mms.tveyes.com/NetReport.aspx?ReportHash=74ea01ddb227d03b2e3638d784a4920e>

Note: Publicity Values listed in the report are based on :30 seconds of air time and not the cumulative value of segments. Report numbers do not include radio listener numbers or values.

Print/Online:

Click on Detroit/WDIV

<https://www.clickondetroit.com/news/effects-of-harvey-leave-metro-detroit-woman-stuck-in-houston>

Fox 2 Web

<http://www.fox2detroit.com/news/local-news/276968983-story>

96.3 FM WDVD

<http://www.963wdvd.com/blainefowler/>

<http://www.963wdvd.com/2017/08/29/help-houston-from-home-detroit2houston/>

Detroit Metro Times

<https://www.metrotimes.com/news-hits/archives/2017/08/29/metro-detroiter-stranded-in-houston-is-as-king-michiganians-to-send-aid>

MLive

http://www.mlive.com/news/detroit/index.ssf/2017/08/troy_woman_collecting_clothes.html

Detroit Free Press

<http://www.freep.com/story/news/local/michigan/2017/08/28/michigan-red-cross-heads-texas-louisian-a-wake-harvey/607787001/>

<http://www.freep.com/story/news/local/michigan/2017/08/29/michigan-redcross-harvey-rescue/611474001/>

Detroit Informer

<https://detroitinformer.com/270650/donors-to-stuff-semi-trailer-with-supplies-for-hurricane-harvey-relief/>

Oakland Press

<http://www.theoaklandpress.com/general-news/20170829/oakland-county-residents-can-help-houston-in-the-wake-of-hurricane-harvey>

<http://www.theoaklandpress.com/general-news/20170829/oakland-county-residents-can-help-houston-in-the-wake-of-hurricane-harvey>

<http://www.theoaklandpress.com/general-news/20170904/how-some-are-helping-out-victims-of-harvey>

News Locker

<http://www.newslocker.com/en-us/region/detroit/donors-to-stuff-semi-trailer-with-supplies-for-hurricane-harvey-relief/view/>

Daily Tribune

<http://www.dailytribune.com/general-news/20170829/oakland-county-residents-can-help-houston-in-the-wake-of-hurricane-harvey>

Det.247 Sports

<http://det.247sports.com/Bolt/Lions-Sam-Martin-advertises-way-for-Michiganders-to-help-Houston-106663271>

USA Today

<http://ftw.usatoday.com/2017/09/lions-punter-sam-martin-dog-food-twitter-harvey-relief-houston-truck-drive>

ESPN

http://www.espn.com/blog/detroit-lions/post/_/id/30432/lions-donate-1-million-to-harvey-relief-players-help-with-supplies-drive

Fox 2 Web

<http://www.fox2detroit.com/news/local-news/277342263-story>

Metro Times Updated

<https://www.metrotimes.com/news-hits/archives/2017/08/31/updated-detroiter-stranded-in-houston-ads-second-location-to-local-relief-efforts>

WXYZ Web

<http://www.wxyz.com/news/detroit-woman-stuck-in-houston-during-harvey-launches-drive-to-help-out>

Hour Detroit

<http://www.hourdetroit.com/Web-Exclusives/Hurricane-Harvey-How-You-Can-Help/>

Click on Detroit

<https://www.clickondetroit.com/news/local-4-news-at-6/detroit-lion-pet-food-pledge-goes-viral>

ABC 12 - Bay City

<http://www.abc12.com/content/news/Bay-City-donors-Stuff-a-Semi-for-Texas-hurricane-victims-442547253.html>

105.1 The Bounce

<http://1051thebounce.com/2017/08/30/detroit2houston-support-event-can-help-support-houston/>

IHeart.com

<http://1400kuno.iheart.com/content/2017-09-08-twin-peaks-restaurant-donation-stations-need-volunteers-for-relief-supplies/>

The Detroit News

<http://www.detroitnews.com/story/news/local/detroit-city/2017/09/14/metro-detroit-shelters-aid-animals-houston-and-florida/644246001/>

Other

<http://sammartinfoundation.org/donate/>

<https://www.gofundme.com/detroit2houston>

<http://www.gkcorp.com/news/diaper-drive-detroit2houston/>

<https://www.schoolnewsnetwork.org/index.php/2017-18/how-we-can-help-harvey-victims-home/>

Social Media

<https://twitter.com/search?q=%23Detroit2Houston&lang=en>

<https://www.facebook.com/Boost1Marketing>

<https://www.facebook.com/963WDVD/videos/10155632241026119/>

<https://www.instagram.com/amyandrewsfox2/?hl=en>

https://www.facebook.com/permalink.php?id=613474265360967&story_fbid=1635608746480842

<http://www.thepicta.com/tag/detroit2houston>

<https://onsizzle.com/i/detroit2houston-o-saturday-at-9-am-4-pm-days-from-now-18526861>

<https://topsy.one/hashtag.php?q=Detroit2Houston>