

SEPTEMBER 10, 2013

TO: Wendy Smith House, Fred Jones Family Foundation

FROM: Alex Jones

RE: Mary Eddy Jones Signature Gift Media Report

The news release announcing the YWCA as the 2013 Mary Eddy Signature Gift recipient gained 11 news stories and over **\$18,000** in earned media value through its placement in newspapers, TV and online news sites. This coverage reached a potential audience of **600,000** non-profit sector and general public across central Oklahoma

Following is a listing of media coverage:

Outlets:

The Oklahoman

- August 17, 2013 – “Fred Jones Family Foundation awards grants to area nonprofits”
- Quarter page article on top of page 14A in the Metro/State section with photo
- Front page Metro/State section teaser with photo that promoted the announcement

Journal Record

- September 5, 2013 – “YWCA receives \$75,000 grant”
- Ran as a non-profit brief

Oklahoma City Friday

- August 16, 2013 – “YWCA receives \$75k Signature Gift”
- Quarter page article with photos on page 5

News9

- August 13, 2013 – “YWCA OKC Receives \$75,000 Grant From Fred Jones Family Foundation”
- Ran during 4:00 p.m., 5:00 p.m. and 6:00 p.m. broadcasts, as well as morning show the following morning
- Online article with photos

KFOR

- August 13, 2013 – “YWCA OKC receiving \$75,000”
- Online article with photos

iON Oklahoma

- August 13, 2013 - “YWCA OKC Receives \$75,000 Grant From Fred Jones Family Foundation”
- Online article with photos

NewsOK.com

- Online article with photos

JournalRecord.com

- Online article with photos