

Warhol in the Park Unpaid Media Coverage/Value

DATE	MEDIA	PIECE	SPECS	QTY	VALUE	
March - May 2018	KOOL 95.9	General PSA	:30 Radio	30	\$1,800	(see attached program detail)
	Q-102.3	General PSA	:30 Radio	24	w/above	
	JAMMIN 99.5	General PSA	:30 Radio	18	w/above	
	MIX 100, KDGL	General PSA	:30 Radio	15	\$400	(news PSAs not logged - estimated value per MAC)
	NEWS all Alpha Media stations	General PSA	:30 Radion	?	\$2,000	
	KESQ	General PSA	:30 Television	28	\$2,500	(see attached program detail)
	KSPS/Local2	General PSA	:30 Television	24	\$400	(see attached program detail)
	KMIR	General PSA	:30 Television	44	\$4,275	(see attached program detail)
	KPSE	General PSA	:30 Television	210	\$9,000	
	KNIR	General PSA	:30 Television	138	\$2,780	
3.16.18	GPSCVB	Palm Springs	Web	1	\$100	Event listing
3.21.18	PSL	Palm Desert	Web	1		
3.27.18	KMIR "Desert Living" City of Palm Springs	Palm Springs	4:09 Television	1	\$1,350	https://vimeo.com/262081572 (see attached email)
		Palm Springs	Eblast	1	\$1,000	
3.31.18	KMIR 6:00pm KMIR 11:00pm	Palm Springs	:50 Television	1	\$945	https://www.dropbox.com/sh/fvkgi7nv7311e1/AADgWvBLG6Ak8rKYZrxvNfPaa?dl=0
		Palm Springs	:50 Television	1	\$450	
4.02.18	PSL	La Quinta	Web	1		
4.03.18	Desert Charities	La Quinta	Web	1	\$900	(see attached screenshot)
4.06.18	GCV Business Journal	La Quinta	Web	1	\$500	(see attached screenshot)
4.07.18	KESQ 6:30pm KESQ 11:00pm KESQ	La Quinta	:52 Television	1	\$1,350	http://www.kesq.com/news/top-stories/warhol-in-the-park-valley-children-create-learn-from-pop-artist/726596832 (based on 75,000 views/day)
		La Quinta	:52 Television	1	\$1,350	
		La Quinta	Web	1	\$2,700	
4.08.18	OldTownArtisanstudio.com	La Quinta	Web	1	\$500	https://oldtownartisanstudios.org/uncategorized/warhol-in-the-park/
4.13.18	PSL CoachellaValleyDaily.com	La Quinta	Web	1		(p/u of PSL La Quinta) https://coachellavalleydaily.com/2018/04/local-children-paint-andy-warhol-interpretations-at-old-town-artisan-studios-la-quinta-april-7/
		La Quinta	Web	1	\$500	
4.18.18	PSL Gay Desert Guide	Coachella	Web	1		(p/u of PSL Coachella) https://www.gaydesertguide.com/bookmarks/warhol-in-the-park-slates-final-art-event-may-6-in-coachella.html
		Coachella	Web/Newsletter	1	\$650	
4.21.18	DesertSun.com	Jordan/WITP	Web + Video (2:59)	1	\$4,500	https://www.desertsun.com/story/news/local/palm-springs/2018/04/21/jordan-d-schnitzer-interview-palm-springs-art-museum-andy-warhol-exhibit/538367002/
4.22.18	The Desert Sun	Jordan/WITP	1/2 Page Main News	1	\$6,900	
5.03.18	KPSP "Eye on the Desert"	Coachella	3:00 Television	1	\$2,250	pending link from KPSP
5.06.18	KMIR 5:00pm KMIR 6:00pm	Coachella	:10 Television	1	\$240	(did not pick up clip)
		Coachella	:10 Television	1	\$240	(did not pick up clip)
5.14.18	PSL	Coachella	Web	1		
5.17.18	The Patch	Recap	Web	1	\$1,500	pending value confirmation from Patch
5.22.18	The Public Record	Recap	Front Cover + Page 2	1	\$3,600	(see attached screenshot)
					\$54,680 *	

* Final as of May 22, 2018

Does not include values for PSL media