

Read Across America 2012

National Education Association



Radio Media Tour ~Final Report~

Spokespeople:

**Mr. Dennis Van Roekel, NEA President
Mr. Dan Ryan, Manager, Government and
Safety Affairs, Mazda North American
Operations**

RMT Interview Dates: Wednesday, February 22, 2012
Monday, February 27, 2012
Wednesday, March 1, 2012
Thursday, March 2, 2012

Project Overview

Campaign: Millions of children, educators and celebrities came together on March 2nd for the national reading celebration that takes place on Dr. Seuss's birthday: the National Education Association's Read Across America Day. In addition to an event held at the New York Public Library, NEA's Read Across America Tour – Driven by Mazda, stopped by 21 schools to bring the gift of reading to thousands of public school students. The national celebration emphasizes good reading habits that will translate into academic success.

Total number of verified Gross Impressions: **13,131,837**

Total number of interviews conducted: 19

Number of live interviews: 11
(or live-to-tape)

Number of taped interviews: 8

Total airplays: 5,606
(Number of times interview was aired on stations/ network affiliates)

Number of stations conducting the interview: 10

Number of networks conducting the interview: 9

Number of network affiliates that aired the interview: 2,654

Notable Outlets Conducting:

Outlet

CBS Radio Network
"StandUP" with Pete Dominick on XM/Sirius
Westwood One Network
American Urban Radio Network
Kansas Information Network
KNX-AM, #1 All News

Market

National
National
National
National
Kansas statewide
Los Angeles, CA

Interview Breakdown and Usage

All times ET

Spokesperson: Mr. Dennis Van Roekel, NEA President

Thursday, March 1st, 2012

7:50 a.m.	WFAW-AM <i>Format: NewsTalk</i> Interview aired LIVE on “WFAW Morning News,” during morning drive	Madison <i>AQH: 1,600</i>	Airings: 1	LIVE <i>Gross Impressions: 1,600</i>
8:05 a.m.	KGO-AM <i>Format: NewsTalk</i> San Francisco’s #1 overall station aired interview LIVE on the “Morning News with Ed & Jennifer”	San Francisco, CA <i>AQH: 51,200</i>	Airings: 1	LIVE <i>Gross Impressions: 51,200</i>
8:15 a.m.	WNDB-AM <i>Format: NewsTalk</i> Interview aired LIVE on “The Morning Drive,” morning show	Orlando, FL <i>AQH: 1,200</i>	Airings: 1	LIVE <i>Gross Impressions: 1,200</i>
8:45 a.m.	High Plains Radio Network <i>Affiliates: 2</i> Northern Texas’ radio network broadcast interview LIVE on “Good Morning Texas” on KLVT-AM and KZZN-AM	Northern Texas <i>Airings: 1</i>		LIVE <i>Gross Impressions: 4,000</i>
9:30 a.m.	KNX-AM (CBS Radio) <i>Format: NewsTalk</i> #1 All News station in Los Angeles aired interview excerpts, 3/2	Los Angeles, CA <i>AQH: 37,900</i>	Airings: 3	TAPED <i>Gross Impressions: 113,700</i>
10:30 a.m.	KSVP-AM/KZTA-FM <i>Format: NewsTalk</i> Albuquerque’s NewsTalk station aired interview excerpts during the afternoon news, which were also simulcast on sister station, KZTA-FM, 3/1	Albuquerque, NM <i>AQH: 3,600</i>	Airings: 1	TAPED <i>Gross Impressions: 3,600</i>
10:40 a.m.	Seattle Metro Networks <i>Affiliates: 16</i> Interview excerpts aired twice during newscasts, 3/1	Seattle <i>Airings: 2</i>		TAPED <i>Gross Impressions: 135,000</i>
10:50 a.m.	WTUZ-FM <i>Format: Country</i> Interview aired in its entirety the following morning, 3/2, during morning and afternoon drive	New Philadelphia, OH <i>AQH: 1,200</i>	Airings: 1	LIVE-TO-TAPE <i>Gross Impressions: 1,200</i>
11:00 a.m.	Kansas Information Network <i>Affiliates: 35</i> Interviews excerpts aired during newscasts, 3/2, and fed to affiliates	Kansas—statewide <i>Airings: 2</i>		LIVE-TO-TAPE <i>Gross Impressions: 61,000</i>
11:10 a.m.	KJAG Radio <i>Format: NewsTalk</i> Interview aired during the afternoon drive, 3/1	Wichita, KS <i>AQH: 800</i>	Airings: 2	LIVE-TO-TAPE <i>Gross Impressions: 1,600</i>
11:20 a.m.	American Urban Radio Network National <i>Affiliates: 456</i> Interview excerpts aired twice during newscasts that afternoon and next morning, 3/1-3/2, sent to affiliates	Airings: 1		TAPED <i>Gross Impressions: 720,200</i>

Interview Breakdown and Usage (continued)

All times ET

11:30 a.m.	Westwood One <i>Affiliates: 1,128</i> Interview excerpts aired during newscasts, 3/1, and sent to affiliates	National <i>Airings: 1</i>	TAPED <i>Gross Impressions: 813,037</i>
11:40 a.m.	WKDF-FM/WGFX-FM <i>Format: Country</i> Nashville's Country station aired interview in its entirety during public affairs programming, 3/4. Interview also simulcast on sister station, WGFX-FM, the #1 all sports station.	Nashville/Statewide <i>AQH: 7,600 Airings: 2</i>	LIVE-TO-TAPE <i>Gross Impressions: 15,200</i>
4:30 p.m.	StandUP with Pete Dominick <i>Format: Talk</i> National show StandUP with Pete Dominick, which airs on the POTUS XM/Sirius Channel, had NEA President Dennis Van Roekel in-studio to talk about "Read Across America."	National <i>AQH: 450,000 Airings: 3</i>	LIVE <i>Gross Impressions: 1,350,000</i>
5:50 p.m.	WDUN-AM <i>Format: NewsTalk</i> North Georgia's NewsTalk station broadcast interview LIVE on the "The George and BJ Afternoon Show"	Atlanta <i>AQH: 15,400 Airings: 1</i>	LIVE <i>Gross Impressions: 15,400</i>
6:00 p.m.	CBS Radio News <i>Affiliates: 650</i> CBS affiliates from around the country including WOR-AM, #2 NewsTalk station in New York, WBBM-AM, #1 overall station in Chicago, KDKA-AM in #2 overall in Pittsburgh and WBT-AM, #1 overall in Charlotte, aired soundbites of the Dennis Van Roekel interview, 3/1-3/2.	National <i>Airings: 4</i>	TAPED <i>Gross Impressions: 9,187,600</i>

Spokesperson: Mr. Dan Ryan, Manager, Government and Safety Affairs, Mazda North American Operations

Wednesday, February, 22nd, 2012

11:40 a.m.	WKDF-FM/WGFX-FM <i>Format: Country</i> Nashville's Country station aired interview in its entirety during public affairs programming, 3/4. Interview also simulcast on sister station, WGFX-FM, the #1 all sports station.	Nashville/Statewide <i>AQH: 7,600 Airings: 2</i>	LIVE-TO-TAPE <i>Gross Impressions: 15,200</i>
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Monday, February, 27th, 2012

1:40 p.m.	Virginia Network Radio <i>Affiliates: 85</i> Virginia's radio networks aired the interview excerpts on 2/27	Richmond <i>Airings: 2</i>	TAPED <i>Gross Impressions: 120,100</i>
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Thursday, March 1st, 2012

12:00 p.m.	Texas MetroSource <i>Affiliates: 282</i> Metro Networks in Texas aired interview excerpts and fed to affiliates, 3/1-3/2	Statewide Texas <i>Airings: 4</i>	TAPED <i>Gross Impressions: 522,000</i>
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Airings from CBS Radio Interview

Station Name	Market	DMA	Genre	Program Title
POTUS	National		News	StandUP with Pete Dominick
WWRL-AM	New York City	1	Talk News	
WNYM-AM	New York City	1	Talk News	
WOR-AM	New York City	1	News	First Morning News
WWRL-AM	New York City	1	Talk News	
KNX-AM	Los Angeles	2	Variety	Tom Haule/Linda Nunez
KNX-AM	Los Angeles	2	Variety	Tom Haule/Linda Nunez
KNX-AM	Los Angeles	2	Variety	Tom Haule/Linda Nunez
KNX-AM	Los Angeles	2	Variety	Tom Haule/Linda Nunez
WBBM-AM	Chicago	3	News	
WCPT-AM	Chicago	3	Talk News	
WCPT-AM	Chicago	3	Talk News	
WBBM-AM	Chicago	3	News	
KALW-FM	San Francisco	6	Talk News	
KALW-FM	San Francisco	6	Talk News	
KSFO-AM	San Francisco	6	News	
KGO-AM	San Francisco	6	News	KGO Morning News
WRKO-AM	Boston	7	Talk News	
WRKO-AM	Boston	7	Talk News	
WRKO-AM	Boston	7	Talk News	
WFTL-AM	Ft. Lauderdale	16	Talk News	
KKZN-AM	Denver	17	Talk News	
KKZN-AM	Denver	17	Talk News	
KDKA-AM	Pittsburgh	23	Talk	Morning News With Larry Riche Shumway
WBT-AM	Charlotte	25	Talk News	
KCMO-AM	Kansas City	31	Talk News	
KCMO-AM	Kansas City	31	Talk News	
KCMO-AM	Kansas City	31	Talk News	
WOAI-AM	San Antonio	36	Talk News	Charlie Parker
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