

SUMMER READING COMMUNICATIONS 2017	SUMMER READING COMMUNICATIONS 2016
Press Release to media	Press Release to media
TV	TV
<i>Cox (only children's programming)</i> Nickelodean - Build a Better World spot - 56 spots	<i>Cox (mixed programming) 47 spots adult; 68 children's programming</i> Adult: FoodTV, CNN, E!, FX, MSNBC, TNT, TLC, USA
Cartoon network - - Build a Better World spot - 534 spots	Childrens: NICK, Cartoon Network
<i>KWTV -Reading makes you smarter, faster stronger spot</i> News 9 This Morning	<i>KWTV -Reading makes you smarter, faster stronger spot</i> News 9 This Morning
New 9 First at 4P	New 9 First at 4P
Primetime spot - 1 spot each week this summer	
<i>KOCO-Reading makes you smarter, faster stronger spot</i> Celebrity Family Feud	<i>KOCO-Reading makes you smarter, faster stronger spot</i> The View
Harry	Dr. Oz
KOCO News at 9am	KOCO News at 9am
Ellen	
Harry Potter movie	
Radio Spots:	Radio Spots:
KJ-103	KJ-103
101.9 Twister	101.9 Twister
98.9 KYIS	98.9 KYIS
Jake FM	Jake FM
LaZ KTUZ	
KKWD - Wild FM	KKWD - Wild FM
KVSP Power 105.1 FM	KVSP Power 105.1 FM
KRMP Heart & Soul 92.1	
El Patron	
Digital Marketing	Digital Marketing
News9.com and mobile site	
News9.com large banner ad for one day	News9.com large banner ad for three different days
Web retargeting ads (ads that follow you around on the web to promote SRP) - Hearst Corporation	
Web retargeting ads - PI Marketing	
Social Media campaign	Social Media campaign
Emails	Emails
SRP to Bedtime Stories members - June (7,986 members)	SRP-June (5,392 members)
SRP to Bright Futures members - June (1,795 members)	SRP-June (6,880 members)
SRP to Rising Stars members - June (3,682 members)	SRP-June (7,541 members)
SRP to Adults members - June (47,184 members)	SRP - Adults, July (37,063 members)
SRP to last year's signups that haven't registered (8,138 members)	
Five more emails still to come to our members	
SRP to qualified list from companies where people register or opt-in (Hulu, Netflix, Redbox, etc.) - June & July -- three emails total. One was sent last week, two more to come.	
Outdoor Billboards	Outdoor Billboards
I-44 & May	
Magazine/Newspaper Ads	Magazine/Newspaper Ads
OKC Gazette - 2x	OKC Gazette - 2x
MetroFamily Magazine	MetroFamily Magazine
The Black Chronicle - 2x	The Black Chronicle
The Friday	The Friday
Other	Other
	Penn Square Mall escalator wrap (paid for by FOL)