



# LYNX RED LINE - FALL 2017

CHARLOTTE AREA TRANSIT SYSTEM



TOTAL MENTIONS:

164



TOTAL REACH:

42,075,695



TOTAL PUBLICITY VALUE:

\$324,062.20



TOTAL INTERNET REACH:

40,247,176

TOP STORIES: INTERNET

1

How would you like to get from uptown to Lake Norman: Rail or bus?

OUTLET: Charlotte Observer Online

REACH: 4,762,683

2

How would you like to get from uptown to Lake Norman: Rail or bus?

OUTLET: Charlotte Observer Online

REACH: 4,762,683

3

How would you like to get from uptown to Lake Norman: Rail or bus?

OUTLET: Charlotte Observer Online

REACH: 4,762,683

4

Lake Norman's phantom train teases believers

OUTLET: Charlotte Observer Online

REACH: 4,762,683

5

Does Charlotte really have a shot at winning Amazon's second headquarters?

OUTLET: Charlotte Observer Online

REACH: 4,762,683



TOTAL BROADCAST  
REACH:

976,274

TOP STORIES: BROADCAST

1

WCCB News at 10  
OUTLET: WCCB-TV

REACH: 76,989

2

WBTV 3 News at Noon  
OUTLET: WBTV-TV

REACH: 62,900

3

Fox 46 News at 10p  
OUTLET: WJZY-TV

REACH: 55,831

4

WBTV 3 News at 5pm  
OUTLET: WBTV-TV

REACH: 46,444

5

Eyewitness News Midday  
OUTLET: WSOC-TV

REACH: 42,854



TOTAL PRINT REACH:

852,245

TOP STORIES: PRINT

1

How would you like to get from uptown to Lake Norman: Rail or bus?

OUTLET: Charlotte Observer

REACH: 89,623

2

Fed up with I-77? CATS sets meetings on plan to reconsider light rail to Lake Norman

OUTLET: Charlotte Observer

REACH: 89,623

3

Fed up with I-77? CATS sets meetings on plan to reconsider light rail to Lake Norman

OUTLET: Charlotte Observer

REACH: 89,623

4

Fed up with I-77? CATS sets meetings on plan to reconsider light rail to Lake Norman

OUTLET: Charlotte Observer

REACH: 89,623

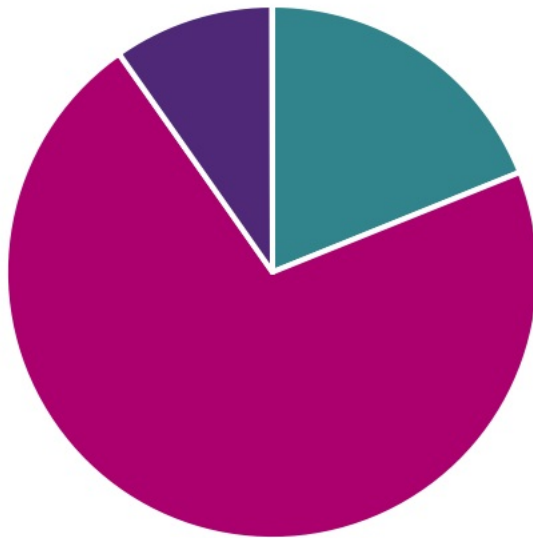
5

Fed up with I-77? CATS sets meetings on plan to reconsider light rail to Lake Norman

OUTLET: Charlotte Observer

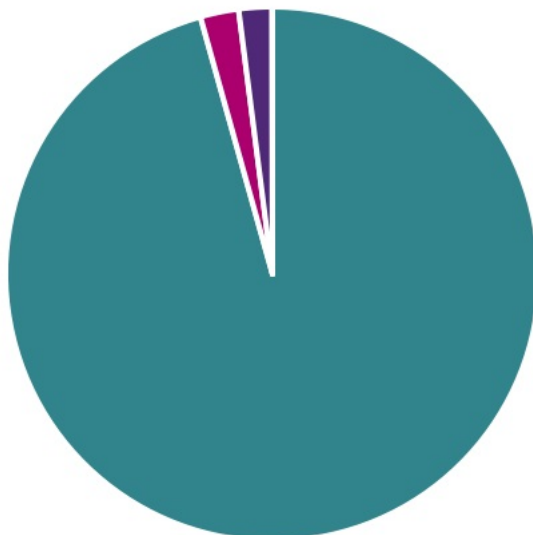
REACH: 89,623

## NUMBER OF MENTIONS BY MEDIA GROUP



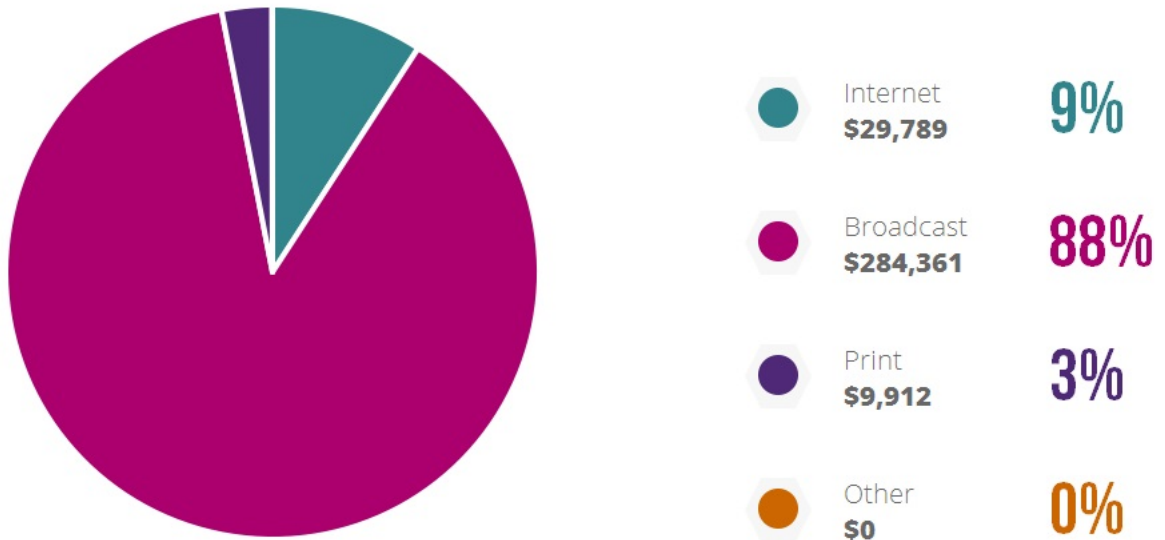
Internet	31	19%
Broadcast	117	71%
Print	16	10%
Other	0	0%

## REACH BY MEDIA GROUP

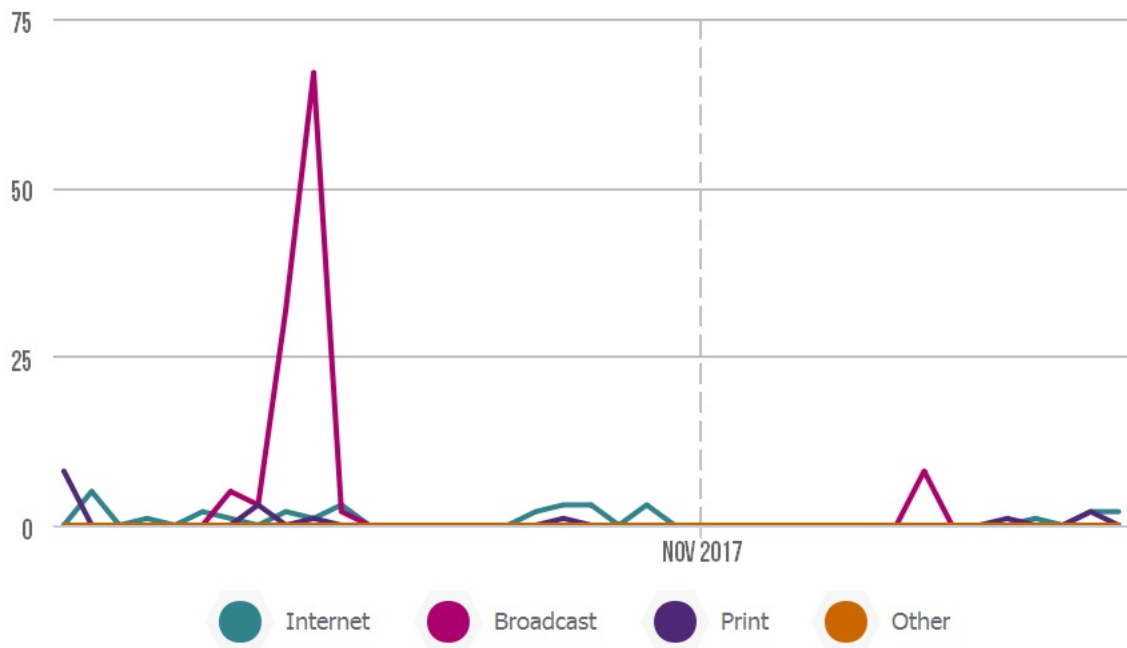


Internet	40,247,176	96%
Broadcast	976,274	2%
Print	852,245	2%
Other	0	0%

## PUBLICITY VALUE BY MEDIA GROUP

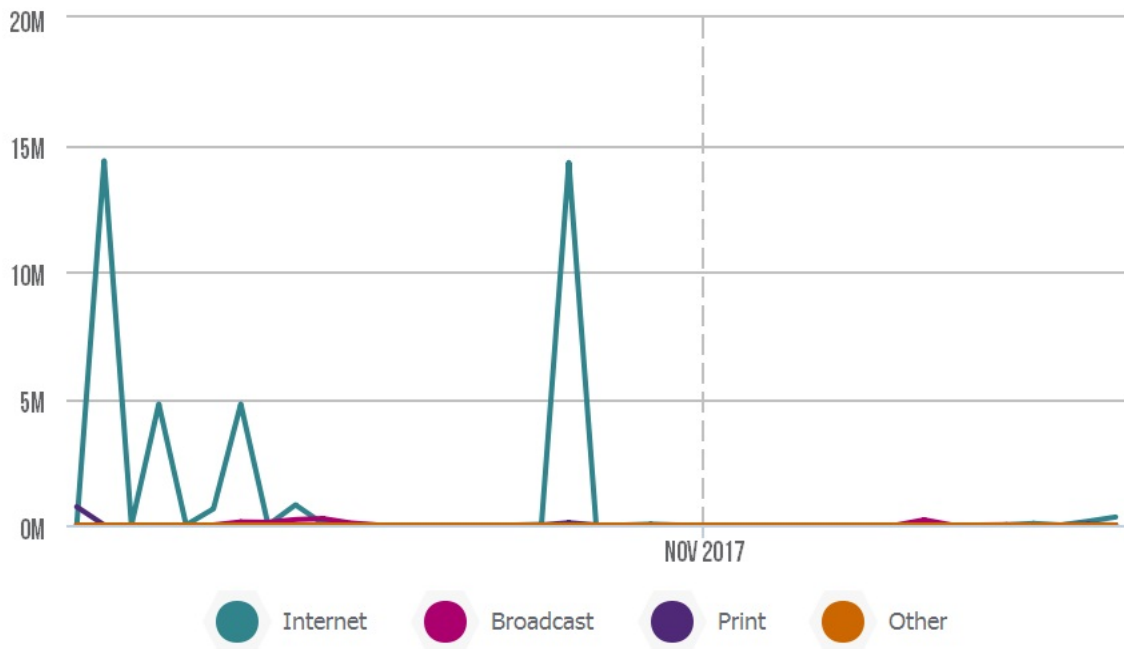


## FREQUENCY OF MENTIONS OVER TIME

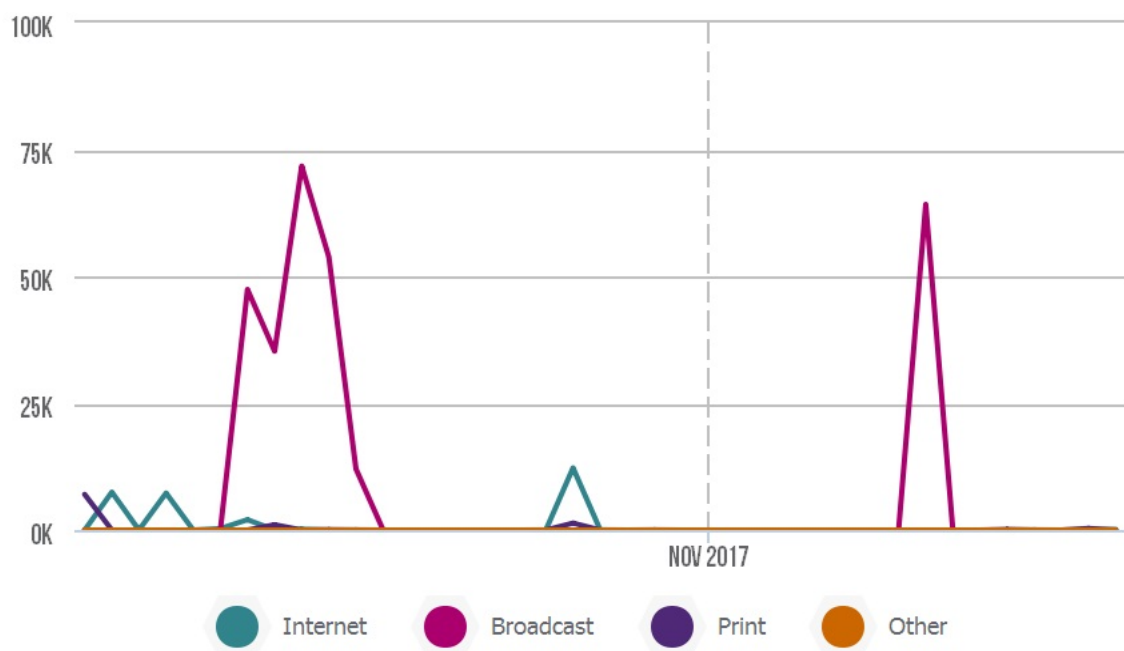




## REACH OVER TIME



## PUBLICITY VALUE OVER TIME







## SUMMARY FOR 10/9/2017 – 11/16/2017

	MENTIONS	REACH	PUBLICITY VALUE
<b>INTERNET</b>	<b>31</b>	<b>40,247,176</b>	<b>\$29,788.60</b>
Online Print Version	15	38,408,490	\$29,087.95
Online Broadcast Version	5	1,486,219	\$456.67
Blogs	2	312,670	\$117.98
News Web Sites	9	39,797	\$126.00
<b>BROADCAST</b>	<b>117</b>	<b>976,274</b>	<b>\$284,361.49</b>
Television Station Show	36	709,165	\$216,418.02
Regional Cable Network	48	213,342	\$39,694.61
Regional Cable Network Show	33	53,767	\$28,248.86
<b>PRINT</b>	<b>16</b>	<b>852,245</b>	<b>\$9,912.11</b>
Daily Newspaper	9	806,607	\$8,373.89
Magazine	5	24,104	\$1,358.45
Community Newspaper	2	21,534	\$179.77
<b>TOTAL</b>	<b>164</b>	<b>42,075,695</b>	<b>\$324,062.20</b>