U.S. CIVIL RIGHTS TRAIL

PUBLIC RELATIONS & INFLUENCER CAMPAIGN FINAL REPORT

EXECUTIVE SUMMARY

INFLUENCER OUTREACH

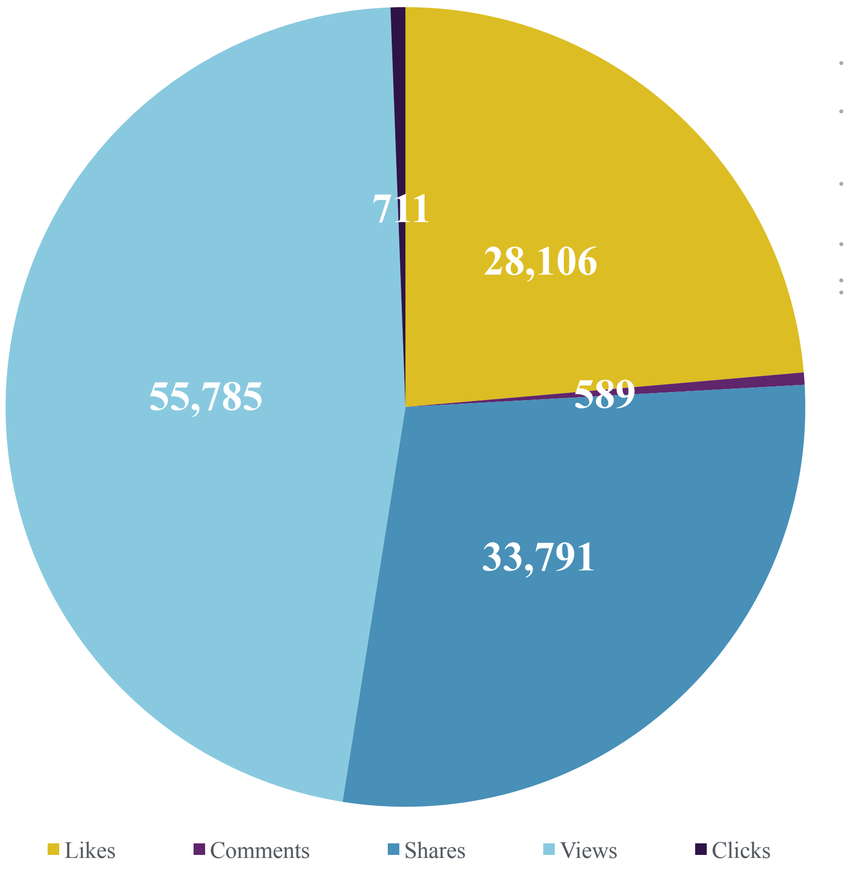
- **50 PIECES OF SPONSORED CONTENT**
- **17,811,795 SOCIAL REACH (USERS + SOCIAL SHARE REACH)**
- **117,326 VIDEO VIEWS OF INSTAGRAM PROMOTED POSTS**
- **33,391 ENGAGEMENTS OF FACEBOOK PROMOTED POSTS**

PUBLIC RELATIONS

- **174 PIECES OF COVERAGE**
- **3.4 MILLION ESTIMATED COVERAGE VIEWS**
- **16,100 SOCIAL SHARES**
- **103 LINKS FROM COVERAGE**
- **46.5 MILLION PR IMPRESSIONS**

INFLUENCER CAMPAIGN

INFLUENCER CAMPAIGN PERFORMANCE



50

Pieces of Content

118,982

Social Interactions

$0.34

CPE

2.79M

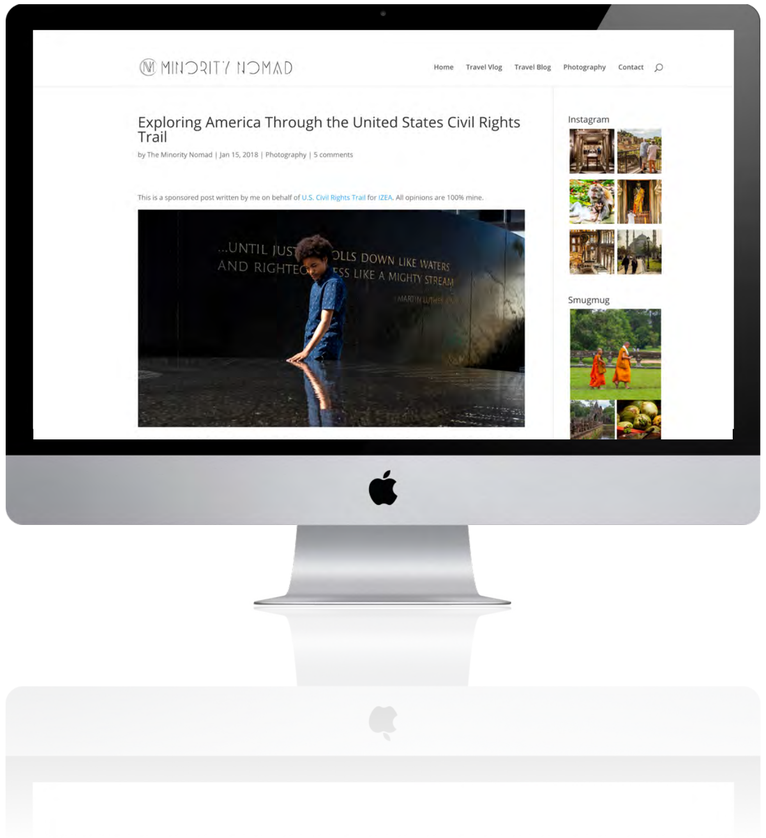
Earned Reach

Industry benchmark of $2.30 - $5.00 CPE

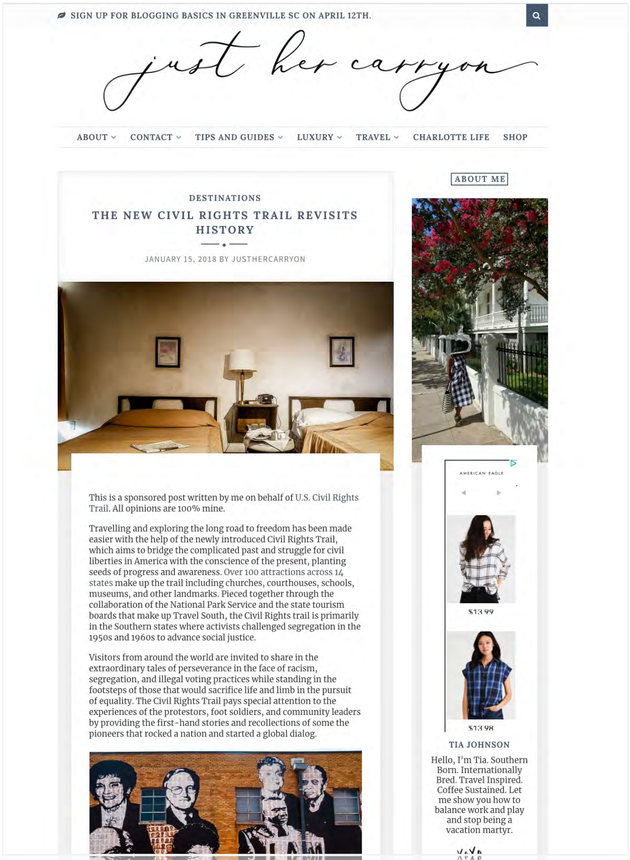
SPONSORED BLOGS

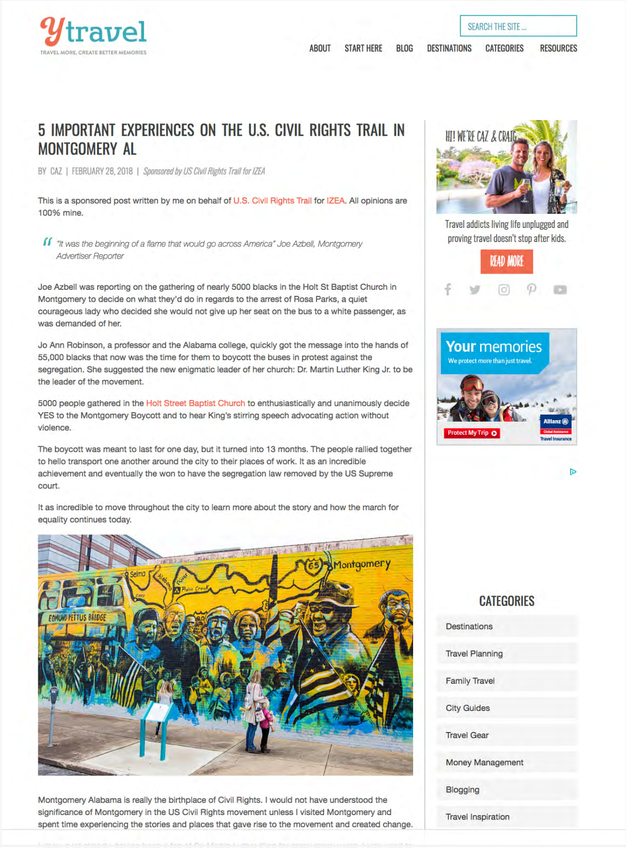
Delivered 10 Sponsored Blog Posts

- Aggregate Reach of 17,625,156
  - Total Reach Breakdown: 890,458 Users & 16,734,698 Social Reach
- 45,388 post views to date
- 612 total clicks with a 1.35% CTR
- Strong with 25 comments on sponsored posts engagement



SPONSORED BLOGS

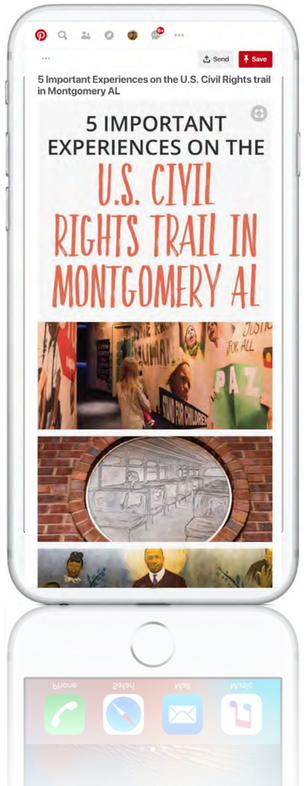




JustHerCarryon's post got 10,545 shares. YTravelBlog's post had the highest reach out of all the blog posts in the series with 425,822.

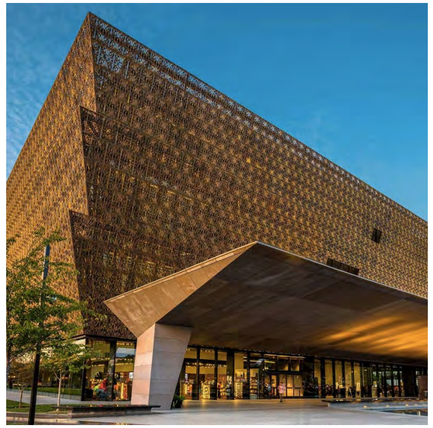
SOCIAL REACH

Each creator shared their content across social generating over 35 additional posts, which increased the overall reach of this campaign by 16,734,698!



Platform	Reach
Facebook	282,122
Twitter	145,363
Pinterest	16,052,676
Instagram	186,848
Google+	67,689
TOTAL ADDITIONAL REACH	**16,734,698**

CREATOR PHOTOS



SOCIAL ENGAGEMENT

- **Examples of social engagement from readers interested in the brand because of sponsored content**

  "Thanks for writing about this as I had no idea that this resource existed. Their interactive map in particular is excellent – we're currently in South Carolina and will be visiting Georgia and Alabama in the next couple of months, so this'll help us plan out some sites to visit along the way."
  - *Stephen*

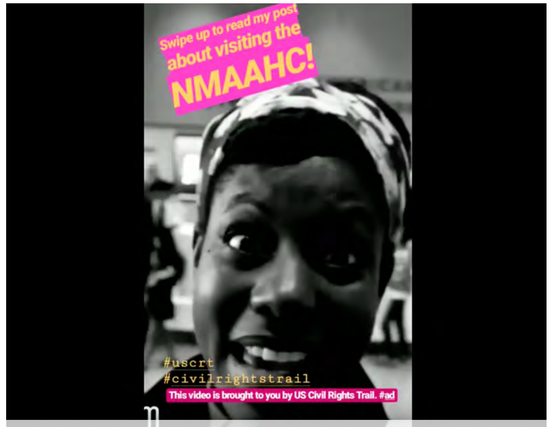
  "This is fantastic! I'm originally from NYC, but moved to Atlanta a few years ago. There is so much history of the civil rights movement here, and I still have a lot to see and learn; the trail will make it even more exciting!"
  - *Robin Taylor*

  "I'm planning a coast-to-coast road trip this summer… this would actually be an excellent itinerary for the South!"
  - *Arielle*

SPONSORED INSTAGRAM

Delivered 5 Sponsored Instagram Posts Total

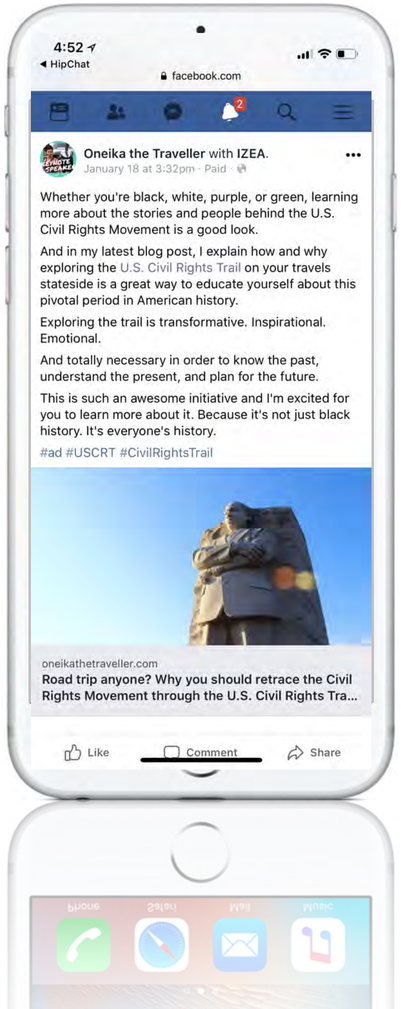
- Aggregate Following of 186,639
- 99 total clicks
- 10,397 total views
- Strong engagement with 10 comments and 953 likes



SPONSORED INSTAGRAM VIDEO

- Date Posted: 03.26.2018
- 47K Total Followers
- 840 Total Video Views
- 953 Total Video Likes
- 10 Total Comments

PROMOTED POST



Facebook	Delivered
Impressions	492,476
Engagements	33,391
Likes	24,122
Comments	450
Shares	5,532
Clicks	3,287
TOTAL ENGAGEMENTS	33,391

Instagram	Delivered
Impressions	312,008
Engagements	117,326
Views	117,326
TOTAL ENGAGEMENTS	117,326

PUBLIC RELATIONS

PUBLIC RELATIONS PERFORMANCE

174

Pieces of Content

3.4M

Estimated Coverage views

16.1K

Social Shares

103

Links from coverage

65

Average Domain Authority

46.5M

PR Impressions

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PUBLIC RELATIONS COVERAGE OVERVIEW

- **Contributed to the 46.5 million media impressions generated, including a blend of international, national and local media stories:**

International and National Coverage

- TTG Media "Everything you need to know about the America's new Civil Rights Trail"
- Skift "First U.S. National Civil Rights Trail Seeks International Tourism Appeal"
- Frommer's "U.S. Civil Rights Trail Links Dozens of Historic Sites in 14 States"
- Forbes "New Civil Rights Trail Highlights Landmarks in 14 States"
- NBC News "U.S. Civil Rights Trail guides tourists through black history"
- AAA World "Documenting the Fight for U.S. Civil Rights" (print only)

Local Coverage

- Index-Journal (South Carolina) "Mays site listed on U.S. Civil Rights Trail"
- Birmingham Business Journal "New civil rights trail launched"
- Birmingham Business Journal "Tourism director talks economic impact of Civil Rights Trail for Birmingham"
- Alabama Newscenter "29 Alabama sites part of new U.S. Civil Rights Trail"
- Next Exit History "U.S. Civil Rights Trail Paves the Way for Freedom"

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NATIONAL ONLINE COVERAGE HIGHLIGHTS

AP

Race and ethnicity North America Travel Kansas Alabama U.S. News Delaware Martin Luther King Jr. AP Top News

Southern states join to promote civil rights tourism

By JAY REEVES
Jan. 14, 2018

https://apn

BIRMINGHAM, Ala. (AP) — Southern states that once fought to maintain racial segregation are now banding together to promote civil rights tourism at sites including the building where the Confederacy was born and the motel where Dr. Martin Luther King Jr. died.

Skift

Destinations

First U.S. National Civil Rights Trail Seeks International Tourism Appeal

Sarah Enelow, Skift - Jan 10, 2018 2:00 am

Skift Take

Frommer's

RECENT BLOG POSTS

<< Back to Passportable

The International Civil Rights Center & Museum

U.S. Civil Rights Trail Links Dozens of Historic Sites in 14 States

By Zac Thompson
01/16/2018, 11:00 PM

NEWS

U.S. Civil Rights Trail guides tourists through black history

The U.S. Civil Rights Trail is highlighting over 100 historical landmarks and sites across 14 states.

by Michael Cottman / Feb.24.2018 / 11:24 AM ET

For Wanda Battle, serving as a tour guide for the Dexter Avenue King Memorial Baptist Church, the historic red-brick building where Dr. Martin Luther King Jr. accepted his first pastoral assignment, has enriched her soul.

"I have been transformed by this job," Battle told NBC News. "It's been a life-changing experience."

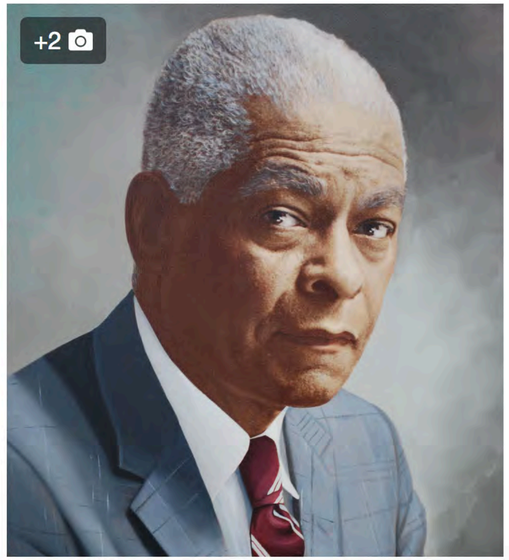
LOCAL ONLINE COVERAGE HIGHLIGHTS

INDEX-JOURNAL

NEXT UP
Festival fun: 51st Festival of Flowers packs Uptown Market

Mays site listed on U.S. Civil Rights Trail

By ADAM BENSON abenson@indexjournal.com
Jan 17, 2018 (0)



BENJAMIN E. MAYS

MENU BIRMINGHAM BUSINESS JOURNAL Sign In

Delivering a BETTER experience. Consolidated communications

TRAVEL & TOURISM

Tourism director talks economic impact of Civil Rights Trail for Birmingham

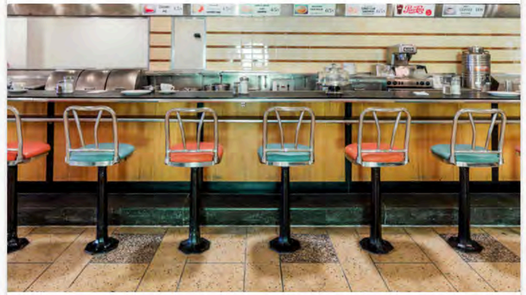
Save

The Birmingham Civil Rights Institute is expected to welcome 180,000 guests this year.
UNITED STATES CIVIL RIGHTS TRAIL

Blog U.S. Civil Rights Trail Paves the Way for Freedom

Keywords...

Written by Ashley Roberts on March 2, 2018 in Community Outreach , Heritage Tourism , Tourism .



U.S. Civil Rights Trail Paves the Way for Freedom

Imagine sitting at a lunch counter where other diners scowl at you and mutter obscenities under their breath. Or being refused a convenient (or clean) restroom, water fountain or seat on the public bus. Or not having access to the same public education as others, because of the way you look.

MENU BIRMINGHAM BUSINESS JOURNAL Sign In

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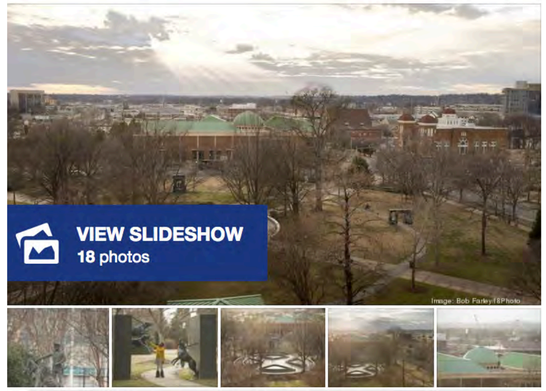
TRAVEL & TOURISM

New civil rights trail launched

Save



By Hanno van der Bijl
Digital Producer, Birmingham Business Journal

PUBLIC RELATIONS DIGITAL ADVOCACY

- **Connected with than more than 100 different trail sites to encourage promoting the trail from a digital perspective, whether on their website or social media channels:**
  - 16th Street Baptist Church (Facebook, Instagram)
  - Alabama State Capital (website)
  - Alabama Historical Commission (Facebook, Twitter)
  - Freedom Rides Museum (Facebook, website)
  - Rosa Parks Museum at Troy University (Facebook)
  - The Scottsboro Boys Museum and Cultural Center (Facebook)
  - The Jackson Foundation and Museum (Facebook)
  - Tuskegee Airmen National Historic Site (Facebook)
  - Old State House Museum (Facebook)
  - Department of Arkansas Heritage (Facebook)
  - National Museum of African American History and Culture (website)
  - National Civil Rights Museum (Facebook, Instagram, Twitter)
  - Brown v. Board of Education National Historic Site (Facebook)
  - Southern University and A&M College (Facebook)
  - Mississippi Civil Rights Museum (Facebook)
  - Mississippi Freedom 50th (Facebook)
  - Modjeska Simkins School (Facebook)
  - Benjamin E. Mays Historic Site (Facebook)
  - Green McAdoo Cultural Center (Facebook, website)

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PUBLIC RELATIONS PARTNERSHIPS

- **Connected directly with 100+ different trail sites, all 14 state tourism directors and/or communications contacts and assisted with four different event activations:**

Tennessee Statewide Launch

The Tennessee Tourism Department held a launch event at the National Civil Rights Museum in Memphis on Feb. 21, inviting 60 to 70 members of the media, community influencers and civic leaders to hear speakers including U.S. Sen. Lamar Alexander, Gov. Haslam, Tourist Development Commissioner Kevin Triplett and more.

The King Center's Beloved Community Talks

Honoring the 50th Anniversary of Dr. King's assassination, The King Center in Atlanta hosted "Beloved Community Talks" on April 5-6 – a series of open, honest, unapologetic talks to influence change. Our team negotiated participation including a booth in the exhibitor area and the opportunity for Lee Sentell to speak briefly on the U.S. Civil Rights Trail.

Woolworth on 5th Media Event with Barry Scott

Nashville's best actor and highest-profiled theatrical performer nationally, Barry Scott is giving a performance inspired by the civil rights movement on May 17 with selected media invited to the historic Woolworth on 5th basement. Following this event, Barry Scott has scheduled monthly performances at Woolworth that will be open to the public.

Tennessee Riverkeeper Civil Rights Panel

The Tennessee Riverkeeper hosted a fundraiser luncheon on April 19, including a panel discussion on civil rights with Robert F. Kennedy, Jr. and other special panelists, including sit-in participants.

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U.S. CIVIL RIGHTS TRAIL

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