



Older Americans Month Community Outreach & Media Metrics Report

1,381, 8975 Number of views or listeners who heard or watched a Human Services Agency-related story.

\$84,410 = Local Market Publicity Value (Ad value if HSA paid for marketing/commercials).

7 News Releases/Media Advisories published receiving 100% media coverage

21 Print/Digital media articles promoting OAM

4 OAM WCTV and Social Media videos produced and published

41,000 views Older Americans Month promotional posts on Twitter

9,200 people reached on Facebook

\$12,000 worth of donations for Stuff A Bus Drive By Donation Drive for seniors.

Top Stories in the News

- Stuff A Bus
- OAM opening ceremonies
- Incline Village Community Center opening

Key partners include:

- Catholic Charities of Northern Nevada
- KOLO 8 News Now
- Regional Transportation Commission
- City of Reno
- City of Sparks
- Renaissance Hotel and Bundoxx Bocce