



Building Adventure 2015

Media Results

PRESENTED BY:



November 5, 2015



Philadelphia Outward Bound School

****Media Coverage Results****

Presented November 5, 2015

DATE	MEDIA OUTLET	HEADLINE	REACH
Broadcast			
1. 10/19/15	NBC10	News Today at 11 AM: Live interview with Katie Newsom Pastuszek	52,480
2. 10/23/15	NBC10	News Today at 4:30 AM	21,016
3. 10/23/15	CBS3	Eyewitness News at 5 AM	61,891
4. 10/23/15	CBS3	Eyewitness News at 6 AM	73,930
5. 10/23/15	6ABC	Action News at 6 AM	223,771
6. 10/23/15	NBC10	News Today at 9:30 AM	50,079
7. 10/23/15	NBC10	News Today at 11 AM	52,480
8. 10/23/15	6ABC	Action News at 4 PM	159,685
9. 10/23/15	NBC10	News Today at 4 PM	71,818
10. 10/23/15	FOX29	News at 5 PM	43,127
11. 10/23/15	CBS3	Eyewitness News at 5 PM	55,939
12. 10/23/15	CBS3	Eyewitness News at 6 PM	73,865
13. 10/23/15	KYW-AM	News at 6 PM	N/A
14. 10/23/15	KYW-AM	News at 7 PM	N/A
15. 10/23/15	KYW-AM	News at 9 PM	N/A

16.	10/23/15	FOX29	News at 10 PM	55,775
17.	10/23/15	CBS3	Eyewitness News at 11 PM	134,207
18.	10/24/15	KYW-AM	News at 12 AM	N/A
19.	10/24/15	KYW-AM	News at 1 AM	N/A
20.	10/24/15	KYW-AM	News at 4 AM	N/A
21.	10/24/15	KYW-AM	News at 6 AM	N/A
22.	10/24/15	CBS3	Eyewitness News at 6 AM	54,964
23.	10/24/15	KYW-AM	News at 7 AM	N/A
24.	10/24/15	Comcast SportsNet Philadelphia	SportsNet Central at 7 AM	N/A
25.	10/24/15	Comcast SportsNet Philadelphia	SportsNet Central at 7:30 AM	N/A
26.	10/24/15	Comcast SportsNet Philadelphia	SportsNet Central at 8 AM	N/A
27.	10/24/15	KYW-AM	News at 8 AM	N/A
28.	10/24/15	Comcast SportsNet Philadelphia	SportsNet Central at 8:30 AM	N/A
29.	10/24/15	Comcast SportsNet Philadelphia	SportsNet Central at 9 AM	N/A
30.	10/24/15	KYW-AM	News at 9 AM	N/A
31.	10/24/15	Comcast SportsNet Philadelphia	SportsNet Central at 9:30 AM	N/A
32.	10/24/15	FOX29	News at 10 AM	17,205
33.	10/24/15	KYW-AM	News at 10 AM	N/A
34.	10/24/15	KYW-AM	News at 10:30 AM	N/A
35.	10/24/15	CBS3	Eyewitness News at 11 AM	26,250

36.	10/24/15	KYW-AM	News at 1 PM	N/A
37.	10/24/15	KYW-AM	News at 3 PM	N/A
Print/Online				
38.	9/8/15	The Times of Chester County	Rotary goes to 'new heights' Thursday for Outward Bound School	N/A
39.	9/8/15	The Unionville Times	Rotary goes to 'new heights' Thursday for Outward Bound School	N/A
40.	9/8/15	The Kennett Times	Rotary goes to 'new heights' Thursday for Phila. Outward Bound School	N/A
41.	9/14/15	Daily Local News [online]	West Chester area Rotary teams rappel to new heights	90,574
42.	9/15/15	Daily Local News	Rotary teams rappel to new heights with project	90,574
43.	9/24/15	Bryn Mawr-Gladwyne Patch	Bryn Mawr local to rappel 31-stories for charity	N/A
44.	9/24/15	Chestnut Hill-Mt. Airy Patch	Mt. Airy local to rappel 31-stories for charity	N/A
45.	9/24/15	Haverford-Havertown Patch	Haverford, Havertown locals to rappel 31-stories for charity	N/A
46.	9/24/15	West Chester Patch	West Chester locals to rappel 31-stories for charity	N/A
47.	10/20/15	(IN) center city	(in)side: Skyscraper Abseiling for a Good Cause	N/A
48.	10/23/15	Associated Press*	Phillie Phanatic, 76ers mascot rappel down city skyscraper	2,434,056
			<i>*Story was also picked up by 109 local outlets around the country.</i>	17,358,359
49.	10/23/15	Associated Press Studio	Philly Sports Mascots Rappel Down Skyscraper	2,434,056
50.	10/23/15	The New York Times [online]	Philly Phanatic, 76ers Mascot Rappel Down City Skyscraper	34,095,857
51.	10/23/15	The Boston Herald [online]	Phillie Phanatic, 76ers mascot rappel down city skyscraper	1,338,129
52.	10/23/15	Business Insider	Phillie Phanatic, 76ers mascot rappel down city skyscraper	6,233,514

53.	10/23/15	WFMZ.com [69News: Eastern PA, Western NJ]	Phillie Phanatic, 76ers mascot rappel down skyscraper	712,435
54.	10/23/15	Comcast SportsNet Philly [online]	Phanatic, Franklin rappel down Philly skyscraper for charity	836,754
55.	10/23/15	The Morning Call	Phillie Phanatic, 76ers mascot rappel down city skyscraper	641,709
56.	10/23/15	ESPN.com	Phillie Phanatic, 76ers mascot rappel down city skyscraper	62,165,283
57.	10/23/15	ABC News [online]	Phillie Phanatic, 76ers mascot rappel down city skyscraper	15,744,631
58.	10/23/15	Newsday [online]	Phillie Phanatic, 76ers mascot rappel down city skyscraper	2,529,240
59.	10/23/15	FoxSports.com	Phillie Phanatic, 76ers mascot rappel down city skyscraper	18,274,358
60.	10/23/15	Daily Mail [online]	Phillie Phanatic, 76ers mascot rappel down city skyscraper	25,821,027
61.	10/23/15	U.S. News & World Report [online]	Phillie Phanatic, 76ers mascot join dozens in rappelling 31 stories down city office building	17,525,633
62.	10/23/15	Miami Herald [online]	Phillie Phanatic, 76ers mascot rappel down city skyscraper	1,492,202
63.	10/23/15	Sacramento Bee [online]	Phillie Phanatic, 76ers mascot rappel down city skyscraper	985,418
64.	10/23/15	Salon.com	Phillie Phanatic, 76ers mascot rappel down city skyscraper	11,880,173
65.	10/23/15	NBC10.com	76ers Mascot, Phillie Phanatic Among Mascots To Rappel Down City Skyscraper	1,631,290
66.	10/23/15	Philadelphia Magazine: Be Well Philly [online]	This Is What It's Like to Rappel from at 31 Story Building in Center City	499,310
67.	10/23/15	Philadelphia Magazine E-Newsletter	Temple Football in National Title Hunt? What It's Like to Rappel from a Center City Sky....	N/A
68.	10/23/15	PhillyVoice	Stepping over the edge for Philadelphia school kids	47,306
69.	10/23/15	USA Today [online]	Philly Sports Mascots Rappel Down Skyscraper	2,235,345
70.	10/23/15	6ABC [online]	Rappelling Down To Benefit Outward Bound	870,557

71.	10/23/15	The Washington Post [online]	Phillie Phanatic, 76ers mascot rappel down city skyscraper	20,259,310
72.	10/23/15	The Huffington Post	Phillie Phanatic Rappels Down City Skyscraper	30,387,355
73.	10/23/15	Philly.com	Phillie Phanatic, 76ers mascot rappel down city skyscraper	2,452,263
74.	10/23/15	Yahoo! Sports	Philly Sports Mascots Rappel Down Skyscraper	19,080,765
75.	10/23/15	Yahoo! Finance	Philly Sports Mascots Rappel Down Skyscraper	24,476,349
76.	10/24/15	Yahoo! News UK & Ireland	Phillie Phanatic, 76ers mascot rappel down city skyscraper	29,590,416
77.	10/24/15	MSN.com	Dozens Propel Down Center City High Rise For Nonprofit Outward Bound	58,621,351
78.	10/24/15	CBSPhilly.com	Fundraising At 400-Feet: The Outward Bound Way	1,017,674
79.	10/24/15	The Philadelphia Inquirer	Dog's-eye view	330,485
80.	10/25/15	Daily Local News [online]	Team Rotary rappels down Philly's One Logan Square	90,574
81.	10/25/15	Philly.com	Philly Outward Bound kicks butt, jumpstarts guts	2,452,263
82.	10/25/15	Philadelphia Daily News	She's Bound and determined	79,863
83.	10/25/15	Philadelphia Daily News	Rappelling Phanatic...	79,863
84.	10/26/15	Billy Penn	'Don't look down': How I survived walking down a skyscraper for Outward Bound	140,865
85.	10/27/15	Philebrity.com	ICYMI: The Phillie Phanatic and Franklin Rappelled Down One Logan Square	118,271
86.	10/28/15	Philly Weekly [online]	I was challenged, I was scared—I rappelled down the building anyway	61,145
87.	10/28/15	Philly Weekly	Outward and inward	100,326
88.	10/29/15	Chestnut Hill Local	Photo of Moss Disston – clip not available	7,000

89.	11/17/15	PhillyTrib.com	Expected	26,578
90.	11/17/15	Philadelphia Tribune	Expected	23,090
Social Media				
<i>Associated Press:</i>				
91.	10/23/15	Associated Press YouTube Channel	Philly Sports Mascots Rappel Down Skyscraper	1,410
92.	10/23/15	@kmatheson [AP]	Went to the top of a 31-story office building To watch rappellers, and the Phillie Phanatic...	2,232
<i>Billy Penn:</i>				
93.	10/22/15	@anna_orso [Billy Penn]	About to rappel down this building lol pray please	3,514
94.	10/22/15	@anna_orso [Billy Penn]	Here's part of the harness. Seems legit	3,514
95.	10/22/15	@anna_orso [Billy Penn]	Also good to know I have a helmet in case something goes wrong 31 stories above the...	3,514
96.	10/22/15	@anna_orso [Billy Penn]	Today's rappel raises money and awareness for Philadelphia Outward Bound School...	3,514
97.	10/26/15	@billy_penn	"Don't look down": How I survived walking down a skyscraper for Outward Bound...	7,884
98.	10/26/15	Billy Penn Facebook	This is not your run-of-the-mill fundraiser. Outward Bound helped a bunch of Philadel...	3,252
<i>Philly Voice:</i>				
99.	10/22/15	@HaydenMitman [PhillyVoice]	My view at the moment. I'm about to rappel 31 stories (418ft) over the parkway. Who...	590
100.	10/22/15	@HaydenMitman [PhillyVoice]	I made it down safe. Super exciting. Now to ease my nerves enough to write about the...	590
101.	10/22/15	@HaydenMitman [PhillyVoice]	I'm still writing, but, here's a great shot our photographer, Thom Carroll, got while I...	590
102.	10/22/15	@HaydenMitman [PhillyVoice]	Ok, one more. Taking a moment to breath before I stepped back over the edge.	590
103.	10/23/15	@thephillyvoice	#PhillyVoice reporter @HaydenMitman steps over the edge for #PhiladelphiaSchool kids...	11,704
104.	10/24/15	@thephillyvoice	Our own @HaydenMitman propelled over the side of a building. Find out why:...	11,704

105.	10/24/15	PhillyVoice Facebook	Our reporter propelled over the side of a building. Find out why...	19,761
106.	10/27/15	PhillyVoice Instagram	PhillyVoice reporter, Hayden Mitman begins his rappel from One Logan Square building...	1,584
<i>KYW-AM:</i>				
107.	10/23/15	@hadaskuznits [KYW]	Adventure in the city, as folks rappel #rappelphl to raise \$ 4 @OutwardBoundPHL...	2,413
108.	10/23/15	@hadaskuznits [KYW]	Mayor @Michael Nutter rappelling on the far right as the DJ plays "free falling" @KYWNew...	2,413
109.	10/23/15	@KYWNewsradio	RT Adventure in the city, as folks rappel #rappelphl to raise \$ 4 @OutwardBoundPHL...	38,156
110.	10/23/15	@KYWNewsradio	RT Mayor @Michael Nutter rappelling on the far right as the DJ plays "free falling" @KYW...	38,156
111.	10/23/15	@KYWNewsradio	Philadelphia Mayor @Michael Nutter Rappels Down 31-Story Building cbslocal...	38,156
<i>Fig West Chester Magazine:</i>				
112.	10/23/15	@FigWestChester	Thank you capital one – fig loves you right now #figwestchester #capitalonebank #rappelphl...	2,421
113.	10/23/15	@FigWestChester	Celebrity sighting #figwestchester #rappelphl @ Two Logan Square...	2,421
114.	10/23/15	@FigWestChester	If the fanatic can do it #figwestchester #rappelphl @ Two Logan Square...	2,421
<i>Philadelphia Magazine: Be Well Philly</i>				
115.	10/22/15	Be Well Philly Instagram	The view from the building I'm about to rappel from. Yes. Rappel.	6,421
116.	10/22/15	Be Well Philly Instagram	Hello, from that tiny black dot there #rappelphl	6,421
117.	10/23/15	@bewellphilly	This Is What It's Like to Rappel from a 31-Story Building in Center City >>...#rappelphl	12,149
118.	10/23/15	Be Well Philly Facebook	"Standing on the ledge, with my heels hanging off the side of the building and my back to..."	33,688
<i>CBS3:</i>				
119.	10/23/15	@CBSPhilly	.@VittoriaWoodill Rappels Down 31-Story Building...	86,679

120.	10/23/16	@VittoriaWoodill [CBS3]	Let's go OVER the Edge!!! Right now on @CBSPhilly	3,833
121.	10/23/15	@VittoriaWoodill [CBS3]	#OVERTHEEDGE! I rappelled down 31 stories 4 a gr8 cause!! Watch me discover my inner...	3,833
122.	10/23/15	Vittoria Woodill Facebook [CBS3]	Who is going to watch me rappel down One Logan Square tonight on CBS Philly at 11pm...	4,489
123.	10/23/15	VittoriaWoodill Facebook [CBS3]	It's about that time! Tune into CBS Philly to Watch me rappel 31 stories!!! We're live!	4,489
<i>Philadelphia Inquirer/Philadelphia Daily News/Philly.com</i>				
124.	10/23/15	@PhillyRover [Alejandro Alvarez Daily News/Philadelphia Inquirer]	.@PhillyDailyNews .@PhillyInquirer .@phillydotcom Hanging with .@Sixers...	1,134
125.	10/23/15	@phillydotcom	Phillie Phanatic, @Sixers mascot rappel down city skyscraper: ...	138,038
<i>The Huffington Post:</i>				
126.	10/23/15	@HuffPostWeird	Phillie Phanatic Rappels down city skyscraper, but not to the cellar...	88,625
<i>Philebrity.com</i>				
127.	10/27/15	@philebrity	ICYMI: the Phillie Phanatic And Franklin Rappel Down One Logan Square...	25,936
<i>Philly Weekly:</i>				
128.	10/28/15	@PhillyWeekly	Scaling large buildings in the name of journalism, check out this week's issue of...	64,692
129.	10/28/15	PhillyWeekly Instagram	Scaling large buildings in the name of journalism, check out this week's issue of...	4,042
130.	10/28/15	@timaree_leigh [Philly Weekly]	Terrified and did it anyways: my latest for @PhillyWeekly about rappeling 31 stories...	1,874
131.	10/28/15	@timaree_leigh [Philly Weekly]	Why I stepped off a perfectly good building for @OutwardBoundPHL...	1,874

Total Reach: 419,160,445