

**Advanced PR
Media Report**

Media Report

The four news sources that were published for the press releases were the *Lowell Tribune*, *Post Tribune*, *Daily Southtown* and WJOB 104.7. The *Lowell Tribune* has a circulation of 4,650 to people's homes. The *Post Tribune* has a circulation of 268,803 ranging across the NWI area and Chicago area. WJOB range reaches audiences Chicagoland and NWI areas and *Daily Southtown* 34,542. The quantitative data acquired by audiences reached around 307,995 people.

The most coverage dealt was the anniversary of the chamber and events being held within Cedar Lake. It is noted that key events that affect the area normally get picked up by local newspapers. Anything that relates to animals or unique wild animals will catch interest as well. To keep a good standing with newspapers, give good content or reach out to reporters to let them know when an event will occur.