

Christian Companion Media Results

Press conference:

12 religious media outlets participated, including three top tier religious publications,

Catholic News Service

Church World Service

Justice News Service

AsburyUMCOnline.com

United Methodist Reporter

WWW.UMportal.org

United Methodist Committee on Relief, NYC

KZUM Radio

Catholic Reporter

United Methodist Communicator

United Methodist Connection Baltimore Washington Conference

United Methodist Nexus

Radio Media Tour:

13 radio stations in small, medium and major markets participated, for a total of 500,000 listeners

Video Views:

The two videos, the Christian Companion Panel and the Author interviews, garnered 530 views during the month of October alone

Podcast:

1,039 listeners for the week of Oct. 20 alone

E-mail blast:

13.9% open rate during one key week of the campaign

Social Media:

MySpace, which was a highly used tool in 2008, typically garnered 5,000 hits a week.