

Comox Valley Media Olympic Relations Evaluation Report

Date	Media Outlet	Journalist Name	Media Type	Market	Title	Length	Impressions	Advertising Equivalency	Brand *	Image *	Quote *	Action *
4/24/2010	Voyages		Magazine		Vancouver de ville en ile				Y	Y	N	Y
08/07/09	Vancouver Sun	Bruce Constantineau	Newspaper	Vancouver	Comox Valley knew how to go green	27 column inches	159,438	\$25,587	Y	Y	Y	N
Nov-09	BC Daily Buzz	staff	Video	World Wide Web	Olympic Torch Relay Comox Valley	2 min	unavailable	unavailable	Y	Y	N	N
01/08/10	Globe and Mail	Jeremy Ferguson	Newspaper	British Columbia	The other side of Vancouver Island	7 column inches	301,820	\$2,202	Y	N	Y	N
1/22/2010	A News	Gord Kurbis	TV	Vancouver Island	1st Olympic Team Training at Mount Washington	3 minutes	10,000	\$1,440	Y	Y	N	N
1/23/2010	Ming Pao	staff	Newspaper	Vancouver	Winter Olympic Exhibition Game in Comox Valley	21 column inches	54,000	\$105	Y	N	N	N
1/23/2010	Times Colonist	Carla Wilson	Newspaper	Vancouver Island	As Olympians Arrive Mount Washington deep in snow	7 column inches	63,584	\$1,900	Y	N	N	N
1/24/2010	YouTube	BiathlonChina	Video	World Wide Web	Chinese Biathletes training at Mt Washington	42 seconds	unavailable	unavailable	Y	Y	N	N
1/28/2010	Globe and Mail	Wendy Stueck	Newspaper	British Columbia	Where the best athletes come to train	12 column inches	301,820	\$3,775	Y	N	Y	N
Jan/Feb 2010	Vancouver View	Alison Malone	Magazine	Vancouver	The Comox Valley's Olympic Spirit	45 column inches	29,208	\$5,154	Y	Y	N	Y
Feb-10	CTV	Jim Beatty	TV	Vancouver	Mount Washington	2 min 30 sec	1,200,000	\$4,705	Y	Y	Y	N
Feb-10	CTV	Jim Beatty	TV	Vancouver	Ghana's Snow Leopard skier	2 min 30 sec	1,200,000	\$4,705	Y	Y	Y	N
Feb-10	SVTV.com	staff	Video	World Wide Web	Swedish Ski Team at Mount Washington	3 min	unavailable	unavailable		Y	N	N
Feb-10	CHEK News	staff	TV	Vancouver Island	Ghana's Snow Leopard	2 min 30 sec	74,000	\$2,500	Y	Y	N	N
Feb-10	Vancouver 2010.com	Michael Fountain	Video	World Wide Web	Mount Washington	3 min 5 seconds	1,000,000	unavailable	Y	Y	N	N
Feb-10	Omni TV	staff	TV	Vancouver	Olympic Teams training at Mt Washington	2 min 20 seconds	unavailable	unavailable	Y	Y	N	N
Feb-10	Omni TV	staff	TV	Vancouver	China vs. Sweden Hockey Game	2 min 20 seconds	unavailable	unavailable	Y	Y	Y	N
2/2/2010	Yahoo Sports.ca	Dirk Meissener	Website	World Wide Web	The snow leopard, Ghana's first winter games hopeful, readying for Olympic run	1 page	unavailable	unavailable	Y	N	Y	N
2/2/2010	CBC.ca	Dirk Meissener	Website	World Wide Web	Ghana's first Winter Olympian to hit BC Slopes	1 page	unavailable	unavailable	Y	N	Y	N
2/2/2010	Yahoo France	Dirk Meissener	Website	World Wide Web	The snow leopard, Ghana's first winter games hopeful, readying for Olympic run	1 page	unavailable	unavailable	Y	N	Y	N
2/2/2010	ESPN.com	staff	Images	World Wide Web	Snow Leopard	1 image	4,200,000	unavailable	N	Y	N	N
2/2/2010	Daum (South Korea)	Dirk Meissener	Website	World Wide Web	Snow Leopard Skiing Olympics	1/2 page	unavailable	unavailable	Y	Y	N	N
2/2/2010	CTVOlympics.ca	Dirk Meissener	Website	World Wide Web	Ghana's Snow Leopard set to make history	1 page	unavailable	unavailable	Y	N	Y	N
2/2/2010	Winnipeg Free Press	Dirk Meissener	Newspaper	Winnipeg	The snow leopard, Ghana's first winter games hopeful, readying for Olympic run	5 column inches	118,958	\$3,654	Y	N	Y	N
2/2/2010	Metronews.ca	Dirk Meissener	Website	World Wide Web	The snow leopard, Ghana's first winter games hopeful, readying for Olympic run	1 page	28,800	unavailable	Y	N	Y	N
2/2/2010	Vancouver Sun	Cleve Dheensaw	Newspaper	Vancouver	Ghanian Olympic skier no novelty act	18 column inches	159,438	\$3,578	Y	Y	N	N
2/2/2010	Newstalk1010.com	Dirk Meissener	Website	World Wide Web	Mount Washington hosts training Olympians Leopard from a snowless land clawing his way to the top in B.C	3 column inches	4,300	unavailable	N	N	N	N
2/3/2010	Globe and Mail	Sarah Boesveld	Newspaper	British Columbia	Mount Washington hosts training Olympians Leopard from a snowless land clawing his way to the top in B.C	11 column inches	301,820	\$3,621	Y	N	Y	N
2/4/2010	CBC Radio	Jennifer Chen	Radio	Vancouver	Interview with Brent Harder	5 minutes	70,900	unavailable	Y	N	Y	Y
2/4/2010	Alltagsportal	staff	TV	Germany	German Biathletes	1 min 40 seconds	unavailable	unavailable	Y	Y	N	N
2/5/2010	CBC Radio	Michael Tymchuk	Radio	Victoria	Interview, Snow Sports, Snow Leopard, Minor Hockey and Mount Washington	15 min	13,000	unavailable	Y	N	Y	Y

2/5/2010	R7 Video	staff	TV	Brazil	Conheça a história de superação do esquiador conhecido como "Leopardo da Neve"	1 min 40 seconds	unavailable	unavailable	Y	Y	N	N	
2/6/2010	Sing Tao	staff	Newspaper	Vancouver	Comox Valley	4 column inches	31,000	\$328	Y	N	N	N	
2/6/2010	Calgary Herald	Suzanne Ahearne	Newspaper	Calgary	Locals share dreams and their hill with athletes	42 column inches	119,131	\$9,329	Y	Y	N	Y	
2/6/2010	Times Colonist	Cleve Dheensaw	Newspaper	Vancouver Island	Women's hockey tuneup steals spotlight in Comox	24 column inches	63,584	\$3,390	Y	N	Y	N	
2/8/2010	Sing Tao	staff	Newspaper	Vancouver	Comox Valley	7 column inches	31,000	\$574	Y	N	N	N	
2/9/2010	Montreal Gazette	Cleve Dheensaw	Newspaper	Montreal	Leopard's endearing tale	15 column inches	147,668	\$7,507	Y	Y	Y	N	
2/9/2010	Times Colonist	Cleve Dheensaw	Newspaper	Vancouver Island	Mount Washington perfect Match	45 column inches	63,584	\$4,662	Y	Y	N	N	
2/11/2010	BC Media Centre Image	Staff	Website	World Wide Web	A Taste of Vancouver Island and the Sunshine Coast	10 column inches	unavailable	unavailable	N	Y	N	N	
2/11/2010	Coast Reporter	Cathie Roy	Images	World Wide Web	Taste of the Sunshine Coast	17 images	unavailable	unavailable	N	Y	N	N	
2/12/2010	Vancouver Courier	Todd Parker	Newspaper	Vancouver	Mt Washington reaping Olympic benefits	13 column inches	126,000	\$255	Y	Y	N	N	
2/13/2010	Vancouver Sun	Bruce Constantineau	Newspaper	Vancouver	BC Welcomes Corporate World	22 column inches	159,438	\$7,368	Y	N	N	N	
2/13/2010	CKNW	Simi Sarah	Radio	Vancouver	Oysters for Valentines Day	10 min	729,928	\$2,125	Y	N	Y	N	
2/14/2010	Richmond Review	staff	Newspaper	Richmond	Oysters for Valentines Day	1 image	47,600	\$245	N	Y	N	N	
2/14/2010	Richmond News	staff	Newspaper	Richmond	Oysters for Valentines Day	1 image	48,000	\$383	N	Y	N	N	
2/15/2010	Vancouver Sun	Neal Hall	Newspaper	Vancouver	Vancouver sets record for oyster sales	3 column inches	159,438	\$1,089	N	N	N	N	
2/16/2010	A News	Sachi Kurl	TV	Vancouver Island	Comox Valley Goes for Gold	3 min 42 seconds	10,000	\$1,804	Y	Y	Y	Y	
2/16/2010	Vancouver Sun	Neal Hall	Newspaper	Vancouver	Games give small BC towns international exposure	16 column inches	159,438	\$5,697	Y	N	N	N	
2/17/2010	Chek News	Paul Haysom	TV	Vancouver Island	BC Street Island Booths	3 min	74,000	\$3,000	Y	Y	N	N	
2/19/2010	Vancouver Sun	Steve Whysall	Newspaper	Vancouver	BC Street in Richmond O Zone brings the province's communities to the world	13 column inches	159,438	\$4,633	Y	N	N	N	
2/19/2010	Globe and Mail	Rod Michelburgh	Newspaper	British Columbia	Comox's Golden Touch	5 column inches	301,820	\$1,573	Y	N	N	N	
2/20/2010	Edmonton Journal	Suzanne Ahearne	Newspaper	Edmonton	New thrill: Sharing hill with Olympians	20 column inches	112,298	\$5,367	Y	Y	N	N	
2/20/2010	Vancouver Sun	Kelly Sinoski	Newspaper	Vancouver	Communities showcase their best on BC Street	4 column inches	159,438	\$1,443	Y	N	N	N	
2/20/2010	Vancouver Sun	Steve Whysall	Newspaper	Vancouver	Street takes BC to the world	13 column inches	159,438	\$4,633	Y	N	N	N	
2/23/2010	Comox Valley Echo	Marcel Tetrault	Newspaper	Comox Valley	Valley right up there in Olympic Medal Count	11 column inches	23,000	\$88	Y	N	Y	N	
2/24/2010	CBC Radio North	Staff	Radio	NWT/YU/NU	Comox Valley participation in BC Street	10 min	unavailable	unavailable	Y	N	Y	Y	
2/25/2010	Richmond Review	Tom Fletcher	Newspaper	Richmond, BC	Games offer publicity you can't buy	14 column inches	47,600	\$429	Y	N	N	N	
2/26/2010	CFAX	staff	Radio	Vancouver Island	Comox Valley's Olympic Legacy and BC Street Participation	5 minutes	7,000	\$1,000	Y	N	Y	Y	
2/27/2010	FMA Weekly	staff	TV	USA	Snow Leopard Skier	3 minutes	unavailable	unavailable	Y	N	N	N	
2/27/2010	YourCook.ca	staff	Blog	World Wide Web	A Taste of Vancouver Island and the Sunshine Coast	7 pages	unavailable	unavailable	N	Y	N	N	
March-10	Check Island 30	Tanya Smith	TV	Vancouver Island	Comox Valley	3 min	18,100	\$3,000	Y	Y	Y	Y	
3/24/2010	Globe and Mail	Rod Michelburgh	Newspaper	British Columbia	Canada's Golden Girl	3 column inches	301,820	\$944	Y	Y	N	N	
4/1/2010	Business Examiner	Goody Niosi	Magazine	Vancouver Island	Comox Valley success extends beyond Olympics	2 pages	14,015	\$2,592	Y	Y	Y	Y	
	Outstanding												
	Epoch Times												
	Fairchild TV	staff	TV	Vancouver									
	NBC Today Show	staff	TV	USA									
	Channel 9 Australia	staff	TV	Australia									
	Sweden TV ?	staff	TV	Sweden									
	CCTV China	staff	TV	China									
TOTAL REACH AND DIRECT ADVERTISING EQUIVALENCY								12,564,862	\$136,384				
TOTAL MEDIA EXPOSURE VALUE									\$545,536				

Legend:

Brand*: Was the client's brand mentioned? Y/N

Image*: Was there an image or photo included in the media coverage? Y/N

Quote*: Was a spokesperson quoted in the media coverage? Y/N

Action*: Was there a call to action and/or contact information? Y/N

Notes:

1. In order to reflect the higher impact of editorial coverage over equivalent advertising space, and to account for the fact that the ad equivalency totals do not include production costs, industry standards

2. In cases where advertising rates or reach data were not readily available, conservative assumptions were made based on similar media outlets in similar sized markets.

3. Colour photographs add a significant value to editorial and advertisements. This is why ad value may vary significantly in certain cases.

Often we are unable to determine whether a photograph ran in colour or black/white. In these cases ad value is based on b/w rates.

4. For online coverage information was gathered whenever possible. For instances when impressions and ad values are not give they are marked unavailable. This is a standard way of reporting for the industry.