

MONTH	DAY	Coverage Themes	Story Slug	Media Pick-ups	Unit Length	Value per Unit Length	Earned Media Value	Impressions (Readership and/or Viewers)	Outlets	Medium
PERIOD: 2/2016 - 1/2017										
FEBRUARY	25	Jobs - Industry Specific	Growth spurs boom in healthcare jobs	1	16	\$676.00	\$10,816.00	138,992	Houston Chronicle - Cypress Edition	PRINT
FEBRUARY	25	Jobs - Industry Specific	Growth spurs boom in healthcare jobs	1	16	\$676.00	\$10,816.00	138,992	Houston Chronicle - Spring Edition	PRINT
MARCH	3	Other - System Recognition or Client Success	Cypress man honored for longtime service (Mark Guthrie)	1	33	\$676.00	\$22,308.00	138,992	Houston Chronicle - Cypress Edition	PRINT
MARCH	17	Jobs - Economy	Amid oil sector layoffs, who is hiring in Houston these days?	1	22	\$69.00	\$1,518.00	16,220	Houston Public Media - Houston Matters	BROADCAST - RADIO
MARCH	17	Jobs - Economy	Amid oil sector layoffs, who is hiring in Houston these days?	1	1	\$774.00	\$774.00	18,799	Houston Public Media - Houston Matters - web	ONLINE
MARCH	31	Public Engagement Event - Promotion	Workforce Report Card 2015 - Northline event	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
APRIL	1	Public Engagement Event - Day of	Workforce Report Card 2015 - Northline event	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
APRIL	1	Public Engagement Event - Day of	Report card gives Houston region C in education	1	4	\$69.00	\$276.00	16,220	Houston Public Media - radio	BROADCAST - RADIO
APRIL	1	Public Engagement Event - Day of	Report card gives Houston region C in education	1	1	\$69.00	\$69.00	16,220	Houston Public Media - web	ONLINE
APRIL	3	Jobs - Industry Specific	Fabricators should feel industry demand	1	30	\$871.00	\$26,130.00	508,097	Houston Chronicle - print	PRINT
APRIL	13	Public Engagement Event - Day of	Workforce Report Card 2015 - Baytown event	1	4	\$12.69	\$50.76	5,907	The Baytown Sun	PRINT
APRIL	13	Public Engagement Event - Day of	Workforce Report Card 2015 - Baytown event	1	1	\$100.00	\$100.00	5,907	thebaytownsun.com	ONLINE
APRIL	17	Jobs - Economy	Seasonal hiring of drivers picking up	1	16	\$871.00	\$13,936.00	508,097	Houston Chronicle - print	PRINT
APRIL	27	System Resources - Job Skills Training	Workers gain skills upgrades	1	67	\$676.00	\$45,292.00	138,992	Houston Chronicle - print	PRINT
APRIL	28	System Resources - Job Skills Training	\$1 million in hand for middle-skill job training	1	33	\$676.00	\$22,308.00	138,992	Houston Chronicle - print	PRINT
APRIL	28	System Resources - Job Skills Training	Partnership launched to move 1,000 people from low-wage to middle-wage jobs	1	2	\$69.00	\$138.00	16,220	Houston Public Media - radio	BROADCAST - RADIO
APRIL	28	System Resources - Job Skills Training	Partnership launched to move 1,000 people from low-wage to middle-wage jobs	1	1	\$69.00	\$69.00	16,220	Houston Public Media - web	ONLINE
APRIL	29	System Resources - Job Skills Training	Women in Constuction Trades graduation	1	1	\$4,068.89	\$4,068.89	47,643	KRIV-TV 9am	BROADCAST - TV
MAY	18	Jobs - Economy	Monthly LMI story	1	30	\$676.00	\$20,280.00	138,992	Houston Chronicle - print	PRINT
MAY	17	Jobs - Economy	Monthly LMI story	1	1	\$2,000.00	\$2,000.00	780,323	houstonchronicle.com	ONLINE
JUNE	4	System Resources - Job Skills Training	"You have to keep building your skills"	1	67	\$676.00	\$45,292.00	138,992	Houston Chronicle - print	PRINT
JUNE	5	System Resources - Job Skills Training	Houston's evolving healthcare industry...	1	67	\$871.00	\$58,357.00	508,097	Houston Chronicle - print	PRINT
JUNE	14	Jobs - Economy	Monthly LMI story	1	30	\$676.00	\$20,280.00	138,992	Houston Chronicle - print	PRINT
JUNE	13	Jobs - Economy	Monthly LMI story	1	1	\$2,000.00	\$2,000.00	780,323	houstonchronicle.com	ONLINE
JUNE	19	Jobs - Economy	It will take a good bit of work...	1	30	\$871.00	\$26,130.00	508,097	Houston Chronicle - print	PRINT
JUNE	26	Jobs - Economy	Everything rolls downhill	1	67	\$871.00	\$58,357.00	508,097	Houston Chronicle - print	PRINT
JULY	6	System Resources - Job Skills Training	Build a better culture for construction work	1	67	\$676.00	\$45,292.00	138,992	Houston Chronicle - print	PRINT
AUGUST	19	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
AUGUST	19	Jobs - Economy	Slightly mjore at work than in 2015	1	1	\$2,000.00	\$2,000.00	780,323	houstonchronicle.com	ONLINE
AUGUST	20	Jobs - Economy	Slightly mjore at work than in 2015	1	34	\$676.00	\$22,984.00	138,992	Houston Chronicle - Print	PRINT
SEPTEMBER	16	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
SEPTEMBER	17	Jobs - Economy	Area job figures show clouds clearing a little	1	30	\$676.00	\$20,280.00	138,992	Houston Chronicle - Print	PRINT
SEPTEMBER	18	System Resources - TXHireability	"You're Career with Todd Bermont" show (Topic: TX Hireability)	1	26	\$25.00	\$650.00	411	Lonestar Community Radio - Conroe	BROADCAST - RADIO
SEPTEMBER	22	Other - Unknown or Unrelated	Mention in unrelated story	1	1	\$1,393.00	\$1,393.00	145,873	KTRK-TV 6pm	BROADCAST - TV
OCTOBER	4	Jobs - Economy	Prospect of job growth darkens in oil and gas	1	67	\$676.00	\$45,292.00	138,992	Houston Chronicle - print	PRINT
OCTOBER	12	Jobs - Industry Specific	Mammoth sporting goods store to open by Baybrook	1	67	\$10.90	\$730.30	22,543	The Bay Area Citizen (Houston Chronicle)	PRINT
OCTOBER	12	Jobs - Economy	Future for oil and gas workers is darker	1	30	\$10.90	\$327.00	22,543	The Bay Area Citizen (Houston Chronicle)	PRINT
OCTOBER	12	Jobs - Industry Specific	Sporting good store coming to area	1	17	\$10.90	\$185.30	22,543	The Friendswood Journal (Houston Chronicle)	PRINT
OCTOBER	12	Jobs - Industry Specific	Dick's set to open	1	67	\$10.90	\$730.30	22,543	The Pearland Journal	PRINT
OCTOBER	12	System Resources - Job Skills Training	Katy Area EDC offering free workshops	1	33	\$10.90	\$359.70	22,543	Katy Rancher (Houston Chronicle)	PRINT
OCTOBER	21	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
OCTOBER	21	Jobs - Economy	Job creation picks up the pace in state and city	1	1	\$2,000.00	\$2,000.00	780,323	houstonchronicle.com	ONLINE
OCTOBER	22	Jobs - Economy	Job creation picks up the pace in state and city	1	67	\$676.00	\$45,292.00	138,992	Houston Chronicle - print	PRINT
OCTOBER	28	Other - General	Cooperation urged on early education	1	16	\$676.00	\$10,816.00	138,992	Houston Chronicle - print	PRINT
NOVEMBER	4	Public Engagement Event - Promotion	"You're Career with Todd Bermont" show (Topic: HRWY Preview)	1	26	\$25.00	\$650.00	411	Lonestar Community Radio - Conroe	BROADCAST - RADIO
NOVEMBER	6	Public Engagement Event - Promotion	HRWY Preview	1	9	\$948.44	\$8,535.96	9,605	KTRK-TV City View	BROADCAST - TV
NOVEMBER	6	Public Engagement Event - Promotion	Veteran's Day special jobs section	1	67	\$871.00	\$58,357.00	138,992	Houston Chronicle - print	PRINT
NOVEMBER	10	Public Engagement Event - Day of	Hiring Red, White & You!	1	1	\$1,272.43	\$1,272.43	30,337	KRIV-TV 4:30a	BROADCAST - TV
NOVEMBER	10	Public Engagement Event - Day of	Hiring Red, White & You!	1	4.5	\$1,913.80	\$8,612.10	16,182	KRIV-TV Noon	BROADCAST - TV
NOVEMBER	10	Public Engagement Event - Day of	Hiring Red, White & You!	1	4.5	\$5,395.63	\$24,280.34	48,540	KRIV-TV 9:00a	BROADCAST - TV
NOVEMBER	10	Public Engagement Event - Day of	Hiring Red, White & You!	1	4.5	\$4,217.30	\$18,977.85	67,791	KRIV-TV 7:00a	BROADCAST - TV
NOVEMBER	10	Public Engagement Event - Day of	Hiring Red, White & You!	1	4.5	\$3,971.14	\$17,870.13	74,981	KRIV-TV 8:00a	BROADCAST - TV
NOVEMBER	10	Public Engagement Event - Day of	Hiring Red, White & You!	1	4.5	\$3,328.59	\$14,978.66	62,070	KRIV-TV 6:00a	BROADCAST - TV
NOVEMBER	10	Public Engagement Event - Day of	Hiring Red, White & You!	1	4.5	\$2,468.84	\$11,109.78	47,170	KRIV-TV 5:00a	BROADCAST - TV
NOVEMBER	10	Public Engagement Event - Day of	Hiring Red, White & You!	1	1	\$7,724.97	\$7,724.97	86,919	KPRC-TV Noon	BROADCAST - TV
NOVEMBER	10	Public Engagement Event - Day of	Hiring Red, White & You!	1	1	\$8,354.79	\$8,354.79	76,742	KPRC-TV 5:00p	BROADCAST - TV
NOVEMBER	18	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
DECEMBER	17	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
DECEMBER	17	Jobs - Economy	Texas adds jobs as oil industry slowly improves	1	1	\$2,000.00	\$2,000.00	780,323	houstonchronicle.com	ONLINE
DECEMBER	18	Jobs - Economy	Texas adds jobs as oil industry slowly improves	1	30	\$676.00	\$20,280.00	138,992	Houston Chronicle - print	PRINT
JANUARY	21	Jobs - Economy	Monthly LMI press release	1	1	\$30.00	\$30.00	258	thekatynews.com	ONLINE

MONTH	DAY	Coverage Themes	Story Slug	Media Pick-ups	Unit Length	Value per Unit Length	Earned Media Value	Impressions (Readership and/or Viewers)	Outlets	Medium
				61	-	-	\$793,186.25	9,635,405		

PERIOD: 2/2017 - 1/2018										
FEBRUARY							\$0.00			
MARCH	3	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
MARCH	10	Jobs - Economy	Houston continues modest job growth	1	2	\$69.00	\$138.00	16,220	Houston Public Media - radio	BROADCAST - RADIO
MARCH	14	Jobs - Economy	Jobs & the Economy	1	33	\$676.00	\$22,308.00	138,992	Houston Chronicle - print	PRINT
MARCH	22	Other - General	Group working to keep county employed	1	16	\$10.90	\$174.40	22,543	Dayton News (Houston Chronicle)	PRINT
MARCH	24	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
APRIL	17	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
MAY	5	System Resources - Youth	Bauer Business Focus (Mike Temple - HHY preview)	1	7	\$69.00	\$483.00	16,220	Houston Public Media - Bauer - radio	BROADCAST - RADIO
MAY	6	System Resources - Youth	Hire Houston Youth event	1	3	\$5,724.15	\$17,172.45	75,135	KHOU 6pm	BROADCAST - TV
MAY	6	System Resources - Youth	HHY Preview	1	6	\$1,611.64	\$9,669.84	25,688	KRIV 7am	BROADCAST - TV
MAY	6	System Resources - Youth	Hire Houston Youth Event (city lends hand in summer job search)	1	33	\$871.00	\$28,743.00	508,097	Houston Chronicle - print	PRINT
MAY	6	System Resources - Youth	Hire Houston Youth Event	1	3	\$27,259.18	\$81,777.54	97,406	KHOU 10pm	BROADCAST - TV
MAY	6	System Resources - Youth	Hire Houston Youth Event	1	3	\$257.00	\$771.00	16,489	KIAH 9pm	BROADCAST - TV
MAY	18	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
MAY	19	System Resources - Youth	Hire Houston Youth Event	1	1	\$880.00	\$880.00	59,717	KPRC TV 5am	BROADCAST - TV
JUNE	5	System Resources - Employment	High Skill High Growth Jobs	1	7	\$10,337.68	\$72,363.76	37,494	KRIV Isiah Factor Uncensored	BROADCAST - TV
JUNE	16	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
JUNE	16	Jobs - Economy	Texas unemployment rate drops slightly; Houston's rate higher than state	1	2	\$69.00	\$138.00	16,220	Houston Public Media - radio	BROADCAST - RADIO
JUNE	16	Jobs - Economy	Texas unemployment rate drops slightly; Houston's rate higher than state	1	1	\$69.00	\$69.00	16,220	Houston Public Media - web	ONLINE
JUNE	25	Jobs - Economy	A stumbling, slow recovery	1	67	\$871.00	\$58,357.00	508,097	Houston Chronicle - print	PRINT
JUNE	29	Jobs - Industry Specific	Retail growth is spiraling down	1	33	\$676.00	\$22,308.00	138,992	Houston Chronicle - print	PRINT
JULY	5	Jobs - Industry Specific	Teachers schooled in healthcare industry (Teacher Externship program)	1	67	\$10.90	\$730.30	22,543	The Magnolia Potpourri (Houston Chronicle)	PRINT
JULY	10	System Resources - Youth	Hire Houston Youth Event	1	1	\$93.00	\$93.00	50,584	KRIV 9am	BROADCAST - TV
JULY	23	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
AUGUST	16	System Resources - Youth	Project Grad brings high school students to LSC - University Park	1	67	\$10.90	\$730.30	22,543	Cypress Creek Mirror-Champions/Klein (Houston Chronicle)	PRINT
AUGUST	16	System Resources - Youth	Project Grad brings high school students to LSC - University Park	1	67	\$10.90	\$730.30	22,543	Cypress Creek Mirror-Cy-Fair (Houston Chronicle)	PRINT
AUGUST	18	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
SEPTEMBER	1	System Resources - Disaster Recovery	Hurricane Harvey Disaster Recovery	1	7	\$1,845.06	\$12,915.42	19,178	KRIV 7am	BROADCAST - TV
SEPTEMBER	11	System Resources - Disaster Recovery	Hurricane Harvey Disaster Recovery	1	7	\$5,460.21	\$38,221.47	46,668	KHOU 4pm	BROADCAST - TV
SEPTEMBER	15	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
SEPTEMBER	15	Jobs - Economy	125,000 unemployed Texans have filed unemployment claims after Harvey	1	2	\$69.00	\$138.00	16,220	Houston Public Media - radio	BROADCAST - RADIO
SEPTEMBER	15	Jobs - Economy	125,000 unemployed Texans have filed unemployment claims after Harvey	1	1	\$69.00	\$69.00	16,220	Houston Public Media - web	ONLINE
SEPTEMBER	19	System Resources - Disaster Recovery	Hurricane Harvey Disaster Recovery	1	7	\$5,001.18	\$35,008.26	45,678	KHOU 4pm	BROADCAST - TV
SEPTEMBER	20	Other - General	Lake Houston area businesses encouraged to apply for help	1	33	\$10.90	\$359.70	22,543	Humble Observer (Houston Chronicle)	PRINT
SEPTEMBER	20	Other - General	Lake Houston area businesses encouraged to apply for help	1	33	\$10.90	\$359.70	22,543	Atascocita Observer (Houston Chronicle)	PRINT
SEPTEMBER	20	Other - General	Lake Houston area businesses encouraged to apply for help	1	33	\$10.90	\$359.70	22,543	Kingwood Observer (Houston Chronicle)	PRINT
SEPTEMBER	26	System Resources - Disaster Recovery	Tri-Agency Meeting on Harvey Recovery	1	4	\$4,857.50	\$19,430.00	68,963	KXLN	BROADCAST - TV
SEPTEMBER	26	System Resources - Disaster Recovery	Tri-Agency Meeting on Harvey Recovery	1	4	\$5,524.41	\$22,097.64	49,726	KTMD	BROADCAST - TV
OCTOBER	9	System Resources - Job Skills Training	Upskill Houston Story	1	1	\$348.00	\$348.00	28,300	KTRH am	BROADCAST - RADIO
OCTOBER	13	Jobs - Economy	Hurricane Harvey Disaster Recovery - How did Harvey affect the job market in Greater Houston?	1	17	\$69.00	\$1,173.00	16,220	Houston Public Media - web	ONLINE
OCTOBER	21	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
OCTOBER	21	Jobs - Economy	Storm causes 25,000 in lost jobs	1	16	\$676.00	\$10,816.00	138,992	Houston Chronicle - print	PRINT
OCTOBER	22	Jobs - Economy	Storm causes 25,000 in lost jobs	1	1	\$2,000.00	\$2,000.00	780,323	houstonchronicle.com	ONLINE
OCTOBER	23	Jobs - Economy	Hurricane Harvey Jobs	1	1	\$473.00	\$473.00	28,300	KTRH am	BROADCAST - RADIO
OCTOBER	25	System Resources - Disaster Recovery	City offers 400 temporary full time jobs to Harvey victims	1	1	\$69.00	\$69.00	16,220	Houston Public Media - web	ONLINE
NOVEMBER	7	Public Engagement Event - Promotion	HRWY preview	1	60	\$25.00	\$1,500.00	411	Lonestar Community Radio - Conroe	BROADCAST - RADIO
NOVEMBER	8	Public Engagement Event - Promotion	HRWY press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
NOVEMBER	9	Public Engagement Event - Day of	Hiring Red, White & You!	1	2	\$2,526.16	\$5,052.32	47,622	KRIV 4am	BROADCAST - TV
NOVEMBER	9	Public Engagement Event - Day of	Hiring Red, White & You!	1	2	\$5,425.42	\$10,850.84	80,530	KTRK 5am	BROADCAST - TV
NOVEMBER	9	Public Engagement Event - Day of	Hiring Red, White & You!	1	2	\$553.28	\$1,106.56	4,800	KIAH Morning Dose	BROADCAST - TV
NOVEMBER	9	Public Engagement Event - Day of	Hiring Red, White & You!	1	7	\$5,780.32	\$40,462.24	83,084	KTRK 6am	BROADCAST - TV
NOVEMBER	9	Public Engagement Event - Day of	Hiring Red, White & You!	1	1	\$3,658.20	\$3,658.20	58,891	KRIV 6am	BROADCAST - TV
NOVEMBER	9	Public Engagement Event - Day of	Hiring Red, White & You!	1	1	\$4,655.56	\$4,655.56	53,810	KPRC 6am	BROADCAST - TV
NOVEMBER	9	Public Engagement Event - Day of	Hiring Red, White & You!	1	1	\$4,661.02	\$4,661.02	77,110	KRIV 7am	BROADCAST - TV
NOVEMBER	9	Public Engagement Event - Day of	Hiring Red, White & You!	1	1	\$5,196.10	\$5,196.10	81,525	KTRK 8am	BROADCAST - TV
NOVEMBER	9	Public Engagement Event - Day of	Hiring Red, White & You!	1	1	\$450.00	\$450.00	28,300	KTRH 11am	BROADCAST - RADIO
NOVEMBER	9	Public Engagement Event - Day of	Hiring Red, White & You!	1	4	\$8,182.98	\$32,731.92	98,816	KHOU Noon	BROADCAST - TV
NOVEMBER	9	Public Engagement Event - Day of	Hiring Red, White & You!	1	1	\$450.00	\$450.00	28,300	KTRH 1pm	BROADCAST - RADIO
NOVEMBER	9	Public Engagement Event - Day of	Hiring Red, White & You!	1	4	\$5,668.38	\$22,673.52	55,555	KHOU 4pm	BROADCAST - TV

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NOVEMBER	9	Public Engagement Event - Day of	Hiring Red, White & You!	1	5	\$1,928.28	\$9,641.40	17,158	KIAH NewsFix 5pm	BROADCAST - TV
NOVEMBER	9	Public Engagement Event - Day of	Hiring Red, White & You!	1	5	\$6,979.50	\$34,897.50	25,688	KIAH NewsFix 9pm	BROADCAST - TV
NOVEMBER	9	Public Engagement Event - Day of	Hiring Red, White & You! job fair aims to help Houston veterans	1	1	\$69.00	\$69.00	16,220	Houston Public Media - web	ONLINE
NOVEMBER	15	System Resources - Job Skills Training	Apprenticeships interview	1	30	\$25.00	\$750.00	411	Lonestar Community Radio - Conroe	BROADCAST - RADIO
NOVEMBER	17	Jobs - Economy	Houston economy recovers from Harvey with a vengeance	1	2	\$69.00	\$138.00	16,220	Houston Public Media	BROADCAST - RADIO
NOVEMBER	17	Jobs - Economy	Record low for state's jobless rate	1	1	\$2,000.00	\$2,000.00	780,323	houstonchronicle.com	ONLINE
NOVEMBER	18	Jobs - Economy	Record low for state's jobless rate	1	33	\$676.00	\$22,308.00	138,992	Houston Chronicle - print	PRINT
DECEMBER	22	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
JANUARY	2	Jobs - Industry Specific	Oil industry seems to be getting back to normal	1	33	\$676.00	\$22,308.00	138,992	Houston Chronicle - print	PRINT
JANUARY	11	Other - Unknown or Unrelated	Mention in unrelated story	1	1	\$196.00	\$196.00	29,313	KRIV 5am	BROADCAST - TV
JANUARY	19	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
JANUARY	19	Jobs - Economy	Harvey, oil slump recovery boost job growth	1	1	\$2,000.00	\$2,000.00	780,323	houstonchronicle.com	ONLINE
JANUARY	20	Jobs - Economy	Harvey, oil slump recovery boost job growth	1	33	\$676.00	\$22,308.00	138,992	Houston Chronicle - print	PRINT
JANUARY	21	Jobs - Economy	Harvey, oil slump recovery boost job growth	1	67	\$10.90	\$730.30	22,543	Houston Chronicle - community insert	PRINT
JANUARY	21	Other - Unknown or Unrelated	Mention in unrelated story	1	1	\$556.00	\$556.00	40,593	KPRC TV Houston Newsmakers	BROADCAST - TV
				73	-	-	\$713,049.26	6,046,454		

PERIOD: 2/2018 - 1/2019										
FEBRUARY	16	Jobs - Industry Specific	Amazon Fulfillment Center in Sealy	1	5	\$4,720.02	\$23,600.10	74,961	KTRK 11am	BROADCAST - TV
FEBRUARY	21	Other - General	New initiative tackles poverty in Montgomery County	1	1	\$69.00	\$69.00	16,220	Houston Public Media - web	ONLINE
FEBRUARY	28	Other - General	Liberty County's leaders meet at economic summit	1	67	\$10.90	\$730.30	22,543	Cleveland Advocate (Houston Chronicle)	PRINT
FEBRUARY	28	Other - General	Liberty County's leaders meet at economic summit	1	67	\$10.90	\$730.30	22,543	Dayton News (Houston Chronicle)	PRINT
MARCH	5	System Resources - Employment	High Skill High Growth Jobs	1	9	\$13,663.92	\$122,975.28	48,322	KRIV-Isiah Factor Uncensored	BROADCAST - TV
MARCH	10	Jobs - Economy	Storm gave boost to jobs	1	16	\$676.00	\$10,816.00	138,992	Houston Chronicle - print	PRINT
MARCH	10	Jobs - Economy	Hurricane Harvey gave unexpected boost to Houston economy	1	1	\$2,000.00	\$2,000.00	780,323	houstonchronicle.com	ONLINE
MARCH	11	Jobs - Economy	Slight drop in job numbers	1	1	\$450.00	\$450.00	28,300	KTRH	BROADCAST - RADIO
MARCH	23	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
APRIL	20	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
APRIL	24	Jobs - Economy	Houston's working!	1	1	\$450.00	\$450.00	28,300	KTRH	BROADCAST - RADIO
MAY	4	Jobs - Economy	Unemployment drops below 4% for first time since 2000	1	2	\$1,768.18	\$3,536.36	29,401	KIAH NewsFix 5pm	BROADCAST - TV
MAY	4	Jobs - Economy	Unemployment drops below 4% for first time since 2000	1	2	\$7,255.18	\$14,510.36	19,473	KIAH NewsFix 9pm	BROADCAST - TV
MAY	18	Jobs - Economy	Houston adds jobs for seventh consecutive month	1	1	\$2,000.00	\$2,000.00	780,323	houstonchronicle.com	ONLINE
MAY	19	Jobs - Economy	Area job growth still on the rise	1	30	\$676.00	\$20,280.00	138,992	Houston Chronicle	PRINT
JUNE	16	Jobs - Economy	Area job growth picks up steam	1	33	\$676.00	\$22,308.00	138,992	Houston Chronicle	PRINT
JUNE	21	Jobs - Economy	Texas unemployment at record low; Houston oil jobs bounce back	1	1	\$2,000.00	\$2,000.00	780,323	houstonchronicle.com	ONLINE
JULY	6	Jobs - Economy	June federal jobs report	1	3	\$3,064.85	\$9,194.55	8,578	KIAH	BROADCAST - TV
JULY	13	System Resources - Employment	City of Houston Solid Waste & Workforce Solutions job fair	1	1	\$3,429.98	\$3,429.98	40,266	KTRK 6am	BROADCAST - TV
JULY	13	Other - General	"Make it Right" warrant campaign	1	5	\$1,998.23	\$9,991.15	31,938	KTMD	BROADCAST - TV
JULY	13	Other - General	"Make it Right" warrant campaign	1	5	\$1,795.69	\$8,978.45	20,230	KTMD	BROADCAST - TV
JULY	20	Jobs - Economy	Houston once lagged statewide job growth, but no more	1	1	\$2,000.00	\$2,000.00	780,323	houstonchronicle.com	ONLINE
JULY	21	Jobs - Economy	Houston catches up after lagging state job growth figures	1	16	\$676.00	\$10,816.00	138,992	Houston Chronicle	PRINT
JULY	23	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
JULY	25	Jobs - Economy	Who's Hiring in Houston	1	2	\$4,623.10	\$9,246.20	60,284	KTRK 6am	BROADCAST - TV
JULY	25	Jobs - Economy	Growth brings more low-pay jobs	1	30	\$10.90	\$327.00	22,543	Cypress Creek Mirror-Champions/Klein (Houston Chronicle)	PRINT
JULY	25	Jobs - Economy	Growth brings more low-pay jobs	1	30	\$10.90	\$327.00	22,543	Cypress Creek Mirror-Cy-Fair (Houston Chronicle)	PRINT
JULY	25	Jobs - Economy	Growth brings more low-pay jobs	1	30	\$10.90	\$327.00	22,543	Spring Observer	PRINT
AUGUST	1	System Resources - Employment	Who's Hiring in Houston	1	4	\$6,283.10	\$25,132.40	74,833	KTRK 6am	BROADCAST - TV
AUGUST	3	Jobs - Economy	July Jobs Report	1	2	\$4,491.06	\$8,982.12	8,058	KIAH - Newsfix 5pm	BROADCAST - TV
AUGUST	3	Jobs - Economy	July Jobs Report	1	2	\$6,716.36	\$13,432.72	21,264	KIAH - Newsfix 9pm	BROADCAST - TV
AUGUST	5	Jobs - Industry Specific	Retail Sales Hiring Remains Vibrant	1	1	\$2,000.00	\$2,000.00	780,323	Houston Chronicle - web	ONLINE
AUGUST	6	Jobs - Industry Specific	Retail Sales Hiring Remains Vibrant	1	102	\$871.00	\$88,842.00	508,097	Houston Chronicle - print	PRINT
AUGUST	8	System Resources - Employment	Who's Hiring in Houston	1	4	\$6,936.73	\$27,746.92	88,250	KTRK 6am	BROADCAST - TV
AUGUST	15	System Resources - Employment	Who's Hiring in Houston	1	3	\$5,424.05	\$16,272.15	85,479	KTRK 6am	BROADCAST - TV
AUGUST	17	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
AUGUST	22	System Resources - Employment	Who's Hiring in Houston	1	2	\$6,079.75	\$12,159.50	77,333	KTRK 6am	BROADCAST - TV
AUGUST	22	Jobs - Economy	Hurricane Harvey blew in some good	1	2	\$348.00	\$696.00	28,300	KTRH	BROADCAST - RADIO
AUGUST	29	System Resources - Employment	Who's Hiring in Houston	1	4	\$6,256.13	\$25,024.52	80,119	KTRK 6am	BROADCAST - TV
AUGUST	31	System Resources - Job Skills Training	No worker left behind: training targets employees left out of job market	1	1	\$2,000.00	\$2,000.00	780,323	houstonchronicle.com	ONLINE
SEPTEMBER	5	System Resources - Employment	Who's Hiring in Houston	1	5	\$6,874.48	\$34,372.40	109,713	KTRK 6am	BROADCAST - TV
SEPTEMBER	11	Public Engagement Event - Day of	Workforce Solutions opens new Katy Career Center	1	1	\$90.00	\$90.00	4,822	coveringkaty.com	ONLINE
SEPTEMBER	12	Public Engagement Event - Day of	Workforce Solutions - Katy Grand Opening	1	4	\$5,565.15	\$22,260.60	66,223	KTRK 5am	BROADCAST - TV
SEPTEMBER	12	System Resources - Employment	Who's Hiring in Houston	1	4	\$5,635.70	\$22,542.80	70,208	KTRK 6am	BROADCAST - TV

MONTH	DAY	Coverage Themes	Story Slug	Media Pick-ups	Unit Length	Value per Unit Length	Earned Media Value	Impressions (Readership and/or Viewers)	Outlets	Medium
SEPTEMBER	19	System Resources - Employment	Who's Hiring in Houston	1	3	\$6,108.80	\$18,326.40	74,673	KTRK 6am	BROADCAST - TV
SEPTEMBER	20	Public Engagement Event - Day of	Workforce Solutions opens new career office	1	0	\$0.00	\$0.00	0	The Katy Times Print	PRINT
SEPTEMBER	21	Public Engagement Event - Day of	Workforce Solutions opens new career office	1	1	\$0.00	\$0.00	0	The Katy Times Web	ONLINE
SEPTEMBER	21	Jobs - Economy	Houston, Texas had solid job gains to end summer	1	1	\$2,000.00	\$2,000.00	780,323	houstonchronicle.com	ONLINE
SEPTEMBER	22	Jobs - Economy	Summer ends with job gains for local and state economies	1	33	\$676.00	\$22,308.00	138,992	Houston Chronicle	PRINT
SEPTEMBER	26	System Resources - Employment	Who's Hiring in Houston	1	2	\$4,992.45	\$9,984.90	61,896	KTRK 6am	BROADCAST - TV
OCTOBER	3	System Resources - Employment	Who's Hiring in Houston	1	3	\$6,901.21	\$20,703.63	90,472	KTRK 6am	BROADCAST - TV
OCTOBER	5	Public Engagement Event - Promotion	People's News - Hiring Red, White & You	1	42	\$238.10	\$10,000.20	0	KPFT	BROADCAST - RADIO
OCTOBER	9	Jobs - Economy	Hispanic Unemployment	1	2	\$348.00	\$696.00	28,300	KTRH	BROADCAST - RADIO
OCTOBER	9	Jobs - Economy	Hispanic Unemployment	1	1	\$861.00	\$861.00	19,689	KTRH Web Version	ONLINE
OCTOBER	10	System Resources - Employment	Who's Hiring in Houston	1	4	\$8,591.43	\$34,365.72	107,082	KTRK 6am	BROADCAST - TV
OCTOBER	17	System Resources - Employment	Who's Hiring in Houston	1	3	\$7,444.57	\$22,333.71	104,843	KTRK 6am	BROADCAST - TV
OCTOBER	20	Jobs - Economy	Job growth soars to historic levels	1	67	\$676.00	\$45,292.00	138,992	Houston Chronicle	PRINT
OCTOBER	24	System Resources - Employment	Who's Hiring in Houston	1	6	\$6,622.52	\$39,735.12	101,234	KTRK 6am	BROADCAST - TV
OCTOBER	26	Public Engagement Event - Promotion	HRWY Preview	1	30	\$25.00	\$750.00	411	Lonestar Community Radio - Conroe	BROADCAST - RADIO
OCTOBER	31	System Resources - Employment	Who's Hiring in Houston	1	4	\$8,629.52	\$34,518.08	115,904	KTRK 6am	BROADCAST - TV
NOVEMBER	2	System Resources - TXHireability	Op-Ed: Why your company should hire people with disabilities	1	1	\$5,000.00	\$5,000.00	0	Houston Business Journal Web	ONLINE
NOVEMBER	5	Public Engagement Event - Promotion	Media Advisory published online	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
NOVEMBER	6	Public Engagement Event - Promotion	Hiring starts with HR	1	1	\$249.00	\$249.00	0	Alvin Sun & Advertiser Web	ONLINE
NOVEMBER	7	Public Engagement Event - Promotion	Hiring Veterans starts with HR	1	1	\$316.03	\$316.03	0	Alvin Sun & Advertiser Print	PRINT
NOVEMBER	7	System Resources - Employment	Who's Hiring in Houston	1	4	\$8,102.21	\$32,408.84	110,942	KTRK 6am	BROADCAST - TV
NOVEMBER	8	Public Engagement Event - Day of	Hiring Red, White & You	1	1	\$5,341.32	\$5,341.32	68,924	KTRK 6am	BROADCAST - TV
NOVEMBER	8	Public Engagement Event - Day of	Hiring Red, White & You	1	2	\$1,272.96	\$2,545.92	14,169	KIAH 6am	BROADCAST - TV
NOVEMBER	8	Public Engagement Event - Day of	Hiring Red, White & You	1	2	\$1,339.52	\$2,679.04	19,976	KIAH 8am	BROADCAST - TV
NOVEMBER	8	Public Engagement Event - Day of	Hiring Red, White & You (Veterans PTSD)	1	6	\$4,692.16	\$28,152.96	39,661	KHOU 4pm	BROADCAST - TV
NOVEMBER	8	Public Engagement Event - Day of	Hiring Red, White & You (Veterans PTSD)	1	2	\$9,784.38	\$19,568.76	108,215	KHOU 5pm	BROADCAST - TV
NOVEMBER	8	Public Engagement Event - Day of	Hiring Red, White & You	1	2	\$7,049.13	\$14,098.26	71,579	KPRC 5pm	BROADCAST - TV
NOVEMBER	8	Public Engagement Event - Day of	Hiring Red, White & You	1	1	\$2,205.50	\$2,205.50	23,772	KRIV 6am	BROADCAST - TV
NOVEMBER	9	Public Engagement Event - Day of	HRWY Wrap	1	1	\$4,033.12	\$4,033.12	58,115	KHOU 5am	BROADCAST - TV
NOVEMBER	9	Public Engagement Event - Day of	HRWY Wrap	1	1	\$1,015.04	\$1,015.04	14,429	KIAH 6am	BROADCAST - TV
NOVEMBER	11	Public Engagement Event - Day of	Former military can benefit from area job/career fairs	1	102	\$871.00	\$88,842.00	508,097	Houston Chronicle	PRINT
NOVEMBER	14	System Resources - Employment	Who's Hiring in Houston	1	3	\$8,020.00	\$24,060.00	120,014	KTRK 6am	BROADCAST - TV
NOVEMBER	16	Jobs - Economy	city's jobless rate ties 10-year low	1	33	\$676.00	\$22,308.00	138,992	Houston Chronicle	PRINT
NOVEMBER	17	Jobs - Economy	city's jobless rate ties 10-year low	1	1	\$2,000.00	\$2,000.00	708,323	houstonchronicle.com	ONLINE
NOVEMBER	21	System Resources - Employment	Who's Hiring in Houston	1	3	\$4,294.71	\$12,884.13	55,685	KTRK 6am	BROADCAST - TV
NOVEMBER	25	Jobs - Economy	City's jobless figure drops	1	33	\$871.00	\$28,743.00	508,097	Houston Chronicle	PRINT
NOVEMBER	28	System Resources - Employment	Who's Hiring in Houston	1	2	\$5,595.96	\$11,191.92	88,759	KTRK 6am	BROADCAST - TV
DECEMBER	5	System Resources - Job Skills Training	Victor Adams apprenticeship story	1	2	\$3,356.37	\$6,712.74	57,457	KTRK 5am	BROADCAST - TV
DECEMBER	5	System Resources - Job Skills Training	Victor Adams apprenticeship story   Who's Hiring in Houston	1	7	\$6,819.01	\$47,733.07	119,775	KTRK 6am	BROADCAST - TV
DECEMBER	12	System Resources - Employment	Who's Hiring in Houston	1	3	\$9,000.45	\$27,001.35	116,178	KTRK 6am	BROADCAST - TV
DECEMBER	19	System Resources - Employment	Who's Hiring in Houston	1	2	\$7,011.49	\$14,022.98	84,022	KTRK 6am	BROADCAST - TV
DECEMBER	20	Jobs - Economy	job growth in the region continues at strong pace	1	1	\$2,000.00	\$2,000.00	780,323	houstonchronicle.com	ONLINE
DECEMBER	21	Jobs - Economy	job growth in the region continues at strong pace	1	67	\$676.00	\$45,292.00	138,992	Houston Chronicle	PRINT
DECEMBER	26	System Resources - Employment	Who's Hiring in Houston	1	2	\$6,083.17	\$12,166.34	83,291	KTRK 6am	BROADCAST - TV
DECEMBER	30	Jobs - Economy	Area adds jobs	1	33	\$871.00	\$28,743.00	508,097	Houston Chronicle	PRINT
DECEMBER	30	Jobs - Economy	Area adds jobs	1	1	\$2,000.00	\$2,000.00	708,323	houstonchronicle.com	ONLINE
JANUARY	2	System Resources - Employment	Who's Hiring in Houston	1	2	\$3,151.14	\$6,302.28	45,153	KTRK 6am	BROADCAST - TV
JANUARY	9	System Resources - Employment	Who's Hiring in Houston	1	3	\$5,279.16	\$15,837.48	83,291	KTRK 6am	BROADCAST - TV
JANUARY	16	System Resources - Employment	Who's Hiring in Houston	1	2	\$3,688.80	\$7,377.60	55,950	KTRK 6am	BROADCAST - TV
JANUARY	18	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
JANUARY	23	System Resources - Employment	Who's Hiring in Houston	1	2	\$3,688.80	\$7,377.60	55,950	KTRK 6am	BROADCAST - TV
JANUARY	30	System Resources - Employment	Who's Hiring in Houston	1	2	\$5,279.16	\$10,558.32	83,291	KTRK 6am	BROADCAST - TV
				<b>96</b>			<b>\$1,385,679.52</b>	<b>14,346,022</b>		

PERIOD: 2/2019 - 1/2020

FEBRUARY	6	System Resources - Employment	Who's Hiring in Houston	1	2	\$3,688.80	\$7,377.60	55,950	KTRK 6am	BROADCAST - TV
FEBRUARY	13	System Resources - Employment	Who's Hiring in Houston	1	2	\$3,894.12	\$7,788.24	60,569	KTRK 6am	BROADCAST - TV
FEBRUARY	20	System Resources - Employment	Who's Hiring in Houston	1	2	\$3,894.12	\$7,788.24	60,569	KTRK 6am	BROADCAST - TV
MARCH	6	System Resources - Employment	Who's Hiring in Houston	1	2	\$1,037.04	\$2,074.08	20,200	KTRK 5am	BROADCAST - TV
MARCH	6	System Resources - Job Skills Training	Workforce Solutions interview tips	1	5	\$1,599.06	\$7,995.30	31,642	KTRK 6am	BROADCAST - TV
MARCH	8	Jobs - Economy	Monthly LMI Press Release	1	1	\$30.00	\$30.00	4,822	coveringkaty.com	ONLINE
MARCH	13	System Resources - Employment	Who's Hiring in Houston	1	2	\$3,894.12	\$7,788.24	60,569	KTRK 6am	BROADCAST - TV

MONTH	DAY	Coverage Themes	Story Slug	Media Pick-ups	Unit Length	Value per Unit Length	Earned Media Value	Impressions (Readership and/or Viewers)	Outlets	Medium
MARCH	18	Jobs - Industry Specific	Houston supermarkets losing more jobs than any sector	1	1	\$2,000.00	\$2,000.00	780,323	houstonchronicle.com	ONLINE
MARCH	19	Jobs - Industry Specific	Houston supermarkets losing more jobs than any sector	1	67	\$676.00	\$45,292.00	138,992	Houston Chronicle Print	PRINT
MARCH	20	System Resources - Employment	Who's Hiring in Houston	1	2	\$3,894.12	\$7,788.24	60,569	KTRK 6am	BROADCAST - TV
MARCH	22	Jobs - Economy	Monthly LMI Press Release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
MARCH	22	Jobs - Economy	Houston see strong job creation in February even as signs point to slower growth	1	1	\$2,000.00	\$2,000.00	780,323	houstonchronicle.com	ONLINE
MARCH	25	System Resources - Job Skills Training	Houston company brings apprenticeships to military veterans	1	1	\$2,000.00	\$2,000.00	780,323	houstonchronicle.com	ONLINE
MARCH	29	Public Engagement Event - Day of	Workforce Solutions, free career counseling service, opens office in Northwest Houston	1	1	\$2,000.00	\$2,000.00	780,323	Houston Chronicle Web	ONLINE
MARCH	31	Jobs - Economy	Jobs added in area last month	1	33	\$871.00	\$28,743.00	508,097	Houston Chronicle Print	PRINT
APRIL	2	System Resources - Job Skills Training	Houston business creates apprenticeships for veterans	1	67	\$676.00	\$45,292.00	138,992	Houston Chronicle Print	PRINT
APRIL	3	System Resources - Employment	Who's Hiring in Houston	1	3	\$5,258.02	\$15,774.06	75,926	KTRK 6am	BROADCAST - TV
APRIL	8	Jobs - Economy	H-E-B President Scott McClelland: Online delivery not end-game but key focus in grocery industry's future	1	1	\$574.00	\$574.00	39,052	Community Impact Web	ONLINE
APRIL	11	Jobs - Economy	H-E-B President Scott McClelland: Online delivery remains hopeful amidst a changing market	1	1	\$70.00	\$70.00	4,686	andnowyouknow.com	ONLINE
APRIL	19	Jobs - Economy	More People are working in the Houston Area	1	1	\$90.00	\$90.00	4,822	coveringkaty.com	ONLINE
APRIL	19	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
APRIL	21	System Resources - Job Skills Training	Katy-area calendar of events (job search seminar series)	1	1	\$2,000.00	\$2,000.00	780,323	Chron.com/neighborhoods	ONLINE
APRIL	23	Public Engagement Event - Day of	Workforce Solutions celebrates Pearland opening	1	1	\$574.00	\$574.00	39,052	Community Impact Web	ONLINE
APRIL	24	Other - Unknown or Unrelated	Brief mention in unrelated press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
APRIL	24	Other - Unknown or Unrelated	Brief mention in unrelated press release	1	1	\$90.00	\$90.00	4,822	coveringkaty.com	ONLINE
APRIL	26	Jobs - Industry Specific	As robots roam Walmart, fear of job losses grows	1	1	\$2,000.00	\$2,000.00	780,323	Houston Chronicle Web	ONLINE
APRIL	28	Jobs - Industry Specific	As robots roam Walmart, fear of job losses grows	1	102	\$871.00	\$88,842.00	508,097	Houston Chronicle Print	PRINT
MAY	6	System Resources - Youth	Hire Houston Youth story	1	5	\$4,910.53	\$24,552.65	68,980	KTRK 6am	BROADCAST - TV
MAY	7	System Resources - Employment	Workforce Solutions Fast Pass to Work	1	4	\$5,276.15	\$21,104.60	91,119	KTRK 6am	BROADCAST - TV
MAY	8	System Resources - Employment	Career Gear	1	4	\$7,156.74	\$28,626.96	96,915	KTRK 6am	BROADCAST - TV
MAY	8	System Resources - Employment	Who's Hiring in Houston	1	2	\$6,369.39	\$12,738.78	89,937	KTRK 6am	BROADCAST - TV
MAY	9	System Resources - Employment	Helping Ex-Offenders Find Work	1	4	\$5,746.75	\$22,987.00	79,353	KTRK 6am	BROADCAST - TV
MAY	15	System Resources - Employment	Who's Hiring in Houston	1	3	\$3,346.69	\$10,040.07	51,780	KTRK 6am	BROADCAST - TV
MAY	17	Jobs - Economy	Houston jobless rates falls to new low	1	33	\$676.00	\$22,308.00	138,992	Houston Chronicle - print	PRINT
MAY	17	Jobs - Economy	Houston area unemployment falls to lowest ever on record	1	1	\$112.00	\$112.00	3,280	coveringkaty.com	ONLINE
MAY	17	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,822	thekatynews.com	ONLINE
MAY	18	Other - General	Experts weigh in on industry trends in Greater Houston at annual forum	1	1	\$574.00	\$574.00	39,052	Community Impact Web	ONLINE
MAY	22	System Resources - Employment	Who's Hiring in Houston	1	2	\$3,504.16	\$7,008.32	47,233	KTRK 6am	BROADCAST - TV
MAY	23	System Resources - Employment	Brazoria County Petrochemical Council welcomes veterans to career and resource fair	1	1	\$49.00	\$49.00	3,046	thefacts.com	ONLINE
MAY	24	Jobs - Economy	Best job market for new graduates in decades, but challenges remain	1	1	\$2,000.00	\$2,000.00	780,323	Houston Chronicle Web	ONLINE
MAY	25	Jobs - Economy	Best job market for new graduates in decades, but challenges remain	1	67	\$676.00	\$45,292.00	138,992	Houston Chronicle Print	PRINT
MAY	29	Jobs - Economy	New grads see best job market in decades	1	102	\$10.90	\$1,111.80	22,543	The Woodlands Villager (Houston Chronicle)	PRINT
JUNE	4	Other - General	Huntsville among best college towns for veterans	1	1	\$82.00	\$82.00	6,248	itemonline.com (Huntsville Item)	ONLINE
JUNE	9	Jobs - Industry Specific	Hiring for nurses remains vibrant	1	102	\$871.00	\$88,842.00	508,097	Houston Chronicle - print	PRINT
JUNE	9	Jobs - Industry Specific	Hiring for nurses remains vibrant	1	1	\$2,000.00	\$2,000.00	780,323	Houston Chronicle Web	ONLINE
May	29	Jobs - Industry Specific	Maid Job	1					KTRK 6am	BROADCAST - TV
JUNE	19	Jobs - Industry Specific	Ford (Percepta) Call Center	1	3	\$4,313.23	\$12,939.69	57,201	KTRK 6am	BROADCAST - TV
JUNE	21	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
JUNE	21	Jobs - Economy	Oil humming along with local economy	1	30	\$676.00	\$20,280.00	138,992	Houston Chronicle - print	PRINT
JUNE	21	Jobs - Economy	Employers Hiring — Great time for Young People to Get First Job	1	1	\$90.00	\$90.00	4,822	coveringkaty.com	ONLINE
JUNE	21	Jobs - Economy	Jobs, Jobs and more Jobs in Houston	1	1	\$251.00	\$251.00	7,408	KTRH-AM	BROADCAST - RADIO
JUNE	21	Jobs - Economy	Jobs, Jobs and more Jobs in Houston	1	1	\$331.00	\$331.00	9,742	KPRC-AM	BROADCAST - RADIO
JUNE	30	Jobs - Industry Specific	Oil leads local jobs	1	33	\$871.00	\$28,743.00	508,097	Houston Chronicle - print	PRINT
JULY	9	System Resources - Employment	Job options for older workers	1	6	\$2,386.52	\$14,319.12	34,579	KRIV 8am	BROADCAST - TV
JULY	9	System Resources - Training & Education	WFS-AARP-HCC Program for Older Workers	1	4	\$3,110.10	\$12,440.40	42,822	KRIV 9am	BROADCAST - TV
JULY	19	Jobs - Economy	Texas unemployment rate posts another record low as businesses struggle to find help	1	1	\$2,000.00	\$2,000.00	780,323	Houston Chronicle Web	ONLINE
JULY	19	Jobs - Economy	Jobless rate in Texas at historic low with 3.4%	1	16	\$676.00	\$10,816.00	138,992	Houston Chronicle Print	PRINT
JULY	20	Jobs - Economy	14,700 jobs added in the Houston area in June	1	1	\$90.00	\$90.00	4,822	coveringkaty.com	ONLINE
JULY	31	Other - Unknown or Unrelated	Workforce Solutions mentioned in an unrelated story	1	1	\$12.00	\$12.00	438	baycitytribune.com	ONLINE
AUGUST	16	Jobs - Economy	Monthly LMI Press Release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
AUGUST	21	System Resources - Training & Education	Students with disabilities graduate special UHD program	1	67	\$10.90	\$730.30	22,543	Memorial Examiner (Houston Chronicle)	PRINT
AUGUST	21	System Resources - Training & Education	Students graduate from UHD program	1	16	\$10.90	\$174.40	22,543	Bellaire Examiner (Houston Chronicle)	PRINT
AUGUST	26	System Resources - Training & Education	Special program fills a need at UHD	1	16	\$676.00	\$10,816.00	138,992	Houston Chronicle - print	PRINT
AUGUST	30	System Resources - Job Skills Training	Skills training, apprenticeships target employees traditionally left out as labor market tightens	1	1	\$2,000.00	\$2,000.00	780,323	Houston Chronicle Web	ONLINE
SEPTEMBER	2	System Resources - Job Skills Training	Workers once passed over get second chance	1	30	\$676.00	\$20,280.00	138,992	Houston Chronicle Print	PRINT
SEPTEMBER	11	Public Engagement Event - Day of	Roundtable Report Card press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
SEPTEMBER	20	Jobs - Economy	Monthly LMI Press Release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
SEPTEMBER	20	Jobs - Economy	Amid energy slowdown, Houston employers still hiring — mostly	1	1	\$2,000.00	\$2,000.00	780,323	Houston Chronicle Web	ONLINE
SEPTEMBER	21	Jobs - Economy	With slowdown, bosses still hiring — mostly	1	30	\$676.00	\$20,280.00	138,992	Houston Chronicle - print	PRINT

MONTH	DAY	Coverage Themes	Story Slug	Media Pick-ups	Unit Length	Value per Unit Length	Earned Media Value	Impressions (Readership and/or Viewers)	Outlets	Medium
SEPTEMBER	23	Jobs - Economy	Amid energy slowdown, Houston employers still hiring — mostly	1	1	\$175.00	\$175.00	19,289	energycentral.com (reprint of Chron article)	ONLINE
SEPTEMBER	23	System Resources - Employer Services	Small biz reports growing pains under Trump economy	1	1	\$340.00	\$340.00	10,751	ktrh.com	ONLINE
SEPTEMBER	23	System Resources - Employer Services	Small biz reports growing pains under Trump economy	1	1	\$266.00	\$266.00	8,423	950kprc.com	ONLINE
OCTOBER	6	Public Engagement Event - Promotion	HRWY Preview (Marcus in the Morning Sunday)	1	24	\$0.00	\$0.00	0	KSBJ/NGEN Radio	BROADCAST - RADIO
OCTOBER	12	Other - General	These are the highest-paid jobs in Houston that don't require a college degree	1	1	\$5,000.00	\$5,000.00	0	bizjournals.com/Houston	ONLINE
OCTOBER	18	Jobs - Economy	Houston unemployment rate under 4% for seventh month in a row	1	1	\$69.00	\$69.00	16,220	Houston Public Media - web	ONLINE
OCTOBER	21	Jobs - Economy	Monthly LMI Press Release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
OCTOBER	22	Jobs - Economy	Holiday Hiring 4 pm	1	4	\$4,268.80	\$17,075.20	42,987	KTMD	BROADCAST - TV
OCTOBER	22	Jobs - Economy	Holiday Hiring 5 pm	1	4	\$3,196.80	\$12,787.20	45,306	KTMD	BROADCAST - TV
OCTOBER	23	Public Engagement Event - Promotion	HRWY Preview	1	12	\$25.00	\$300.00	411	Lone Star Community Radio - Conroe	BROADCAST - RADIO
NOVEMBER	4	Public Engagement Event - Promotion	HRWY Preview	1	6	\$3,512.96	\$21,077.76	52,834	KRIV 7am	BROADCAST - TV
NOVEMBER	4	Public Engagement Event - Promotion	HRWY Preview	1	4	\$263.63	\$1,054.52	2,829	KTMD	BROADCAST - TV
NOVEMBER	5	Public Engagement Event - Promotion	HRWY Preview	1	6	\$9,507.20	\$57,043.20	77,640	KTRK 6am	BROADCAST - TV
NOVEMBER	6	Public Engagement Event - Promotion	HRWY Preview	1	4	\$8,908.77	\$35,635.08	87,962	KHOU Noon	BROADCAST - TV
NOVEMBER	6	Public Engagement Event - Promotion	HRWY Preview	1	2	\$61,173.48	\$122,346.96	145,246	KTRK 10pm	BROADCAST - TV
NOVEMBER	7	Public Engagement Event - Day of	Joe Walsh & Hiring Red, White & You 12 pm	1	5	\$8,092.16	\$40,460.80	65,626	KHOU Noon	BROADCAST - TV
NOVEMBER	7	Public Engagement Event - Day of	Hiring Red, White & You	1	1	\$978.04	\$978.04	14,159	KRIV 5am	BROADCAST - TV
NOVEMBER	7	Public Engagement Event - Day of	Hiring Red, White & You	1	1	\$5,311.86	\$5,311.86	62,630	KRIV 7am	BROADCAST - TV
NOVEMBER	7	Public Engagement Event - Day of	Hiring Red, White & You	1	1	\$7,883.18	\$7,883.18	85,794	KRIV 9am	BROADCAST - TV
NOVEMBER	7	Public Engagement Event - Day of	Hiring Red, White & You (wrap)	1	4	\$10,652.80	\$42,611.20	111,879	KRIV 5 pm	BROADCAST - TV
NOVEMBER	7	Public Engagement Event - Day of	Hiring Red, White & You	1	1	\$5,581.32	\$5,581.32	64,796	KTRK 5am	BROADCAST - TV
NOVEMBER	7	Public Engagement Event - Day of	Hiring Red, White & You	1	1	\$8,572.82	\$8,572.82	94,852	KTRK 6am	BROADCAST - TV
NOVEMBER	7	Public Engagement Event - Day of	Hiring Red, White & You	1	1	\$12,140.67	\$12,140.67	141,602	KTRK 8am update	BROADCAST - TV
NOVEMBER	7	Public Engagement Event - Day of	Hiring Red, White & You job fair	1	1	\$375.00	\$375.00	0	KODA Sunny 99.1 radio segment	BROADCAST - RADIO
NOVEMBER	14	Jobs - Industry Specific	Oil industry in Texas still trimming jobs	1	1	\$2,000.00	\$2,000.00	780,323	Houston Chronicle - web	ONLINE
NOVEMBER	14	Jobs - Industry Specific	Monthly LMI Press Release (Oil industry in Texas still trimming jobs)	1	30	\$676.00	\$20,280.00	138,992	Houston Chronicle - print	PRINT
NOVEMBER	14	Jobs - Economy	People aren't retiring at 65 anymore	1	1	\$450.00	\$450.00	11,510	KTRH radio segment	BROADCAST - RADIO
NOVEMBER	14	Jobs - Economy	People aren't retiring at 65 anymore	1	1	\$291.00	\$291.00	11,510	KTRH web story	ONLINE
NOVEMBER	18	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
NOVEMBER	19	Jobs - Economy	Unemployment remains near record low	1	1	\$175.00	\$175.00	10,083	coveringkaty.com	ONLINE
NOVEMBER	21	Jobs - Economy	Lack of entry-level workforce felt in Montgomery area	1	1	\$574.00	\$574.00	39,032	Community Impact Web	ONLINE
NOVEMBER	21	Jobs - Economy	Lack of entry-level workforce felt in Montgomery area	1	1	\$574.00	\$574.00	39,032	Community Impact Print	PRINT
NOVEMBER	24	Jobs - Industry Specific	Texas jobs in oil still getting cut back	1	33	\$871.00	\$28,743.00	508,097	Houston Chronicle - print	PRINT
DECEMBER	20	Jobs - Economy	Texas employers added 37,500 jobs as key sectors carry state through energy woes	1	1	\$2,000.00	\$2,000.00	780,323	Houston Chronicle Web	ONLINE
DECEMBER	20	Jobs - Economy	Holiday season drives larger than normal employment surge	1	1	\$90.00	\$90.00	4,822	coveringkaty.com	ONLINE
DECEMBER	21	Jobs - Economy	Texas saw an increase in jobs in November	1	30	\$676.00	\$20,280.00	138,992	Houston Chronicle - print	PRINT
DECEMBER	21	Jobs - Economy	Monthly LMI press release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
JANUARY	10	System Resources - Employment	Conroe job fair set for Jan. 28	1	1	\$27.00	\$27.00	4,822	Montgomery County Courier Web	ONLINE
JANUARY	15	System Resources - Employment	Over 20 employers expected to be at Conroe Job Fair	1	67	\$10.90	\$730.30	22,543	The Woodlands Villager (Houston Chronicle)	PRINT
JANUARY	17	Jobs - Economy	Real Unemployment	1	4	\$4,386.34	\$17,545.36	63,187	KRIV 5 pm	BROADCAST - TV
JANUARY	24	Jobs - Economy	Monthly LMI Press Release	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
JANUARY	24	Jobs - Economy	Holiday Related Hiring Props Up Otherwise Lackluster December Employment Survey	1	1	\$90.00	\$90.00	4,822	coveringkaty.com	ONLINE
JANUARY	31	System Resources - Job Skills Training	Workshops for job hunters at George Memorial Library	1	1	\$39.00	\$39.00	1,315	fbherald.com (Fort Bend Herald)	ONLINE
				<b>112</b>	-	-	<b>\$1,225,746.56</b>	<b>16,959,244</b>		

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FEBRUARY	24	System Resources - Job Skills Training	A Targeted Plan mention	1	1	\$27.00	\$27.00	4,822	yourconroenews.com	ONLINE
FEBRUARY	24	System Resources - Job Skills Training	A Targeted Plan mention	1	1	\$1,437.00	\$1,437.00	166,585	houstonchronicle.com	ONLINE
MARCH	2	System Resources - Job Skills Training	A Targeted Plan mention	1	1	\$26.00	\$26.00	4,822	yourconroenews.com	ONLINE
MARCH	9	System Resources - Youth	Highschool Outreach	1	1	\$33.00	\$33.00	1,315	fbherald.com	ONLINE
MARCH	13	Jobs - Economy	Houston economy shakier than thought as oil and gas shed jobs in January	1	1	\$2,000.00	\$2,000.00	780,323	houstonchronicle.com	ONLINE
MARCH	13	Jobs - Economy	COVID-19 Unemployment	1	7	\$9,969.82	\$69,788.74	135,932	KTRK 5 pm	BROADCAST - TV
MARCH	13	Jobs - Economy	COVID-19 Unemployment	1	5	\$27,545.06	\$137,725.30	225,268	KTRK 6 pm	BROADCAST - TV
MARCH	14	Jobs - Economy	Thousands of jobs in Houston in jeopardy	1	102	\$676.00	\$68,952.00	138,992	Houston Chronicle Print	PRINT
MARCH	14	Jobs - Economy	Thousands of jobs in Houston in jeopardy	1	1	\$3,361.00	\$3,361.00	166,585	houstonchronicle.com	ONLINE
MARCH	16	System Resources - Employment	Michael Gutierrez Workforce Solutions interview 10:30 pm	1	13	\$36,075.03	\$468,975.39	76,268	KRIV Isiah Factor	BROADCAST - TV
MARCH	16	Jobs - Economy	Post holiday job layoffs and employment statistics	1	1	\$44.00	\$44.00	1,754	thekatynews.com	ONLINE
MARCH	17	Jobs - Economy	Covid-19 Employment Impact	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
MARCH	17	TWC Policy	COVID-19 Unemployment Benefits	1	3	\$51,625.90	\$154,877.70	105,174	KHOU 10pm	BROADCAST - TV
MARCH	17	TWC Policy	COVID-19 Unemployment Benefits	1	1	\$282.00	\$282.00	100,828	KHOU.COM	ONLINE
MARCH	18	TWC Policy	COVID-19 Unemployment Benefits	1	3	\$5,014.66	\$15,043.98	50,342	KPRC 4 pm	BROADCAST - TV

MONTH	DAY	Coverage Themes	Story Slug	Media Pick-ups	Unit Length	Value per Unit Length	Earned Media Value	Impressions (Readership and/or Viewers)	Outlets	Medium
MARCH	18	TWC Policy	COVID-19 Unemployment Benefits	1	5	\$11,095.56	\$55,477.80	161,094	KPRC 5 pm	BROADCAST - TV
MARCH	18	TWC Policy	COVID-19 Unemployment Benefits	1	2	\$475.20	\$950.40	7,936	KHOU 5am	BROADCAST - TV
MARCH	18	TWC Policy	COVID-19 Unemployment Benefits	1	2	\$1,673.10	\$3,346.20	15,424	KHOU 6am	BROADCAST - TV
MARCH	18	System Resources - Employment	COVID-19 Job Search	1	3	\$9,243.92	\$27,731.76	120,182	KTRK 4pm	BROADCAST - TV
MARCH	18	System Resources - Employment	COVID-19 Job Search	1	2	\$77,288.60	\$154,577.20	163,926	KTRK 10pm	BROADCAST - TV
MARCH	19	TWC Policy	Applying for unemployment benefits	1	16	\$676.00	\$10,816.00	138,992	Houston Chronicle - print	PRINT
MARCH	19	TWC Policy	Houstonians file for unemployment after getting laid off amid coronavirus pandemic	1	3	\$9,255.82	\$27,767.46	118,328	KTRK 4pm	BROADCAST - TV
MARCH	19	TWC Policy	Houstonians file for unemployment after getting laid off amid coronavirus pandemic	1	4	\$22,353.65	\$89,414.60	278,280	KTRK 6pm	BROADCAST - TV
MARCH	19	TWC Policy	Houstonians file for unemployment after getting laid off amid coronavirus pandemic	1	3	\$50,994.85	\$152,984.55	199,222	KTRK 10pm	BROADCAST - TV
MARCH	20	Other - General	Workforce Offices Closed	1	1	\$9.00	\$9.00	1,754	thefacts.com	ONLINE
MARCH	21	Other - General	Workforce Offices Closed	1	1	\$1.00	\$1.00	132	journal-spectator.com	ONLINE
MARCH	21	Other - General	State Workforce Offices Closed	1	33	\$676.00	\$22,308.00	138,992	Houston Chronicle - print	PRINT
MARCH	23	TWC Policy	COVID-19 Employment	1	6	\$17,585.82	\$105,514.92	221,244	KTRK 5 pm	BROADCAST - TV
MARCH	25	TWC Policy	COVID-19 Unemployment Issues	1	3	\$4,817.12	\$14,451.36	82,851	KHOU 4pm	BROADCAST - TV
MARCH	25	TWC Policy	COVID-19 Unemployment Issues	1	5	\$16,709.72	\$83,548.60	139,412	KHOU 6pm	BROADCAST - TV
MARCH	25	TWC Policy	COVID-19 Unemployment Issues	1	7	\$38,779.53	\$271,456.71	90,178	KTRK 6pm	BROADCAST - TV
MARCH	25	Jobs - Economy	Unemployment data not up to date, still wouldn't tell whole	1	1	\$49.80	\$49.80	12,478	The Facts - print	PRINT
MARCH	25	Jobs - Economy	Unemployment data not up to date, still wouldn't tell whole	1	1	\$14.00	\$14.00	1,754	thefacts.com	ONLINE
MARCH	26	TWC Policy	COVID-19 Unemployment Issues 5 am	1	1	\$747.45	\$747.45	8,554	KHOU 5am	BROADCAST - TV
MARCH	26	TWC Policy	COVID-19 TWC Response to Spike in Unemployment Claims	1	3	\$4,487.18	\$13,461.54	52,290	KPRC 6am	BROADCAST - TV
MARCH	26	Jobs - Economy	Workforce Solutions getting 30,000 claims a day	1	1	\$10.00	\$10.00	1,754	thefacts.com	ONLINE
MARCH	26	Jobs - Economy	TWC Spike in Unemployment Claims	1	1	\$320.00	\$320.00	21,481	fox26houston.com	ONLINE
MARCH	27	TWC Policy	Unemployment Benefits Questions	1	4	\$1,173.15	\$4,692.60	15,525	KHOU 4pm	BROADCAST - TV
MARCH	27	TWC Policy	Abbott asks feds for jobless help	1	30	\$676.00	\$20,280.00	138,992	Houston Chronicle - print	PRINT
MARCH	27	System Resources - Employer Services	Small business resource education imperitave	1	1	\$22.00	\$22.00	1,754	thefacts.com	ONLINE
MARCH	27	Jobs - Economy	Job gains rendered irrelevant by COVID-19 job losses	1	1	\$22.00	\$22.00	1,754	thekatynews.com	ONLINE
MARCH	28	System Resources - Employment	Employers Hiring During COVID-19	1	4	\$52,031.58	\$208,126.32	125,991	KHOU 10pm	BROADCAST - TV
MARCH	29	TWC Policy	How to apply for jobless benefits	1	102	\$871.00	\$88,842.00	508,097	Houston Chronicle - print	PRINT
APRIL	1	Other - General	Coping with stressful times	1	137	\$10.90	\$1,493.30	22,543	Humble Observer (Houston Chronicle)	PRINT
APRIL	1	Other - General	Coping with stressful times	1	137	\$10.90	\$1,493.30	22,543	Atascocita Observer (Houston Chronicle)	PRINT
APRIL	1	Other - General	Coping with stressful times	1	137	\$10.90	\$1,493.30	22,543	Kingwood Observer (Houston Chronicle)	PRINT
APRIL	1	Other - General	Coping with stressful times	1	137	\$10.90	\$1,493.30	22,543	Lake Houston Observer (Houston Chronicle)	PRINT
APRIL	1	Other - General	Preparing for pandemic	1	137	\$10.90	\$1,493.30	22,543	The News Advocate (Houston Chronicle)	PRINT
APRIL	4	System Resources - Job Skills Training	Calendar of events/job seminar	1	1	\$3.00	\$3.00	132	journal-spectator.com	ONLINE
APRIL	6	System Resources - Childcare	Childcare for Essential Workers 10 pm	1	1	\$54,243.45	\$54,243.45	123,677	KHOU 10pm	BROADCAST - TV
APRIL	6	System Resources - Childcare	Childcare for Essential Workers 5 pm	1	5	\$4,339.22	\$21,696.10	65,499	KRIV	BROADCAST - TV
APRIL	6	System Resources - Childcare	Childcare for Essential Workers 5 pm	1	5	\$3,219.57	\$16,097.85	54,055	KTMD	BROADCAST - TV
APRIL	6	System Resources - Childcare	Childcare for Essential Workers	1	2	\$56,322.00	\$112,644.00	223,139	KXLN	BROADCAST - TV
APRIL	6	System Resources - Childcare	Childcare for Essential Workers 11 am	1	2	\$7,806.00	\$15,612.00	44,911	KPRC	BROADCAST - TV
APRIL	6	System Resources - Childcare	Childcare for Essential Workers	1	2	\$8,889.00	\$17,778.00	51,693	KTRK 11am	BROADCAST - TV
APRIL	6	System Resources - Childcare	Childcare for Essential Workers	1	1	\$450.00	\$450.00	28,300	KTRH 8 pm	BROADCAST - TV
APRIL	6	System Resources - Childcare	Childcare for Essential Workers	1	1	\$69.00	\$69.00	16,220	Houston Public Media - web	ONLINE
APRIL	6	System Resources - Childcare	Childcare for Essential Workers	1	1	\$1,329.00	\$1,329.00	41,208	communityimpact.com	ONLINE
APRIL	6	System Resources - Childcare	Childcare for Essential Workers	1	1	\$957.00	\$957.00	21,481	fox26houston.com	ONLINE
APRIL	6	System Resources - Childcare	Childcare for Essential Workers	1	1	\$2,756.00	\$2,756.00	166,585	houstonchronicle.com	ONLINE
APRIL	6	System Resources - Childcare	Childcare for Essential Workers	1	1	\$2,905.00	\$2,905.00	166,585	houstonchronicle.com	ONLINE
APRIL	6	System Resources - Childcare	Childcare for Essential Workers	1	1	\$2,905.00	\$2,905.00	166,585	houstonchronicle.com	ONLINE
APRIL	6	System Resources - Childcare	Childcare for Essential Workers	1	1	\$159.00	\$159.00	16,220	houstonpublicmedia.org	ONLINE
APRIL	6	System Resources - Childcare	Childcare for Essential Workers	1	1	\$19.00	\$19.00	1,754	thekatynews.com	ONLINE
APRIL	6	System Resources - Childcare	Childcare for Essential Workers	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
APRIL	7	System Resources - Childcare	Childcare for Essential Workers 6 am	1	3	\$4,487.83	\$13,463.49	52,360	KPRC	BROADCAST - TV
APRIL	7	System Resources - Childcare	City, county to connect essential workers to childcare	1	102	\$676.00	\$68,952.00	138,992	Houston Chronicle - print	PRINT
APRIL	7	System Resources - Childcare	Coronavirus updates for April 7, 2020	1	1	\$18.00	\$18.00	1,754	thefacts.com	ONLINE
APRIL	7	System Resources - Childcare	Childcare for Essential Workers	1	1	\$69.00	\$69.00	16,220	houstonpublicmedia.org	ONLINE
APRIL	7	System Resources - Childcare	Childcare for Essential Workers	1	1	\$389.38	\$389.38	5,527	KHOU 10pm (1am rebroadcast)	BROADCAST - TV
APRIL	7	System Resources - Childcare	Childcare for Essential Workers	1	1	\$1,886.80	\$1,886.80	20,011	KHOU 6am	BROADCAST - TV
APRIL	7	System Resources - Childcare	Childcare for Essential Workers / Collab for Children	1	6	\$3,237.38	\$19,424.28	55,840	KRIV 6am	BROADCAST - TV
APRIL	7	System Resources - Childcare	Childcare for Essential Workers	1	3	\$50,944.59	\$152,833.77	201,046	KXLN	BROADCAST - TV
APRIL	8	System Resources - Childcare	Childcare for Essential Workers	1	3	\$360.45	\$1,081.35	3,969	KXLN	BROADCAST - TV
APRIL	8	TWC Policy	Unemployment claims issues	1	5	\$26,572.80	\$132,864.00	228,301	KTRK 6pm	BROADCAST - TV
APRIL	8	TWC Policy	Unemployment claims issues	1	4	\$2,970.38	\$11,881.52	36,253	KPRC 5 am	BROADCAST - TV
APRIL	8	TWC Policy	Unemployment claims issues	1	6	\$9,836.90	\$59,021.40	118,902	KPRC Noon	BROADCAST - TV

MONTH	DAY	Coverage Themes	Story Slug	Media Pick-ups	Unit Length	Value per Unit Length	Earned Media Value	Impressions (Readership and/or Viewers)	Outlets	Medium
APRIL	9	TWC Policy	Unemployment claims update	1	5	\$5,975.07	\$29,875.35	68,835	KPRC 11 am	BROADCAST - TV
APRIL	9	TWC Policy	Unemployment claims update	1	5	\$23,341.46	\$116,707.30	192,045	KPRC 6pm	BROADCAST - TV
APRIL	9	TWC Policy	Unemployment claims update	1	3	\$4,398.63	\$13,195.89	78,362	KHOU 4pm	BROADCAST - TV
APRIL	9	TWC Policy	Unemployment claims update	1	6	\$14,680.21	\$88,081.26	152,551	KHOU 6pm	BROADCAST - TV
APRIL	9	Other - Unknown or Unrelated	COVID-19	1	16	\$676.00	\$10,816.00	138,992	Houston Chronicle - print	PRINT
APRIL	9	System Resources - Childcare	Childcare for Essential Workers	1	1	\$176.00	\$176.00	4,963	950kprc.com	ONLINE
APRIL	9	System Resources - Childcare	Childcare for Essential Workers	1	1	\$288.00	\$288.00	8,106	ktrh.com	ONLINE
APRIL	10	Jobs - Economy	Workforce Solutions seeing rise in unemployment	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
APRIL	10	Jobs - Economy	Unemployment claims update	1	6	\$24,654.14	\$147,924.84	208,933	KTRK 6pm	BROADCAST - TV
APRIL	10	TWC Policy	Unemployment claims update	1	2	\$529.55	\$1,059.10	9,344	KHOU 5am	BROADCAST - TV
APRIL	14	TWC Policy	Unemployment claims issues	1	5	\$22,177.96	\$110,889.80	190,941	KPRC 6 pm	BROADCAST - TV
APRIL	14	TWC Policy	Unemployment claims issues	1	4	\$9,089.73	\$36,358.92	115,555	KPRC 5 pm	BROADCAST - TV
APRIL	14	TWC Policy	Unemployment claims issues	1	3	\$22,177.96	\$66,533.88	190,941	KPRC 6 pm	BROADCAST - TV
APRIL	15	System Resources - Employment	Offering a helping hand	1	102	\$10.90	\$1,111.80	22,543	The Katy Rancher (Houston Chronicle)	PRINT
APRIL	15	System Resources - Employment	Where to get help during virus outbreak	1	33	\$10.90	\$359.70	22,543	Sugar Land Sun (Houston Chronicle)	PRINT
APRIL	15	System Resources - Employment	Where to get help during virus outbreak	1	33	\$10.90	\$359.70	22,543	The Katy Rancher (Houston Chronicle)	PRINT
APRIL	15	Jobs - Economy	Pandemic puts local woman's dream job on hold	1	1	\$2.00	\$2.00	351	baytownsun.com	ONLINE
APRIL	15	System Resources - Employer Services	Workforce Solutions to hold online conference on COVID-19 HR Do's and Don'ts	1	1	\$2.00	\$2.00	123	coloradocountycitizen.com	ONLINE
APRIL	15	System Resources - Childcare	Childcare for Essential Workers	1	1	\$0.00	\$0.00	0	queondamagazine.com	ONLINE
APRIL	16	System Resources - Employment	Workforce Solutions Hot Jobs	1	4	\$3,168.40	\$12,673.60	49,651	KRIV 7am	BROADCAST - TV
APRIL	17	TWC Policy	Unemployment claims issues	1	5	\$6,359.16	\$31,795.80	94,441	KTRK 4pm	BROADCAST - TV
APRIL	17	TWC Policy	Unemployment claims issues	1	4	\$6,286.04	\$25,144.16	79,690	KTRK 5pm	BROADCAST - TV
APRIL	18	Jobs - Economy	March employment numbers	1	1	\$450.00	\$450.00	28,300	KTRH	BROADCAST - RADIO
APRIL	18	TWC Policy	TWC notes rise in unemployment claims	1	1	\$998.00	\$998.00	41,208	communityimpact.com	ONLINE
APRIL	20	System Resources - Employment	Jobs are Available 5 pm	1	4	\$2,881.39	\$11,525.56	56,845	KTMD	BROADCAST - TV
APRIL	20	System Resources - Employment	Get Help Finding a Job	1	6	\$11,868.29	\$71,209.74	163,608	KTRK 5 pm	BROADCAST - TV
APRIL	20	System Resources - Employment	Get Help Finding a Job 6:30 pm	1	5	\$28,468.38	\$142,341.90	284,268	KTRK 6:30 pm	BROADCAST - TV
APRIL	21	System Resources - Employment	Gov. Abbott notes still jobs available through TWC	1	1	\$282.00	\$282.00	100,828	khou.com	ONLINE
APRIL	21	System Resources - Job Skills Training	Skills can translate to new jobs in pandemic	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
APRIL	22	System Resources - Job Skills Training	Online Interviews & the Virtual Job Fair 6 pm	1	5	\$26,988.06	\$134,940.30	243,509	KTRK 6pm	BROADCAST - TV
APRIL	22	System Resources - Employment	Workforce Solutions Job Help 5 pm	1	5	\$4,784.79	\$23,923.95	85,362	KXLN	BROADCAST - TV
APRIL	22	System Resources - Employment	Where to get help during virus outbreak	1	33	\$10.90	\$359.70	22,543	Sugar Land Sun (Houston Chronicle)	PRINT
APRIL	22	System Resources - Employment	Where to get help during virus outbreak	1	33	\$10.90	\$359.70	22,543	The Katy Rancher (Houston Chronicle)	PRINT
APRIL	22	System Resources - Employment	Gov. Abbott notes still jobs available through TWC	1	1	\$235.00	\$235.00	100,828	khou.com	ONLINE
APRIL	23	System Resources - Employment	Virtual Job Fair Results 6 pm	1	5	\$26,326.72	\$131,633.60	236,975	KTRK 6:30 pm	BROADCAST - TV
APRIL	23	System Resources - Job Skills Training	TWC offers virtual interview advice	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
APRIL	26	Jobs - Economy	Brazoria County, alongside the rest of the world, sifts through unemployment increases	1	1	\$12.00	\$12.00	1,754	thefacts.com	ONLINE
APRIL	28	Jobs - Economy	Unknkown headline	1	1	\$21.00	\$21.00	1,354	coveringkaty.com	ONLINE
APRIL	29	System Resources - Employment	Where to get help during virus outbreak	1	33	\$10.90	\$359.70	22,543	Sugar Land Sun (Houston Chronicle)	PRINT
APRIL	29	System Resources - Employment	Where to get help during virus outbreak	1	33	\$10.90	\$359.70	22,543	The Katy Rancher (Houston Chronicle)	PRINT
APRIL	29	System Resources - Employment	Where to get help during virus outbreak	1	33	\$10.90	\$359.70	22,543	Bellaire Examiner (Houston Chronicle)	PRINT
APRIL	29	System Resources - Employment	Who's hiring in Houston	1	2	\$5,030.73	\$10,061.46	75,256	KTRK 5 am	BROADCAST - TV
APRIL	29	System Resources - Employment	Who's hiring in Houston	1	2	\$6,812.95	\$13,625.90	97,228	KTRK 6 am	BROADCAST - TV
APRIL	29	System Resources - Employment	ABC 13 & Workforce Solutions Facebook Live Promo	1	1	\$7,398.93	\$7,398.93	95,405	KTRK 4pm	BROADCAST - TV
APRIL	29	TWC Policy	Unemployment Claims rising	1	6	\$3,962.19	\$23,773.14	38,327	KPRC 4 pm	BROADCAST - TV
APRIL	29	System Resources - Employment	ABC 13 & Workforce Solutions Facebook Live	1	6	\$24,884.84	\$149,309.04	226,840	KTRK 6:30 pm	BROADCAST - TV
APRIL	30	System Resources - Employment	Workforce Solutions Hot Jobs	1	16	\$22,381.29	\$358,100.64	56,862	KRIV Isiah Factor 10:30 pm	BROADCAST - TV
MAY	4	System Resources - Employment	COVID-19 Virtual Job Fair	1	4	\$11,061.69	\$44,246.76	137,088	KTRK 5 pm	BROADCAST - TV
MAY	4	System Resources - Employment	COVID-19 Virtual Job Fair	1	4	\$27,022.66	\$108,090.64	227,070	KTRK 6:30 pm	BROADCAST - TV
MAY	6	System Resources - Employment	Second COVID-19 Virtual Job Fair 5 pm	1	2	\$13,896.92	\$27,793.84	129,404	KTRK 5pm	BROADCAST - TV
MAY	6	System Resources - Employment	COVID-19 resources	1	30	\$10.90	\$327.00	22,543	The Katy Rancher (Houston Chronicle)	PRINT
MAY	7	TWC Policy	TWC Job Search Requirements 6 pm	1	8	\$27,247.35	\$217,978.80	185,801	KTRK 6 pm	BROADCAST - TV
MAY	7	TWC Policy	Job search requirements could be restored as Texas reopens	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
MAY	8	System Resources - Employment	Employers are Hiring	1	8	\$1,561.95	\$12,495.60	26,910	KRIV 6 am	BROADCAST - TV
MAY	8	System Resources - Employment	COVID-19 Unemployment and how Workforce Solutions is Helping	1	4	\$4,757.37	\$19,029.48	79,941	KXLN	BROADCAST - TV
MAY	8	System Resources - Employment	COVID-19 Unemployment and how Workforce Solutions is Helping	1	4	\$54,283.68	\$217,134.72	156,464	KXLN	BROADCAST - TV
MAY	10	System Resources - Employment	COVID 19 resources - job help	1	30	\$10.90	\$327.00	22,543	The Katy Rancher (Houston Chronicle)	PRINT
MAY	11	System Resources - Employment	COVID-19 Who's Hiring? 10 pm	1	6	\$55,048.05	\$330,288.30	147,747	KPRC	BROADCAST - TV
MAY	12	System Resources - Employment	TWC helping find jobs still	1	1	\$6,972.00	\$6,972.00	356,569	Click2Houston.com	ONLINE
MAY	12	System Resources - Employment	Who's hiring right now?	1	1	\$390.00	\$390.00	356,569	Click2Houston.com	ONLINE
MAY	12	System Resources - Employment	TWC helping find jobs still	1	2	\$10,015.00	\$20,030.00	65,097	KPRC 11am	BROADCAST - TV
MAY	13	System Resources - Employment	COVID 19 resources	1	67	\$676.00	\$45,292.00	138,992	Houston Chronicle - print	PRINT

MONTH	DAY	Coverage Themes	Story Slug	Media Pick-ups	Unit Length	Value per Unit Length	Earned Media Value	Impressions (Readership and/or Viewers)	Outlets	Medium
MAY	13	System Resources - Employment	Where to get help during virus outbreak	1	33	\$676.00	\$22,308.00	138,992	Houston Chronicle - print	PRINT
MAY	13	System Resources - Employment	COVID-19 resources	1	67	\$10.90	\$730.30	22,543	Memorial Examiner (Houston Chronicle)	PRINT
MAY	13	System Resources - Employment	Where to get help during virus outbreak	1	33	\$10.90	\$359.70	22,543	Sugar Land Sun (Houston Chronicle)	PRINT
MAY	13	System Resources - Employment	Where to get help during virus outbreak	1	33	\$10.90	\$359.70	22,543	The Katy Rancher (Houston Chronicle)	PRINT
MAY	13	Jobs - Industry Specific	Tenaris links cuts to oil war, pandemic	1	1	\$49.80	\$49.80	12,478	The Facts - print	PRINT
MAY	14	System Resources - Employment	Virtual fair follow-up	1	6	\$26,568.95	\$159,413.70	245,075	KTRK 6pm	BROADCAST - TV
MAY	14	System Resources - Job Skills Training	Experts say going virtual is helping people land jobs	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
MAY	14	Other - Unknown or Unrelated	Gulf Coast Giants Magazine BASF Donates to college	1	0	\$0.00	\$0.00	0	Gulf Coast Giants Magazine	PRINT
MAY	15	System Resources - Employment	Who's Hiring? Q&A	1	12	\$1,722.15	\$20,665.80	22,551	KRIV 6 am	BROADCAST - TV
MAY	15	System Resources - Employment	TWC holding virtual job fairs	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
MAY	16	Jobs - Economy	Houston Matters Interview - Parker Harvey	1	25	\$69.00	\$1,725.00	16,220	Houston Public Media - radio	BROADCAST - RADIO
MAY	17	System Resources - Employment	Who's hiring right now?	1	2	\$7,710.00	\$15,420.00	62,274	KPRC	BROADCAST - TV
MAY	17	System Resources - Employment	COVID-19 Resources	1	30	\$10.90	\$327.00	22,543	The Katy Rancher (Houston Chronicle)	PRINT
MAY	19	TWC Policy	COVID-19 Job Search Requirement	1	8	\$3,199.55	\$25,596.40	39,346	KRIV	BROADCAST - TV
MAY	19	System Resources - Employment	Mexican Consulate Job Fair 10 pm	1	8	\$18,559.44	\$148,475.52	63,601	KTMD	BROADCAST - TV
MAY	20	Jobs - Economy	Many Houstonians living check-to-check	1	30	\$676.00	\$2,280.00	138,992	Houston Chronicle - print	PRINT
MAY	20	System Resources - Employment	Where to get help during virus outbreak	1	33	\$10.90	\$359.70	22,543	Lake Houston Observer (Houston Chronicle)	PRINT
MAY	20	System Resources - Employment	Where to get help during virus outbreak	1	33	\$10.90	\$359.70	22,543	Tomball Potpourri (Houston Chronicle)	PRINT
MAY	20	System Resources - Employment	Where to get help during virus outbreak	1	33	\$10.90	\$359.70	22,543	Spring Observer (Houston Chronicle)	PRINT
MAY	20	System Resources - Employment	Where to get help during virus outbreak	1	33	\$10.90	\$359.70	22,543	Humble Observer (Houston Chronicle)	PRINT
MAY	20	System Resources - Employment	COVID-19 resources	1	102	\$10.90	\$1,111.80	22,543	Memorial Examiner	PRINT
MAY	20	System Resources - Employment	Where to get help during virus outbreak	1	33	\$10.90	\$359.70	22,543	The Katy Rancher (Houston Chronicle)	PRINT
MAY	21	System Resources - Employment	COVID-19 Summer Jobs 6 pm	1	5	\$15,626.08	\$78,130.40	159,139	KTRK 6pm	BROADCAST - TV
MAY	21	System Resources - Employment	How sending this text message could land a teen a summer job	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
MAY	22	Jobs - Economy	Unemployment hits record high in Houston area	1	1	\$390.00	\$390.00	356,569	Click2Houston.com	ONLINE
MAY	22	Jobs - Economy	Houston-area job losses, unemployment reach record levels; Some jobs still available	1	1	\$6,255.00	\$6,255.00	356,569	Click2Houston.com	ONLINE
MAY	22	Jobs - Economy	Houston-area job losses, unemployment reach record levels; Some jobs still available	1	1	\$596.00	\$596.00	54,162	communityimpact.com	ONLINE
MAY	22	Jobs - Economy	April 2020 Employment Figures	1	4	\$35,979.03	\$143,916.12	96,047	KPRC 10pm	BROADCAST - TV
MAY	22	Jobs - Economy	April 2020 Employment Figures	1	5	\$2,876.82	\$14,384.10	29,397	KRIV 6pm	BROADCAST - TV
MAY	22	Jobs - Economy	April 2020 Employment Figures	1	3	\$13,403.67	\$40,211.01	114,322	KTRK 6pm	BROADCAST - TV
MAY	22	Jobs - Economy	April 2020 Employment Figures	1	1	\$3,013.92	\$3,013.92	53,411	KXLN	BROADCAST - TV
MAY	22	Jobs - Economy	Employment Figures	1	5	\$4,635.00	\$23,175.00	41,135	KRIV 5 pm	BROADCAST - TV
MAY	22	System Resources - Employment	Helping teens find work	1	2	\$10,103.00	\$20,206.00	38,782	KRIV 6 am	BROADCAST - TV
MAY	22	Jobs - Economy	Texas unemployment rate hits worst on record at 12.8%	1	2	\$69.00	\$138.00	16,220	Houston Public Media radio	BROADCAST - RADIO
MAY	22	Jobs - Economy	Greater Houston area sees record-breaking unemployment rate in April at 14.2%	1	1	\$574.00	\$574.00	39,032	Community Impact web	ONLINE
MAY	22	Jobs - Economy	Greater Houston area sees record-breaking unemployment rate in April at 14.2%	1	1	\$574.00	\$574.00	39,032	Community Impact print	PRINT
MAY	22	System Resources - Employment	One simple text can help teens find work	1	1	\$2,000.00	\$2,000.00	780,323	Chron.com	ONLINE
MAY	22	System Resources - Employment	Helping teens find work	1	1	\$42,168.00	\$42,168.00	4,558,664	Chron.com	ONLINE
MAY	22	System Resources - Employment	One simple text can help teens find work	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
MAY	22	System Resources - Employment	One simple text can help teens find work	1	1	\$129.00	\$129.00	1,819	lintonline.com	ONLINE
MAY	23	Jobs - Economy	April 2020 employment figures	1	2	\$447.23	\$894.46	7,920	KPRC 6 am	BROADCAST - TV
MAY	23	Jobs - Economy	April 2020 employment figures	1	2	\$7,248.00	\$14,496.00	83,442	KPRC 9 am	BROADCAST - TV
MAY	23	Jobs - Economy	April 2020 employment figures	1	1	\$450.00	\$450.00	28,300	KTRH	BROADCAST - RADIO
MAY	23	Jobs - Economy	Unemployment hits record high in Houston area	1	1	\$7,255.00	\$7,255.00	356,569	Click2Houston.com	ONLINE
MAY	23	Jobs - Economy	Covid 19 pandemic disastrous for Houston Economy	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
MAY	24	System Resources - Employment	COVID-19 resources	1	1	\$2,000.00	\$2,000.00	780,323	Chron.com	ONLINE
MAY	24	System Resources - Employment	COVID-19 Resources	1	30	\$10.90	\$327.00	22,543	The Katy Rancher (Houston Chronicle)	PRINT
MAY	27	System Resources - Employment	COVID-19 resources	1	1	\$2,000.00	\$2,000.00	780,323	Chron.com	ONLINE
MAY	27	System Resources - Employment	Where to get help during virus outbreak	1	102	\$10.90	\$1,111.80	22,543	The Katy Rancher (Houston Chronicle)	PRINT
MAY	27	System Resources - Childcare	New portal places more than 9100 children of Houston area essential workers	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
MAY	27	System Resources - Childcare	New portal places more than 9100 children of Houston area essential workers	1	1	\$294.00	\$294.00	0	woodlandsonline.com	ONLINE
MAY	28	System Resources - Childcare	New portal places more than 9100 children of Houston area essential workers	1	1	\$72.00	\$72.00	0	stylemagazine.com	ONLINE
MAY	28	Jobs - Economy	COVID-19 Unemployment Statistics 6 pm	1	5	\$24,654.14	\$123,270.70	234,174	KTRK 6pm	BROADCAST - TV
MAY	29	System Resources - Employment	Teaching as a Career	1	10	\$2,133.78	\$21,337.80	33,121	KRIV 6am	BROADCAST - TV
MAY	30	Jobs - Economy	County economy in 'uncharted territory'	1	1	\$49.80	\$49.80	12,478	The Facts - print	PRINT
MAY	30	Jobs - Economy	County economy in 'uncharted territory'	1	1	\$30.00	\$30.00	3,250	thefacts.com	ONLINE
MAY	31	System Resources - Employment	COVID-19 resources	1	1	\$2,000.00	\$2,000.00	780,323	Chron.com	ONLINE
MAY	31	System Resources - Employment	COVID-19 Resources	1	30	\$10.90	\$327.00	22,543	The Katy Rancher (Houston Chronicle) - online	ONLINE
MAY	31	System Resources - Employment	What to do if your spouse has been laid off	1	1	\$112.50	\$112.50	0	citymomsblog.com	ONLINE
JUNE	2	System Resources - Employment	Resource guide	1	33	\$676.00	\$22,308.00	138,992	Houston Chronicle - print	PRINT
JUNE	2	System Resources - Employment	COVID-19 resources	1	1	\$2,000.00	\$2,000.00	780,323	Chron.com	ONLINE
JUNE	3	System Resources - Childcare	New portal places more than 9100 children of Houston area essential workers	1	1	\$150.00	\$150.00	19,860	montgomerycountynews.net	ONLINE

MONTH	DAY	Coverage Themes	Story Slug	Media Pick-ups	Unit Length	Value per Unit Length	Earned Media Value	Impressions (Readership and/or Viewers)	Outlets	Medium
JUNE	3	System Resources - Employment	COVID-19 Resources	1	30	\$10.90	\$327.00	22,543	The Katy Rancher (Houston Chronicle) - online	ONLINE
JUNE	3	System Resources - Employment	COVID-19 Gig Jobs	1	6	\$5,579.97	\$33,479.82	61,240	KRIV 6am	BROADCAST - TV
JUNE	3	System Resources - Employment	Where to get help during virus outbreak	1	33	\$10.90	\$359.70	22,543	Magnolia Potpourri (Houston Chronicle)	PRINT
JUNE	3	System Resources - Employment	Where to get help during virus outbreak	1	33	\$10.90	\$359.70	22,543	Tomball Potpourri (Houston Chronicle)	PRINT
JUNE	3	System Resources - Employment	COVID-19 resources	1	30	\$10.90	\$327.00	22,543	The Katy Rancher (Houston Chronicle)	PRINT
JUNE	3	System Resources - Employment	Side hustle jobs are hiring and pay well	1	1	\$54.00	\$54.00	27,410	fox26houston.com	ONLINE
JUNE	4	Other - General	City, School district formalize summer internship program	1	1	\$0.00	\$0.00	0	Huntsville Item - print	PRINT
JUNE	4	System Resources - Employment	COVID-19 Job Fair	1	6	\$10,472.16	\$62,832.96	150,879	KTRK 5pm	BROADCAST - TV
JUNE	4	System Resources - Employment	Side hustle jobs are hiring and pay well	1	1	\$852.00	\$852.00	63,189	fox26houston.com	ONLINE
JUNE	5	Other - General	Interfaith of the Woodlands keeps charity efforts going during pandemic	1	1	\$2,000.00	\$2,000.00	780,323	Chron.com	ONLINE
JUNE	5	Other - General	Interfaith of the Woodlands keeps charity efforts going during pandemic	1	1	\$30.00	\$30.00	0	yourconroenews.com	ONLINE
JUNE	5	System Resources - Employment	COVID-19 Who's Hiring?	1	7	\$2,136.00	\$14,952.00	28,461	KRIV 6am	BROADCAST - TV
JUNE	5	System Resources - Employment	Desempleo (May unemployment report)	1	3	\$4,360.13	\$13,080.39	64,529	KXLN	BROADCAST - TV
JUNE	7	Other - General	Interfaith group keeps efforts going	1	1	\$69.90	\$69.90	0	The Conroe Courier	PRINT
JUNE	7	System Resources - Employment	COVID-19 resources	1	1	\$2,000.00	\$2,000.00	780,323	Chron.com	ONLINE
JUNE	7	System Resources - Employment	Resource guide	1	33	\$871.00	\$28,743.00	508,097	Houston Chronicle - print	PRINT
JUNE	7	System Resources - Employment	COVID-19 resources	1	30	\$10.90	\$327.00	22,543	The Katy Rancher (Houston Chronicle)	PRINT
JUNE	10	Jobs - Economy	New figures show how hard COVID 19 pandemic hit Houston area	1	6	\$49,120.83	\$66,328.98	137,725	KTRK 10pm	BROADCAST - TV
JUNE	10	Jobs - Economy	New figures show how hard COVID 19 pandemic hit Houston area	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
JUNE	10	System Resources - Employment	If you're looking for a job, this is how quickly you could land one	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
JUNE	10	System Resources - Job Skills Training	TWC virtually helping with resumes and finding jobs	1	2	\$7,944.00	\$15,888.00	51,727	KPRC	BROADCAST - TV
JUNE	10	System Resources - Employment	Where to get help during virus outbreak	1	33	\$10.90	\$359.70	22,543	Cypress Creek Mirror-Cy-Fair (Houston Chronicle)	PRINT
JUNE	10	System Resources - Employment	Where to get help during virus outbreak	1	33	\$10.90	\$359.70	22,543	Magnolia Potpourri (Houston Chronicle)	PRINT
JUNE	10	System Resources - Employment	COVID-19 resources	1	67	\$10.90	\$730.30	22,543	Bellaire Examiner (Houston Chronicle)	PRINT
JUNE	11	System Resources - Employment	COVID-19 Hospitality Job Fair	1	6	\$10,033.44	\$60,200.64	139,221	KTRK 5 pm	BROADCAST - TV
JUNE	12	System Resources - Employment	Who's hiring	1	7	\$2,356.28	\$16,493.96	38,607	KRIV 6 am	BROADCAST - TV
JUNE	12	System Resources - Employment	Virtual Job Fair info	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
JUNE	16	TWC Policy	Texans receiving unemployment must prove they're looking for work, starting in July	1	1	\$2,000.00	\$2,000.00	780,323	Chron.com	ONLINE
JUNE	17	TWC Policy	TWC Job Search Requirements	1	2	\$4,494.60	\$8,989.20	66,442	KXLN	BROADCAST - TV
JUNE	17	System Resources - Employment	Where to get help during virus outbreak	1	67	\$10.90	\$730.30	22,543	Sugar Land Sun (Houston Chronicle)	PRINT
JUNE	17	TWC Policy	TWC Job Search Requirements	1	1	\$42,168.00	\$42,168.00	4,558,664	chron.com	ONLINE
JUNE	18	TWC Policy	COVID-19 Job Search Requirements 6 pm	1	5	\$21,705.03	\$108,525.15	187,972	KTRK 6 pm	BROADCAST - TV
JUNE	18	Jobs - Industry Specific	"Never in my wildest dreams": Another oil bust...	1	1	\$2,000.00	\$2,000.00	780,323	Chron.com	ONLINE
JUNE	19	TWC Policy	COVID-19 Job Search Requirements	1	8	\$293.70	\$2,349.60	7,954	KRIV 6 am	BROADCAST - TV
JUNE	19	TWC Policy	Texans with unemployment benefits will have to job hunt soon	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
JUNE	19	Jobs - Economy	May Employment Report	1	5	\$23,412.21	\$117,061.05	207,842	KTRK 6 pm	BROADCAST - TV
JUNE	19	Jobs - Economy	Texas Economy recoups some jobs in May as businesses begin rehiring	1	1	\$2,000.00	\$2,000.00	780,323	Chron.com	ONLINE
JUNE	19	Jobs - Economy	Employment rises slightly as businesses reopen & workers return	1	1	\$65.00	\$65.00	4,296	thekatynews.com	ONLINE
JUNE	20	Jobs - Economy	Texas jobs up at least 200k in May	1	33	\$676.00	\$22,308.00	138,992	Houston Chronicle - print	PRINT
JUNE	20	Jobs - Economy	Latest Unemployment numbers	1	1	\$450.00	\$450.00	28,300	KTRH	BROADCAST - RADIO
JUNE	21	Jobs - Industry Specific	Oil bust slams workforce now and into the future	1	102	\$871.00	\$88,842.00	508,097	Houston Chronicle - print	PRINT
JUNE	21	System Resources - Employment	COVID-19 resources	1	30	\$10.90	\$327.00	22,543	The Katy Rancher (Houston Chronicle)	PRINT
JUNE	21	System Resources - Employment	COVID-19 resources	1	1	\$2,000.00	\$2,000.00	780,323	Chron.com	ONLINE
JUNE	21	Jobs - Economy	Latest Unemployment numbers	1	1	\$450.00	\$450.00	28,300	KTRH	BROADCAST - RADIO
JUNE	24	System Resources - Employment	Where to get help during virus outbreak	1	67	\$10.90	\$730.30	22,543	Sugar Land Sun (Houston Chronicle)	PRINT
JUNE	24	Jobs - Economy	Texas economy steadily recovering as unemployment rate lower in May	1	1	\$861.00	\$861.00	19,689	KTRH radio	BROADCAST - RADIO
JUNE	24	Jobs - Economy	Texas economy steadily recovering as unemployment rate lower in May	1	1	\$381.00	\$381.00	9,272	KPRC radio	BROADCAST - RADIO
JUNE	24	Jobs - Economy	Employment updates and information	1	1	\$450.00	\$450.00	28,300	KTRH 7am	BROADCAST - RADIO
JUNE	24	Jobs - Economy	Employment updates and information	1	1	\$450.00	\$450.00	28,300	KTRH 6am	BROADCAST - RADIO
JUNE	24	Jobs - Economy	Employment updates and information	1	1	\$450.00	\$450.00	28,300	KTRH 5am	BROADCAST - RADIO
JUNE	25	System Resources - Employment	Richmond Rosenberg Job Fair 6 pm	1	4	\$13,399.83	\$53,599.32	105,508	KTRK 6 pm	BROADCAST - TV
JUNE	26	TWC Policy	Help is available for Texans still struggling to file unemployment, collect benefits	1	1	\$5,558.00	\$5,558.00	356,569	Click2Houston.com	ONLINE
JUNE	26	System Resources - TXHireability	Hiring Individuals with a Disability	1	8	\$1,855.65	\$14,845.20	27,315	KRIV 6 am	BROADCAST - TV
JUNE	28	System Resources - Employment	Web edition pg. 2 COVID 19 resources in Katy area	1	30	\$10.90	\$327.00	22,543	Katy Rancher	PRINT
JUNE	28	System Resources - Employment	Web edition pg. 3 COVID 19 resources in Katy area	1	1	\$2,000.00	\$2,000.00	780,323	Houston Chronicle	PRINT
JUNE	28	System Resources - Employment	Community Job Help...Workforce Solutions	1	30	\$10.90	\$327.00	22,543	Katy Rancher	PRINT
JUNE	29	Other - General	Medical office building Brixmor Property group Workforce Solutions	1	1	\$2,000.00	\$2,000.00	780,323	Houston Chronicle	PRINT
JUNE	29	System Resources - Job Skills Training	Free low cost job retraining available to help you land a job	1	1	\$54.00	\$54.00	27,410	fox26houston.com	ONLINE
JUNE	29	System Resources - Employment	TWC employment planning tool (Sullivan's Smart Sense)	1	3	\$20,316.15	\$60,948.45	51,648	KRIV 9 pm	BROADCAST - TV
JUNE	30	System Resources - Employment	TWC employment planning tool	1	3	\$2,804.00	\$8,412.00	19,641	KRIV 12pm	BROADCAST - TV
JUNE	30	System Resources - Employment	TWC employment planning tool	1	3	\$9,203.00	\$27,609.00	48,766	KRIV 8 am	BROADCAST - TV
JUNE	30	System Resources - Employment	TWC employment planning tool	1	3	\$540.68	\$1,622.04	5,299	KRIV 4 am	BROADCAST - TV

MONTH	DAY	Coverage Themes	Story Slug	Media Pick-ups	Unit Length	Value per Unit Length	Earned Media Value	Impressions (Readership and/or Viewers)	Outlets	Medium
JUNE	30	System Resources - Job Skills Training	Best ways to get a new job is to train specifically for a job in an in-demand field.	1	1	\$1,986.41	\$1,986.41	27,410	fox26houston.com	ONLINE
JULY	2	Jobs - Economy	Historic job report: Economists say the worst could be behind us	1	1	\$9,780.96	\$9,780.96	139,148	KTRK 5 pm	BROADCAST - TV
JULY	2	System Resources - Childcare	Workforce Solutions, which subsidizes childcare for many texans, is trying to put an end to tracking Covid-19 exposure (in daycares) by manda	1	1	\$3,718.84	\$3,718.84	49,947	KHOU 4pm	BROADCAST - TV
JULY	2	Jobs - Economy	Workforce Solutions is getting ready for a second surge of job seekers here after the governor's new order closing bars and restricting capacity	1	1	\$6,015.66	\$6,015.66	74,246	fox26houston.com	ONLINE
JULY	2	TWC Policy	TWC delays work-search requirement	1	3	\$3,496.80	\$10,490.40	46,144	KRIV 9 am	BROADCAST - TV
JULY	3	Jobs - Economy	National employment rate falls in June, here's what that means for Texans	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
JULY	4	System Resources - Employment	TWC employment planning tool	1	2	\$1,579.20	\$3,158.40	29,686	KRIV 6 am	BROADCAST - TV
JULY	4	System Resources - Employment	Workforce Solutions employment planning tools to see where the jobs are.	1	1	\$3,754.84	\$3,754.84	57,292	fox26houston.com	ONLINE
JULY	5	System Resources - Employment	Web edition PANDEMIC RESOURCE GUIDE	1	67	\$676.00	\$45,292.00	138,992	Houston Chronicle	PRINT
JULY	5	System Resources - Employment	Web edition PANDEMIC RESOURCE GUIDE	1	67	\$10.90	\$730.30	22,543	Katy Rancher	PRINT
JULY	9	System Resources - Employment	ABC13 Hosts Virtual Job Fair (Texas City focus)	1	2	\$10,255.95	\$20,511.90	143,236	KTRK 6 pm	BROADCAST - TV
JULY	10	TWC Policy	Why extra 600 in unemployment benefits is ending early for Texans	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
JULY	10	twC Policy	pg. 2 The 600 unemployment benefit in Texas runs until the end of July...	1	1	\$126.90	\$126.90	141	newsbeez.com	ONLINE
JULY	10	System Resources - Employment	Lakewood Church Virtual Job Fair.	1	1	\$1,523.31	\$1,523.31	33,633	fox26houston.com	ONLINE
JULY	10	System Resources - Employment	Virtual Job Fair	1	2	\$10,905.00	\$21,810.00	33,792	KRIV 6am	BROADCAST - TV
JULY	13	System Resources - Employment	pg. 3 Pandemic Highlights Vital Business Needs for Realigned Strategies Best...	1	1	\$1,950.00	\$1,950.00	65,148	spoke.com	ONLINE
JULY	13	System Resources - Employment	pg. 3 Pandemic Highlights Vital Business Needs for Realigned Strategies...	1	1	\$2,000.00	\$2,000.00	780,323	Chron.com	ONLINE
JULY	13	System Resources - Employment	Web edition pg. 3 Pandemic Highlights Vital Business Needs for Realigned...	1	1	\$1,500.00	\$1,500.00	4,500	PR Newswire	ONLINE
JULY	16	System Resources - Employment	Action 13 Virtual Job Fair: Jobs Available in Area School Districts	1	2	\$20,269.15	\$40,538.30	209,721	KTRK 6 pm	BROADCAST - TV
JULY	17	Jobs - Economy	Houston s unemployment falls to single digits but here s why experts caution...	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
JULY	17	Jobs - Economy	More Texans Going Back to Work (monthly employment numbers)	1	2	\$7,812.84	\$15,625.68	130,308	KTRK 5 pm	BROADCAST - TV
JULY	17	System Resources - Job Skills Training	(teaser) Virtual training via workforce solutions	1	1	\$7,136.54	\$7,136.54	93,817	KHOU 5pm	BROADCAST - TV
JULY	17	System Resources - Employment	Jobs to fill right now through Workforce Solutions	1	4	\$1,671.12	\$6,684.48	30,333	KRIV 6am	BROADCAST - TV
JULY	17	System Resources - Employment	Wake Up with Sally and Lina	1	1	\$2,833.73	\$2,833.73	30,333	KRIV 6 am	BROADCAST - TV
JULY	18	Jobs - Economy	(Business news/local news)	1	1	\$450.00	\$450.00	28,300	KTRH	BROADCAST - RADIO
JULY	18	Jobs - Economy	June Unemployment Sees Record One Month Decline To 9.9 percent...	1	1	\$65.00	\$65.00	4,296	theKatyNews.com	ONLINE
JULY	18	System Resources - Employment	Building a bridge Project SEARCH	1	1	\$49.80	\$49.80	12,478	The Facts - print	PRINT
JULY	19	Jobs - Economy	(Business news/local news)	1	1	\$450.00	\$450.00	158,300	KTRH	BROADCAST - RADIO
JULY	19	System Resources - Employment	Texas Workforce Solutions holding online job fairs	1	1	\$4,422.56	\$4,422.56	64,089	KPRC 8 am	BROADCAST - TV
JULY	19	Jobs - Economy	(Business news/local news)	1	1	\$450.00	\$450.00	28,300	KTRH	BROADCAST - RADIO
JULY	20	Jobs - Economy	WFS Houston Employment Report	1	2	\$450.00	\$900.00	28,300	KTRH 4 pm	BROADCAST - RADIO
JULY	20	Jobs - Economy	Local News Snippets	1	1	\$450.00	\$450.00	28,300	KTRH	BROADCAST - RADIO
JULY	21	System Resources - Employment	Looking for a job in the Katy and Fulshear communities here s how you can land...	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
JULY	22	System Resources - Employment	How to land a job in Katy: ABC13 virtual job fair this Thursday	1	4	\$8,698.92	\$34,795.68	128,236	KTRK 5 pm	BROADCAST - TV
JULY	22	System Resources - Employment	Who's Hiring in Katy: Don't forget the virtual job fair in Katy	1	1	\$1,989.73	\$1,989.73	25,608	KTRK 4 am	BROADCAST - TV
JULY	22	System Resources - Employment	Who's Hiring in Katy: Don't forget the virtual job fair in Katy	1	2	\$10,102.59	\$20,205.18	61,477	KTRK 5 am	BROADCAST - TV
JULY	22	System Resources - Employment	Where to get help during virus outbreak	1	67	\$10.90	\$730.30	22,543	The Katy Rancher (Houston Chronicle)	PRINT
JULY	23	System Resources - Employment	Ofrecen ayuda gratuita para personas en busca de empleo (interview with Jose Gauna)	1	1	\$3,674.25	\$3,674.25	51,230	KXLN	BROADCAST - TV
JULY	24	System Resources - Employment	Who's Hiring: WFS ADA Anniversary job fair	1	4	\$2,430.72	\$9,722.88	40,880	KRIV 6 am	BROADCAST - TV
JULY	25	TWC Policy	Extra Unemployment Runs Out Today: How to look for work (WFS)	1	1	\$51,903.13	\$51,903.13	111,605	KHOU 10pm	BROADCAST - TV
JULY	26	TWC Policy	Extra Unemployment Runs Out Today: How to look for work (WFS)	1	1	\$1,269.84	\$1,269.84	17,028	KHOU 6am	BROADCAST - TV
JULY	26	TWC Policy	What ot know as federal unemployment assistance ends for Texans	1	1	\$2,623.00	\$2,623.00	155,894	khou.com	ONLINE
JULY	29	System Resources - Employment	Where to get help during virus outbreak	1	67	\$10.90	\$730.30	22,543	Sugar Land Sun (Houston Chronicle)	PRINT
JULY	29	System Resources - Employment	Where to get help during virus outbreak	1	67	\$10.90	\$730.30	22,543	The Katy Rancher (Houston Chronicle)	PRINT
JULY	30	System Resources - Employment	Virtual Job Fair folo	1	3	\$20,810.30	\$62,430.90	228,082	KTRK 6 pm	BROADCAST - TV
JULY	31	System Resources - Employment	Employment opportunities	1	4	\$9,950.00	\$39,800.00	31,869	KRIV 6 am	BROADCAST - TV
JULY	31	System Resources - Employment	Employment information and opportunities	1	2	\$450.00	\$900.00	28,300	KTRH 5 am	BROADCAST - RADIO
JULY	31	System Resources - Employment	Employment information and opportunities	1	2	\$450.00	\$900.00	28,300	KTRH 6 am	BROADCAST - RADIO
JULY	31	System Resources - Employment	Employment information and opportunities	1	2	\$450.00	\$900.00	28,300	KTRH 7 am	BROADCAST - RADIO
AUGUST	3	System Resources - Employment	Mike Temple Interview	1	6	\$1,223.80	\$7,342.80	17,407	KRIV 6 am	BROADCAST - TV
AUGUST	5	System Resources - Employment	Virtual Job Fair teaser	1	1	\$7,650.96	\$7,650.96	120,160	KTRK 5 pm	BROADCAST - TV
AUGUST	5	System Resources - Employment	Virtual Job Fair Third Ward	1	5	\$7,650.96	\$38,254.80	120,160	KTRK 5 pm	BROADCAST - TV
AUGUST	6	System Resources - Employment	Virtual Job Fair	1	4	\$16,570.15	\$66,280.60	179,972	KTRK 6 pm	BROADCAST - TV
AUGUST	6	System Resources - Employment	Virtual Job Fair	1	3	\$2,941.17	\$2,941.17	16,313	KIAH 9 pm	BROADCAST - TV
AUGUST	7	System Resources - Job Skills Training	New online training resource teaser	1	1	\$1,213.25	\$1,213.25	11,048	KRIV 5 am	BROADCAST - TV
AUGUST	7	System Resources - Job Skills Training	Michelle Castrow Interview	1	7	\$1,584.61	\$11,092.27	19,895	KRIV 6am	BROADCAST - TV
AUGUST	9	Jobs - Economy	Unknown headline - Jobs	1	1	\$3,185.00	\$3,185.00	206,331	HoustonChronicle.com	ONLINE
AUGUST	9	System Resources - Employment	Fort Bend Job Fair	1	1	\$4,222.11	\$4,222.11	57,021	KPRC 8 am	BROADCAST - TV
AUGUST	11	System Resources - Employment	Virtual job fair	1	8	\$9,479.00	\$75,832.00	37,930	KRIV 7am	BROADCAST - TV
AUGUST	11	System Resources - Employment	Virtual job fair	1	1	\$13,480.00	\$13,480.00	32,895	KPRC 5am	BROADCAST - TV
AUGUST	11	System Resources - Employment	Virtual job fair	1	1	\$6,722.00	\$6,722.00	14,001	KPRC 4am	BROADCAST - TV
AUGUST	12	System Resources - Employment	ABC13 lists jobs available now during virtual job fair	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE

MONTH	DAY	Coverage Themes	Story Slug	Media Pick-ups	Unit Length	Value per Unit Length	Earned Media Value	Impressions (Readership and/or Viewers)	Outlets	Medium
AUGUST	12	System Resources - Employment	Virtual job fair	1	4	\$14,727.50	\$58,910.00	146,415	KTRK 6 pm	BROADCAST - TV
AUGUST	12	TWC Policy	First Week without Boosted Unemployment	1	3	\$6,589.71	\$19,769.13	15,597	KIAH 9 pm	BROADCAST - TV
AUGUST	12	Other - Unknown or Unrelated	PPP loans not enough	1	8	\$48,076.34	\$384,610.72	119,744	KPRC 10 pm	BROADCAST - TV
AUGUST	12	System Resources - Job Skills Training	McWilliams YMCA to host fall virtual learning centers	1	102	\$10.90	\$1,111.80	22,543	Cypress Creek Mirror-Cy-Fair (Houston Chronicle)	PRINT
AUGUST	12	System Resources - Job Skills Training	McWilliams YMCA to host fall virtual learning centers	1	102	\$10.90	\$1,111.80	22,543	Cypress Creek Mirror-Champions/Klein (Houston Chronicle)	PRINT
AUGUST	13	System Resources - Employment	4 expert tips to prepare for a layoff, find another job ASAP	1	1	\$2,188.00	\$2,188.00	220,086	Click2Houston.com	ONLINE
AUGUST	13	System Resources - Employment	TWC offers free one-on-one help to find jobs	1	8	\$10,159.00	\$81,272.00	57,251	KPRC 11am	BROADCAST - TV
AUGUST	14	System Resources - Employment	TWC job information teaser 1	1	1	\$1,166.83	\$1,166.83	13,341	KRIV 5 am	BROADCAST - TV
AUGUST	14	System Resources - Employment	TWC Job information	1	7	\$1,901.11	\$13,307.77	22,864	KRIV 6am	BROADCAST - TV
AUGUST	19	System Resources - Employment	Virtual job fair Heights	1	4	\$15,552.10	\$62,208.40	152,800	KTRK 5 pm	BROADCAST - TV
AUGUST	20	System Resources - Employment	If you're looking for a job in The Heights, here's how you can land one	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
AUGUST	21	Jobs - Economy	Houston's Unemployment Drops Slightly to 9.4% from 9.7% in June	1	1	\$91.00	\$91.00	6,419	thekatyNews.com	ONLINE
AUGUST	21	Jobs - Economy	Unemployment claims in Texas rising again	1	67	\$676.00	\$45,292.00	22,543	Houston Chronicle - print	PRINT
AUGUST	21	System Resources - Employment	Job hunt tool kit teaser 3	1	1	\$1,947.53	\$1,947.53	31,897	KRIV 6 am	BROADCAST - TV
AUGUST	21	System Resources - Employment	TWC Job Hunt Tool Kit	1	6	\$1,947.53	\$11,685.18	31,897	KRIV 6am	BROADCAST - TV
AUGUST	22	Jobs - Economy	July Jobs Report	1	2	\$1,652.13	\$3,304.26	23,110	KRIV 10 am	BROADCAST - TV
AUGUST	23	Jobs - Economy	July Jobs Report	1	2	\$1,124.63	\$2,249.26	13,068	KRIV 6 am	BROADCAST - TV
AUGUST	23	System Resources - Employment	Web edition pg. 4 CALENDAR	1	1	\$2,000.00	\$2,000.00	780,323	Houston Chronicle - web	ONLINE
AUGUST	23	System Resources - Employment	Web edition pg. 4 CALENDAR	1	16	\$10.90	\$174.40	22,543	Katy Rancher	PRINT
AUGUST	27	System Resources - Employment	Fort Bend County Virtual Job Fair looking for employers candidates	1	1	\$2,000.00	\$2,000.00	780,323	Chron.com	ONLINE
AUGUST	28	System Resources - Job Skills Training	Coursera	1	6	\$1,542.41	\$1,542.41	42,759	KRIV 6 am	BROADCAST - TV
AUGUST	30	System Resources - Employment	Fort Bend County Virtual Job Fair	1	30	\$10.90	\$327.00	22,543	Katy Rancher	PRINT
SEPTEMBER	2	System Resources - Employment	Virtual job fair set for Sept. 23-25	1	30	\$10.90	\$327.00	22,543	The Katy Rancher (Houston Chronicle)	PRINT
SEPTEMBER	2	System Resources - Employment	Calendar Wed. Sept 23 Virtual Job Fair...	1	16	\$10.90	\$174.40	22,543	Memorial Examiner (Houston Chronicle)	PRINT
SEPTEMBER	2	System Resources - Employment	Virtual job fair connects job seekers with positions in Cypress area	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
SEPTEMBER	2	System Resources - Youth	Mayor Press Conference: COVID-19 and City partnership with JP Morgan Chase and Workforce Solutions internship	1	7	\$5,590.65	\$39,134.55	80,275	KTRK 3 pm	BROADCAST - TV
SEPTEMBER	2	System Resources - Employment	Virtual job fair set Workforce Solutions	1	30	\$10.90	\$327.00	22,543	Sugar Land Sun	PRINT
SEPTEMBER	3	Other - Unknown or Unrelated	Turner reacts to Abbott's reopening tweet Houston launches Community...	1	1	\$126.00	\$126.00	0	bizjournals.com/Houston	ONLINE
SEPTEMBER	3	System Resources - Employment	Senate District 6 Virtual Job Fair.... Workforce Solutions	1	1	\$30.00	\$30.00	6,399	Highlands Star-Crosby Courier	PRINT
SEPTEMBER	3	System Resources - Employment	Who's Hiring in Cypress: ABC13 FB Live with Workforce Solutions	1	1	\$8,984.34	\$8,984.34	135,650	KTRK 5 pm	BROADCAST - TV
SEPTEMBER	3	System Resources - Employment	Who's Hiring in Cypress: ABC13 FB Live with Workforce Solutions	1	1	\$5,571.85	\$5,571.85	64,835	KTRK 11 am	BROADCAST - TV
SEPTEMBER	4	System Resources - Employment	400+ Jobs Available in Cypress	1	2	\$1,839.92	\$3,679.84	26,585	KTRK 4 am	BROADCAST - TV
SEPTEMBER	4	System Resources - Employment	400+ Jobs Available in Cypress	1	2	\$4,855.11	\$9,710.22	71,990	KTRK 6 am	BROADCAST - TV
SEPTEMBER	4	System Resources - Employment	Tips for Working Parents	1	6	\$3,920.38	\$23,522.28	63,241	KRIV 6 am	BROADCAST - TV
SEPTEMBER	7	System Resources - Employment	Isiah Factor: Job hunting season begins on Labor Day expert says (M. Gutierrez interview)	1	15	\$9,108.94	\$136,634.10	21,185	KRIV Isiah Factor Uncensored 10:30 pm	BROADCAST - TV
SEPTEMBER	8	System Resources - Employment	(Flyer -- Carol Alvarado Job Fair flyer)	1	1	\$6,835.17	\$6,835.17	95,381	KTRK 4 pm	BROADCAST - TV
SEPTEMBER	9	System Resources - Employment	Where to get help during virus outbreak	1	67	\$10.90	\$730.30	22,543	The Katy Rancher (Houston Chronicle)	PRINT
SEPTEMBER	9	System Resources - Employment	Web edition pg. 2 Bellaire Events Calendar	1	1	\$2,000.00	\$2,000.00	780,323	Houston Chronicle - web	ONLINE
SEPTEMBER	9	System Resources - Employment	Calendar Sept. 23... Workforce Solutions	1	16	\$10.90	\$174.40	22,543	Bellaire Examiner (Houston Chronicle)	PRINT
SEPTEMBER	9	System Resources - Employment	Calendar Sept. 23... Workforce Solutions	1	16	\$10.90	\$174.40	22,543	Memorial Examiner (Houston Chronicle)	PRINT
SEPTEMBER	9	System Resources - Employment	(Flyer -- Carol Alvarado Job Fair flyer)	1	1	\$1,086.65	\$1,086.65	14,668	KTRK 4 am	BROADCAST - TV
SEPTEMBER	9	System Resources - Employment	(Flyer -- Carol Alvarado Job Fair flyer)	1	1	\$2,812.63	\$2,812.63	39,673	KTRK 5 am	BROADCAST - TV
SEPTEMBER	9	System Resources - Employment	Virtual Job Fair Text Slide: Hosted by WFS and Carol Alvarado	1	1	\$4,445.77	\$4,445.77	74,460	KTRK 6 am	BROADCAST - TV
SEPTEMBER	11	System Resources - Employment	There are jobs in the Houston area paying 24 an hour and you can get...	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
SEPTEMBER	11	System Resources - Job Skills Training	Who's Hiring: Teaser Make Yourself Standout When Looking for a Job	1	1	\$1,658.46	\$1,658.46	19,983	KRIV 6 am	BROADCAST - TV
SEPTEMBER	11	System Resources - Job Skills Training	Who's Hiring: Make Yourself Standout When Looking for a Job	1	7	\$1,658.46	\$11,609.22	19,983	KRIV 6 am	BROADCAST - TV
SEPTEMBER	13	System Resources - Employment	Virtual Job Fair	1	1	\$2,000.00	\$2,000.00	780,323	HoustonChronicle.com	ONLINE
SEPTEMBER	13	System Resources - Training & Education	Web edition College program lends helping hand...	1	1	\$2,000.00	\$2,000.00	780,323	Houston Chronicle - web	ONLINE
SEPTEMBER	13	System Resources - Training & Education	College program lends helping hand	1	102	\$10.90	\$1,111.80	22,543	Cypress Creek Mirror-CyFair (Houston Chronicle)	PRINT
SEPTEMBER	13	Other - General	George to present State of the County Virtual Job Fair	1	33	\$10.90	\$359.70	22,543	Sugar Land Sun (Houston Chronicle)	PRINT
SEPTEMBER	13	Other - General	City Council considering bond issue Virtual Job Fair	1	67	\$10.90	\$730.30	22,543	Katy Rancher (Houston Chronicle)	PRINT
SEPTEMBER	14	System Resources - Employer Services	Lone Star College Small Business Development Center series lends helping...	1	1	\$2,000.00	\$2,000.00	780,323	Chron.com	ONLINE
SEPTEMBER	14	Jobs - Industry Specific	Amazon Adding 100,000 Jobs in Houston	1	5	\$3,806.31	\$19,031.55	77,493	KXLN	BROADCAST - TV
SEPTEMBER	14	System Resources - Employer Services	Lone Star College Small Business Development Center series lends helping...	1	1	\$2,000.00	\$2,000.00	780,323	Chron.com	ONLINE
SEPTEMBER	15	Jobs - Economy	Good News for the Laid Off and Furloughed	1	1	\$450.00	\$450.00	28,300	KTRH	BROADCAST - RADIO
SEPTEMBER	15	Jobs - Industry Specific	Amazon Adding 100,000 Jobs in Houston	1	3	\$175.13	\$525.39	1,342	KXLN	BROADCAST - TV
SEPTEMBER	15	System Resources - Employment	Temporary jobs available for laid off and unemployed	1	1	\$381.00	\$381.00	9,272	950kprc.com	ONLINE
SEPTEMBER	15	System Resources - Employment	Temporary jobs available for laid off and unemployed	1	1	\$895.00	\$895.00	21,749	ktrh.com	ONLINE
SEPTEMBER	16	System Resources - Employment	Web edition pg. 2 CALENDAR	1	1	\$2,000.00	\$2,000.00	780,323	Houston Chronicle	PRINT
SEPTEMBER	16	System Resources - Employer Services	Lone Star College SBDC lends helping hand	1	102	\$10.90	\$1,111.80	22,543	Cypress Creek Mirror-Champions (Houston Chronicle)	PRINT
SEPTEMBER	16	System Resources - Employer Services	Lone Star College SBDC lends helping hand	1	102	\$10.90	\$1,111.80	22,543	Cypress Creek Mirror-CyFair (Houston Chronicle)	PRINT
SEPTEMBER	16	System Resources - Employment	Who's Hiring In The East End	1	5	\$8,701.05	\$43,505.25	130,890	KTRK 5 pm	BROADCAST - TV

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SEPTEMBER	17	System Resources - Employment	Web edition pg. 2 CALENDAR	1	16	\$10.90	\$174.40	22,543	Memorial Examiner (Houston Chronicle)	PRINT
SEPTEMBER	17	System Resources - Employment	Web edition pg. 2 Census Poverty fell in 2019 but progress..	1	1	\$2,000.00	\$2,000.00	780,323	Houston Chronicle - web	ONLINE
SEPTEMBER	17	System Resources - Employment	Programs Help Unemployed Texans Get Jobs (General Workforce Solutions)	1	5	\$25,941.31	\$129,706.55	57,027	KHOU 10pm	BROADCAST - TV
SEPTEMBER	17	Other - General	Poverty fell in Houston and Texas, but the gains will likely be wiped out by COVID-driven recession	1	1	\$2,000.00	\$2,000.00	780,323	Houston Chronicle - web	ONLINE
SEPTEMBER	17	System Resources - Employment	Fort Bend County Job Fair	1	1	\$146.00	\$146.00	6,419	thekatynews.com	ONLINE
SEPTEMBER	17	Jobs - Economy	Gains occurred when economic conditions were much different	1	16	\$676.00	\$10,816.00	138,992	Houston Chronicle - print	PRINT
SEPTEMBER	18	System Resources - Employment	20 jobs you can start right now with little to no experience needed	1	1	\$2,119.00	\$2,119.00	220,086	click2houston.com	ONLINE
SEPTEMBER	18	Jobs - Economy	Jobless claims in Texas decline	1	33	\$676.00	\$22,308.00	138,992	Houston Chronicle - print	PRINT
SEPTEMBER	18	Jobs - Economy	Houstons Unemployment Rate Dips To 8.1 In August...	1	1	\$65.00	\$65.00	4,296	theKatyNews.com	ONLINE
SEPTEMBER	18	System Resources - Employment	Programs Help Unemployed Texans Get Jobs (General Workforce Solutions)	1	5	\$573.92	\$2,869.60	5,211	KHOU 4:30am	BROADCAST - TV
SEPTEMBER	18	System Resources - Employment	Who's Hiring (Teaser): Cleaning Up Your Digital Footprint	1	1	\$1,763.96	\$1,763.96	21,612	KRIV 6 am	BROADCAST - TV
SEPTEMBER	18	System Resources - Employment	Who's Hiring: Cleaning Up Your Digital Footprint	1	9	\$1,763.96	\$15,875.64	21,612	KRIV 6 am	BROADCAST - TV
SEPTEMBER	18	System Resources - Employment	(Teaser) Midday news: ABC13 and Workforce Solutions Virtual Job Fair Right Now!	1	1	\$5,846.80	\$5,846.80	98,124	KTRK 11 am	BROADCAST - TV
SEPTEMBER	18	System Resources - Employment	Who's Hiring (jobs right now)	1	6	\$8,829.65	\$52,977.90	80,740	KPRC	BROADCAST - TV
SEPTEMBER	18	System Resources - Employment	Rental Assistance/Who's Hiring	1	5	\$6,899.96	\$34,499.80	25,290	KIAH	BROADCAST - TV
SEPTEMBER	18	System Resources - Employment	Rental Assistance/Who's Hiring	1	5	\$10,441.26	\$52,206.30	153,218	KTRK	BROADCAST - TV
SEPTEMBER	18	System Resources - Employment	Rental Assistance/Who's Hiring	1	5	\$21,296.65	\$106,483.25	213,215	KTRK	BROADCAST - TV
SEPTEMBER	18	Jobs - Economy	Plummeting Unemployment Rate	1	2	\$13,480.77	\$26,961.54	205,913	KTRK 5 pm	BROADCAST - TV
SEPTEMBER	18	System Resources - Employment	You can land a job in the East End for 35 an hour	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
SEPTEMBER	19	System Resources - Employment	20 jobs you can start right now with little to no experience...	1	1	\$390.00	\$390.00	356,569	Click2Houston.com	ONLINE
SEPTEMBER	19	System Resources - Job Skills Training	Bulletin Board Monday...Workforce Solutions job seminars	1	16	\$51.00	\$816.00	17,400	Galveston Daily News	PRINT
SEPTEMBER	19	System Resources - Employment	Rental Assistance/Who's Hiring	1	5	\$1,418.64	\$7,093.20	18,272	KIAH	BROADCAST - TV
SEPTEMBER	19	Other - Unknown or Unrelated	How tenants can apply to Houston and Harris County rental assistance program if Landlord isn't participating	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
SEPTEMBER	19	Jobs - Economy	Retail leads August growth in jobs	1	16	\$676.00	\$10,816.00	138,992	Houston Chronicle - print	BROADCAST - TV
SEPTEMBER	20	System Resources - Job Skills Training	Job seminar calendar entry	1	16	\$10.90	\$174.40	22,543	Sugar Land Sun (Houston Chronicle)	PRINT
SEPTEMBER	20	System Resources - Job Skills Training	Job seminar calendar entry	1	1	\$2,000.00	\$2,000.00	780,323	HoustonChronicle.com	ONLINE
SEPTEMBER	20	System Resources - Job Skills Training	Job seminar calendar entry	1	1	\$2,000.00	\$2,000.00	780,323	Chron.com	ONLINE
SEPTEMBER	20	System Resources - Job Skills Training	Job seminar calendar entry	1	16	\$10.90	\$174.40	22,543	The Katy Rancher (Houston Chronicle)	PRINT
SEPTEMBER	20	System Resources - Job Skills Training	Job seminar calendar entry	1	16	\$10.90	\$174.40	22,543	Sugar Land Sun (Houston Chronicle)	PRINT
SEPTEMBER	20	System Resources - Job Skills Training	Job seminar calendar entry	1	16	\$10.90	\$174.40	22,543	Katy Rancher (Houston Chronicle)	PRINT
SEPTEMBER	21	System Resources - Employment	Who's Hiring (jobs right now)- M. Castrow sound byte	1	2	\$5,320.40	\$10,640.80	67,228	KPRC 11 am	BROADCAST - TV
SEPTEMBER	22	Other - Unknown or Unrelated	pg. 2 Transportation updates Red Bluff Road...	1	1	\$750.00	\$750.00	1,612	communityimpact.com	ONLINE
SEPTEMBER	23	System Resources - Employment	Web edition CALENDAR 1	1	16	\$676.00	\$10,816.00	138,992	Houston Chronicle	PRINT
SEPTEMBER	23	System Resources - Employment	Calendar Today Virtual County Job Fair...Workforce Solutions	1	16	\$10.90	\$174.40	22,543	Bellaire Examiner (Houston Chronicle)	PRINT
SEPTEMBER	23	System Resources - Employment	Calendar Today Virtual County Job Fair Workforce Solutions	1	16	\$10.90	\$174.40	22,543	Memorial Examiner (Houston Chronicle)	PRINT
SEPTEMBER	24	System Resources - Employment	500 Jobs Available	1	4	\$12,929.38	\$51,717.52	128,578	KTRK 6 pm	BROADCAST - TV
SEPTEMBER	24	System Resources - Employment	Free Unemployment Resources	1	6	\$3,474.03	\$20,844.18	67,642	KTRK 5 pm	BROADCAST - TV
SEPTEMBER	24	System Resources - Employment	How you can land a gig paying 25 an hour during...	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
SEPTEMBER	25	System Resources - Employment	Who's Hiring: Seasonal Hiring	1	7	\$1,544.52	\$10,811.64	18,810	KRIV 6 am	BROADCAST - TV
SEPTEMBER	28	System Resources - Employment	Web edition Business notebook Garcias office hosts free...	1	67	\$50.40	\$3,376.80	864	Pasadena Citizen	PRINT
SEPTEMBER	28	System Resources - Employment	Business notebook Garcias office hosts free virtual job...	1	1	\$2,000.00	\$2,000.00	780,323	HoustonChronicle.com	ONLINE
SEPTEMBER	28	System Resources - Employment	Business notebook Garcias office hosts free virtual job fair	1	1	\$2,000.00	\$2,000.00	780,323	Chron.com	ONLINE
SEPTEMBER	30	System Resources - Childcare	"Collaborative for Children" Offers Help for Families During Pandemic	1	10	\$1,913.77	\$19,137.70	22,294	KRIV 6 am	BROADCAST - TV
OCTOBER	1	System Resources - Employment	Houston Matters Interview - Michelle Castrow	1	24	\$69.00	\$1,656.00	16,220	Houston Public Media - radio	BROADCAST - RADIO
OCTOBER	1	System Resources - Employment	Houston Matters Interview - Michelle Castrow	1	1	\$774.00	\$774.00	18,799	houstonpublicmedia.org	ONLINE
OCTOBER	3	System Resources - Job Skills Training	Bulletin Board Library Events Workforce Solutions free job search seminars	1	16	\$60.12	\$961.92	17,400	Galveston Daily News	PRINT
OCTOBER	4	System Resources - Employment	Sugar Land Area Pandemic Resources JOB Help	1	67	\$10.90	\$730.30	22,543	Sugar Land Sun	PRINT
OCTOBER	7	System Resources - Employment	Where to get help Job Help Workforce Solutions	1	67	\$10.90	\$730.30	22,543	Katy Rancher	PRINT
OCTOBER	7	System Resources - Job Skills Training	Bulletin Board Library Events...Workforce Solutions job seminars	1	16	\$51.00	\$816.00	17,400	Galveston Daily News	PRINT
OCTOBER	7	System Resources - Employment	Through Saturday Virtual Workforce Solutions job fair	1	16	\$10.90	\$174.40	22,543	Memorial Examiner	PRINT
OCTOBER	7	System Resources - Employment	Calendar...Through Saturday Virtual Workforce Solutions job fair	1	16	\$10.90	\$174.40	22,543	Bellaire Examiner	PRINT
OCTOBER	7	System Resources - Employment	Where to get help Job Help Workforce Solutions	1	67	\$10.90	\$730.30	22,543	Sugar Land Sun	PRINT
OCTOBER	7	System Resources - Employment	Web edition CALENDAR	1	16	\$10.90	\$174.40	22,543	Memorial Examiner	PRINT
OCTOBER	8	System Resources - Employment	Virtual job folo	1	4	\$17,487.78	\$69,951.12	136,199	KTRK	BROADCAST - TV
OCTOBER	8	System Resources - Employment	Construction Jobs Hiring Now	1	5	\$9,316.81	\$46,584.05	134,485	KTRK 5 pm	BROADCAST - TV
OCTOBER	8	Other - System Recognition or Client Success	Job Fair Success Stories: Woman Finds Work Through ABC13 Job Fair	1	5	\$20,356.75	\$101,783.75	177,365	KTRK 6 pm	BROADCAST - TV
OCTOBER	8	System Resources - Employment	How you can land a job paying 30 an hour during ABC13 s virtual job fair	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
OCTOBER	8	Other - System Recognition or Client Success	ABC13 s virtual job fair is helping Texans get back to work	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
OCTOBER	9	System Resources - Employment	Who's Hiring	1	6	\$3,479.38	\$20,876.28	47,620	KRIV 6 am	BROADCAST - TV
OCTOBER	9	System Resources - Job Skills Training	Bulletin Board Library Events...Workforce Solutions job seminars	1	16	\$94.50	\$1,512.00	17,400	Galveston Daily News	PRINT
OCTOBER	14	System Resources - Employment	Who's Hiring	1	6	\$4,310.63	\$25,863.78	48,824	KRIV	BROADCAST - TV
OCTOBER	14	System Resources - Employment	Where to get help Job Help...Workforce Solutions	1	67	\$10.90	\$730.30	22,543	Katy Rancher	PRINT

MONTH	DAY	Coverage Themes	Story Slug	Media Pick-ups	Unit Length	Value per Unit Length	Earned Media Value	Impressions (Readership and/or Viewers)	Outlets	Medium
OCTOBER	14	System Resources - TXHireability	National Disability Employment Awareness Month - White Cane Day	1	7	\$4,341.50	\$30,390.50	59,473	KRIV 7 am	BROADCAST - TV
OCTOBER	14	System Resources - Employment	ABC13+ Asia Town Jobs	1	5	\$10,964.89	\$54,824.45	145,847	KTRK 5 pm	BROADCAST - TV
OCTOBER	14	TWC Policy	Job search work requirement for unemployment	1	2	\$9,909.68	\$19,819.36	24,442	KIAH CW39	BROADCAST - TV
OCTOBER	14	System Resources - Employment	Looking for a job? There may be something for you in Houston's Asiatown	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
OCTOBER	16	System Resources - Employment	Teaser - Virtual Job Fairs	1	1	\$2,617.24	\$2,617.24	36,772	KRIV 6 am	BROADCAST - TV
OCTOBER	16	System Resources - Job Skills Training	Library Events Workforce Solutions job search seminars	1	16	\$94.50	\$1,512.00	17,400	Galveston Daily News	PRINT
OCTOBER	16	System Resources - Employment	Who's Hiring	1	6	\$5,089.63	\$30,537.78	58,804	KRIV 6 am	BROADCAST - TV
OCTOBER	18	Jobs - Economy	Houston's Unemployment Rate Jumps To 9.6 percent.	1	1	\$30.00	\$30.00	4,296	theKatyNews.com	ONLINE
OCTOBER	21	System Resources - Employment	Local job fair offers 1 300 job openings	1	1	\$9.00	\$9.00	307	cw39.com	ONLINE
OCTOBER	21	System Resources - Employment	Web edition pg. 4 COVID 19 RESOURCES	1	1	\$2,000.00	\$2,000.00	780,323	HoustonChronicle.com	ONLINE
OCTOBER	21	System Resources - Job Skills Training	Bulletin Board Today....Workforce Solutions job search seminars	1	16	\$94.50	\$1,512.00	17,400	Galveston Daily News	PRINT
OCTOBER	21	System Resources - Employment	Covid 19 Resources Job Help...Workforce Solutions	1	67	\$10.90	\$730.30	22,543	Katy Rancher	PRINT
OCTOBER	21	System Resources - Employment	Web edition pg. 4 COVID 19 RESOURCES	1	67	\$10.90	\$730.30	22,543	Katy Rancher	PRINT
OCTOBER	21	Jobs - Economy	Future Employment Not Looking Too Bad	1	1	\$450.00	\$450.00	28,300	KTRH 740AM	BROADCAST - RADIO
OCTOBER	22	System Resources - Employment	Virtual Job Fair folo	1	4	\$14,744.38	\$58,977.52	161,996	KTRK 6 pm	BROADCAST - TV
OCTOBER	22	System Resources - Employment	Looking for a job Here s where you can get paid 25 an hour	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
OCTOBER	22	System Resources - Job Skills Training	pg. 2 Sec Ben Carson Under Trump administration...	1	1	\$2,000.00	\$2,000.00	780,323	HoustonChronicle.com	ONLINE
OCTOBER	23	System Resources - Employment	Who's Hiring	1	6	\$3,386.75	\$20,320.50	43,808	KRIV 6 am	BROADCAST - TV
OCTOBER	23	Other - General	HUD's partners lift Houstonians out of need	1	67	\$676.00	\$45,292.00	138,992	Houston Chronicle - print	PRINT
OCTOBER	25	System Resources - Employment	Sugar Land Pandemic Resources Job Help...Workforce Solutions	1	30	\$10.90	\$327.00	22,543	Sugar Land Sun	PRINT
OCTOBER	25	System Resources - Employment	Web edition pg. 4 SUGAR LAND AREA PANDEMIC...	1	30	\$676.00	\$20,280.00	22,543	Houston Chronicle	PRINT
OCTOBER	26	TWC Policy	Work search requirement resumes November 1	1	4	\$3,791.73	\$15,166.92	59,158	KTMD	BROADCAST - TV
OCTOBER	28	System Resources - Employment	Virtual Job Fair folo	1	4	\$6,614.38	\$26,457.52	100,459	KTRK	BROADCAST - TV
OCTOBER	29	System Resources - Employment	Virtual Job Fair folo	1	1	\$4,128.70	\$4,128.70	51,769	KTRK 11 am	BROADCAST - TV
OCTOBER	29	System Resources - Employment	Virtual Job Fair folo	1	2	\$6,322.90	\$12,645.80	69,953	KTRK 3 pm	BROADCAST - TV
OCTOBER	29	System Resources - Employment	Virtual Job Fair folo	1	5	\$20,033.33	\$100,166.65	199,042	KTRK 6 pm	BROADCAST - TV
OCTOBER	30	System Resources - Employment	Teaser - Workforce Solutions interview	1	1	\$4,327.25	\$4,327.25	59,637	KRIV 6 am	BROADCAST - TV
OCTOBER	30	System Resources - Employment	Virtual Job Fair folo	1	2	\$2,151.75	\$4,303.50	20,485	KTRK 4 am	BROADCAST - TV
OCTOBER	30	System Resources - Employment	Who's Hiring	1	6	\$4,327.25	\$25,963.50	59,637	KRIV 6 am	BROADCAST - TV
NOVEMBER	1	System Resources - Employment	Web ed pg. 4 KATY AREA PANDEMIC RESOURCES	1	67	\$676.00	\$45,292.00	138,992	Houston Chronicle	PRINT
NOVEMBER	1	System Resources - Employment	Web ed pg. 4 SUGAR LAND AREA PANDEMIC RESOURCES	1	67	\$10.90	\$730.30	22,543	Sugar Land Sun	PRINT
NOVEMBER	1	Other - General	Port Enters Partnership Workforce Solutions	1	0	\$0.00	\$0.00	0	Gulf Coast Giants Magazine	PRINT
NOVEMBER	1	System Resources - Employment	Katy Area Pandemic Resources Job Help...Workforce Solutions	1	67	\$10.90	\$730.30	22,543	Katy Rancher	PRINT
NOVEMBER	2	System Resources - Employment	Top Jobs for Women	1	7	\$20,010.50	\$140,073.50	160,355	KPRC 6 pm	BROADCAST - TV
NOVEMBER	2	Public Engagement Event - Promotion	Hiring Red, White, and You	1	4	\$4,149.80	\$16,599.20	0	KXLN online	ONLINE
NOVEMBER	2	Public Engagement Event - Promotion	pg. 2 Veteran statewide job fair brings immediate openings	1	1	\$9.00	\$9.00	307	cw39.com	ONLINE
NOVEMBER	4	Public Engagement Event - Promotion	Virtual Job Fair starting Thursday	1	1	\$54.00	\$54.00	2,350	fox26houston.com	ONLINE
NOVEMBER	4	System Resources - Employment	Where to get help during COVID 19...Workforce Solutions	1	16	\$60.12	\$961.92	22,543	Sugar Land Sun	PRINT
NOVEMBER	4	System Resources - Employment	Where to get help during COVID 19...Workforce Solutions	1	16	\$51.00	\$816.00	22,543	Katy Rancher	PRINT
NOVEMBER	4	Public Engagement Event - Promotion	Hiring Red White and You Interview	1	10	\$20,105.55	\$201,055.50	60,597	KRIV Isiah Factor Uncensored 10:30 pm	BROADCAST - TV
NOVEMBER	5	Public Engagement Event - Promotion	TWC HRWY announcement	1	1	\$3,076.65	\$3,076.65	16,585	KIAH CW39 9 pm	BROADCAST - TV
NOVEMBER	5	Public Engagement Event - Promotion	Hiring Red White and You	1	2	\$522.50	\$1,045.00	6,867	KXLN	BROADCAST - TV
NOVEMBER	5	Public Engagement Event - Promotion	Hiring Red, White, and You	1	1	\$1,087.96	\$1,087.96	14,797	KXLN	BROADCAST - TV
NOVEMBER	5	Public Engagement Event - Promotion	Hiring Red, White, and You	1	2	\$1,236.64	\$2,473.28	11,822	KXLN	BROADCAST - TV
NOVEMBER	5	Public Engagement Event - Promotion	Hiring Red, White, and You	1	2	\$1,581.20	\$3,162.40	17,647	KXLN	BROADCAST - TV
NOVEMBER	5	Public Engagement Event - Promotion	Hiring Red, White, and You	1	2	\$2,071.10	\$4,142.20	25,011	KXLN	BROADCAST - TV
NOVEMBER	5	Public Engagement Event - Promotion	HRWY announcement/slide	1	1	\$3,325.00	\$3,325.00	43,949	KPRC 5 am	BROADCAST - TV
NOVEMBER	5	Public Engagement Event - Promotion	HRWY announcement/slide	1	1	\$4,564.75	\$4,564.75	62,914	KPRC 8 am	BROADCAST - TV
NOVEMBER	5	Public Engagement Event - Promotion	HRWY announcement/slide	1	1	\$5,303.38	\$5,303.38	73,813	KPRC	BROADCAST - TV
NOVEMBER	5	System Resources - Employment	Hiring for the Holiday Season	1	4	\$3,144.02	\$12,576.08	52,869	KHOU 4pm	BROADCAST - TV
NOVEMBER	5	System Resources - Training & Education	HCC Rolling Out Job Programs/FB Live job fair	1	5	\$7,919.98	\$39,599.90	102,091	KTRK 5 pm	BROADCAST - TV
NOVEMBER	5	System Resources - Employment	Hiring for the Holiday Season	1	2	\$5,688.74	\$11,377.48	97,994	KHOU 5 pm	BROADCAST - TV
NOVEMBER	5	System Resources - Employment	Hiring for the Holiday Season	1	1	\$3,238.00	\$3,238.00	155,894	khou.com	ONLINE
NOVEMBER	5	Public Engagement Event - Promotion	Hiring Red, White, and You/84 Lumber	1	7	\$16,060.91	\$112,426.37	137,435	KTRK 6 pm	BROADCAST - TV
NOVEMBER	5	Public Engagement Event - Promotion	ABC 13 FB Live/HRWY	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
NOVEMBER	6	System Resources - Employment	Who's Hiring	1	6	\$3,108.88	\$18,653.28	46,539	KRIV 6 am	BROADCAST - TV
NOVEMBER	6	System Resources - Employment	Holiday Hiring	1	4	\$4,658.70	\$18,634.80	62,263	KHOU 12 pm	BROADCAST - TV
NOVEMBER	6	System Resources - Employment	Need a job These Houston companies are hiring for the...	1	1	\$2,058.00	\$2,058.00	37,203	KHOU.com	ONLINE
NOVEMBER	6	System Resources - Training & Education	Houston Community College rolls out free programs to help...	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
NOVEMBER	6	System Resources - Employment	ABC13 s virtual job fair for vets features jobs paying 25 an hour	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
NOVEMBER	6	System Resources - Childcare	Houston launches 3M fund to help child care...	1	1	\$2,000.00	\$2,000.00	780,323	HoustonChronicle.com	ONLINE
NOVEMBER	7	System Resources - Childcare	\$3M from city is set for child care sites	1	16	\$676.00	\$10,816.00	138,992	Houston Chronicle - print	PRINT

MONTH	DAY	Coverage Themes	Story Slug	Media Pick-ups	Unit Length	Value per Unit Length	Earned Media Value	Impressions (Readership and/or Viewers)	Outlets	Medium
NOVEMBER	8	System Resources - Childcare	Web ed pg. 2 CITY OF HOUSTON OFFERS CHILD CARE...	1	1	\$3.00	\$3.00	NA	States News Service	ONLINE
NOVEMBER	8	System Resources - Employment	Web ed pg. 4 SUGAR LAND AREA PANDEMIC RESOURCES	1	67	\$10.90	\$730.30	22,543	Sugar Land Sun	PRINT
NOVEMBER	8	System Resources - Employment	Web ed pg. 4 SUGAR LAND AREA PANDEMIC...	1	67	\$676.00	\$45,292.00	138,992	Houston Chronicle	PRINT
NOVEMBER	9	Jobs - Economy	n/a	1	2	\$450.00	\$900.00	28,300	KTRH	BROADCAST - RADIO
NOVEMBER	9	System Resources - Childcare	pg. 3 City of Houston offering child care center rental assistance	1	1	\$9.00	\$9.00	307	cw39.com	ONLINE
NOVEMBER	11	System Resources - Employment	How veterans can get career during the pandemic	1	6	\$5,073.31	\$30,439.86	77,250	KTRK 4 pm	BROADCAST - TV
NOVEMBER	12	System Resources - Employment	How veterans can get career during the pandemic	1	5	\$2,885.85	\$14,429.25	4,451	KIAH CW39 9 pm	BROADCAST - TV
NOVEMBER	12	System Resources - Job Skills Training	Apprenticeship Readiness Program-Dale Sanford - Gulf Coast Built Rite	1	6	\$8,565.38	\$51,392.28	130,665	KTRK 5 pm	BROADCAST - TV
NOVEMBER	12	System Resources - Job Skills Training	ABC 13 - WFS Virtual Job Fair -- Apprenticeship	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
NOVEMBER	12	System Resources - Job Skills Training	How veterans can get career during the pandemic	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
NOVEMBER	12	System Resources - Employment	ABC13 s virtual job fair helps you find work and learn...	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
NOVEMBER	13	System Resources - Job Skills Training	Who's Hiring - Teaser - Apprenticeship	1	1	\$3,313.13	\$3,313.13	34,844	KRIV	BROADCAST - TV
NOVEMBER	13	System Resources - Job Skills Training	Who's Hiring - Interview - Apprenticeship	1	8	\$3,313.13	\$26,505.04	34,844	KRIV	BROADCAST - TV
NOVEMBER	13	System Resources - Employment	Business In Brief Virtual resource fair Workforce Solutions	1	16	\$94.50	\$1,512.00	17,400	Galveston Daily News	PRINT
NOVEMBER	15	System Resources - Employment	Web ed pg. 4 SUGAR LAND AREA PANDEMIC...	1	67	\$676.00	\$45,292.00	138,992	Houston Chronicle	PRINT
NOVEMBER	17	Other - Unknown or Unrelated	Unrelated mention	1	1	\$108.00	\$108.00	6,419	thekatynews.com	ONLINE
NOVEMBER	18	System Resources - Employment	COVID 19 Resources Job Help... Workforce Solutions	1	67	\$10.90	\$730.30	22,543	Katy Rancher	PRINT
NOVEMBER	18	System Resources - Employment	ABC13+El Campo Wharton - Job Fair Tomorrow	1	5	\$9,644.12	\$48,220.60	139,417	KTRK 5 pm	BROADCAST - TV
NOVEMBER	18	System Resources - Employment	Here's how you can land a job in the El Campo and Wharton communities	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
NOVEMBER	18	System Resources - Employment	COVID-19 resources	1	67	\$10.90	\$730.30	22,543	The Katy Rancher (Houston Chronicle)	PRINT
NOVEMBER	19	System Resources - Employment	Finding a Job During the Pandemic	1	5	\$21,939.63	\$109,698.15	181,081	KTRK 6 pm	BROADCAST - TV
NOVEMBER	20	System Resources - Employment	Who's Hiring: Seasonal Hiring	1	6	\$2,831.00	\$16,986.00	41,698	KRIV 6 am	BROADCAST - TV
NOVEMBER	20	System Resources - Employment	Virtual Job Fair folo	1	4	\$17,868.28	\$71,473.12	153,264	KTRK	BROADCAST - TV
NOVEMBER	23	Jobs - Economy	Houston's unemployment rate improves to 7.7% in October Rate is 2.1% down from 9.6% in September	1	1	\$110.00	\$110.00	6,419	thekatynews.com	ONLINE
NOVEMBER	28	Other - Unknown or Unrelated	Central Fort Bend Chamber gala and awards celebration held virtually	1	1	\$7,673.00	\$7,673.00	206,331	HoustonChronicle.com	ONLINE
DECEMBER	3	System Resources - Employment	Virtual Job Fair folo	1	4	\$7,491.25	\$29,965.00	130,542	KTRK	BROADCAST - TV
DECEMBER	4	System Resources - Employment	Who's Hiring	1	6	\$3,871.25	\$23,227.50	49,523	KRIV	BROADCAST - TV
DECEMBER	4	System Resources - Training & Education	Considering going back to school? Experts say apply now	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
DECEMBER	7	System Resources - Employment	Who's Hiring	1	4	\$3,980.03	\$15,920.12	31,891	KRIV	BROADCAST - TV
DECEMBER	8	System Resources - Employment	Virtual Job Fair folo	1	4	\$34,403.63	\$137,614.52	76,098	KTRK	BROADCAST - TV
DECEMBER	9	System Resources - Employment	Where to get help during the virus pandemic	1	67	\$10.90	\$730.30	22,543	The Katy Rancher (Houston Chronicle)	PRINT
DECEMBER	10	System Resources - Employment	Virtual Job Fair folo	1	5	\$23,107.77	\$115,538.85	210,448	KTRK 6 pm	BROADCAST - TV
DECEMBER	10	System Resources - Employment	Hiring Huntsville	1	4	\$6,773.40	\$27,093.60	22,607	KIAH 9 pm	BROADCAST - TV
DECEMBER	11	System Resources - Employment	Who's Hiring	1	6	\$4,837.88	\$29,027.28	55,433	KRIV	BROADCAST - TV
DECEMBER	17	System Resources - Employment	Virtual Job Fair folo	1	4	\$5,318.55	\$21,274.20	51,473	KTRK 3 pm	BROADCAST - TV
DECEMBER	17	System Resources - Employment	MyTXCareer	1	5	\$24,873.29	\$124,366.45	222,280	KTRK 6 pm	BROADCAST - TV
DECEMBER	18	System Resources - Employment	Who's Hiring	1	8	\$12,819.00	\$102,552.00	37,876	KRIV 6 am	BROADCAST - TV
DECEMBER	18	System Resources - Employment	Who's Hiring	1	6	\$4,355.75	\$26,134.50	46,901	KTRK	BROADCAST - TV
DECEMBER	18	Jobs - Economy	November Jobs Report	1	3	\$10,427.82	\$31,283.46	148,596	KTRK 5 pm	BROADCAST - TV
DECEMBER	18	Jobs - Economy	Texas jobs returning but not all industries seeing them	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
DECEMBER	18	Other - Unknown or Unrelated	n/a	1	4	\$39,781.80	\$159,127.20	116,660	KPRC	BROADCAST - TV
DECEMBER	18	Jobs - Economy	Vaccine expected to help economy	1	2	\$3,458.25	\$6,916.50	6,968	KIAH 9 pm	BROADCAST - TV
DECEMBER	19	Jobs - Economy	Vaccine expected to help economy	1	2	\$1,337.13	\$2,674.26	18,628	KIAH 1 am	BROADCAST - TV
DECEMBER	19	Jobs - Economy	Walker County unemployment rate jumps to 8.4 percent	1	1	\$52.00	\$52.00	2,751	itemonline.com	ONLINE
DECEMBER	22	Jobs - Economy	25,000-plus jobs added in November as holiday-related hiring picks up	1	1	\$159.00	\$159.00	6,419	thekatynews.com	ONLINE
DECEMBER	23	System Resources - Employment	COVID-19 resources	1	67	\$10.90	\$730.30	22,543	The Katy Rancher (Houston Chronicle)	PRINT
DECEMBER	24	Other - System Recognition or Client Success	Virtual Job Fair folo Kendra	1	5	\$37,241.78	\$186,208.90	105,836	KTRK 10 pm	BROADCAST - TV
DECEMBER	24	Other - System Recognition or Client Success	Virtual Job Fair folo Kendra teaser	1	1	\$37,241.78	\$37,241.78	105,836	KTRK 10 pm	BROADCAST - TV
DECEMBER	24	Other - System Recognition or Client Success	Virtual Job Fair folo	1	5	\$8,645.63	\$43,228.15	15,623	KIAH 10 pm	BROADCAST - TV
DECEMBER	25	Other - System Recognition or Client Success	Virtual Job Fair folo Kendra	1	4	\$2,933.13	\$11,732.52	41,840	KTRK 5 am	BROADCAST - TV
DECEMBER	25	Other - Unknown or Unrelated	WHARTON: Chamber's Top 10 member referalls	1	1	\$1.00	\$1.00	46	journal-spectator.com	ONLINE
JANUARY	6	System Resources - Employment	Sugar Land pandemic resources	1	67	\$10.90	\$730.30	22,543	Sugar Land Sun (Houston Chronicle)	PRINT
JANUARY	8	System Resources - Employment	Who's Hiring	1	6	\$3,362.72	\$20,176.32	49,495	KRIV 6 am	BROADCAST - TV
JANUARY	8	System Resources - Employment	Virtual Job Fair folo	1	4	\$15,060.05	\$60,240.20	233,321	KTRK 6 pm	BROADCAST - TV
JANUARY	9	Jobs - Economy	Friday National Jobs Report	1	4	\$3,310.28	\$13,241.12	13,591	KIAH 9 pm	BROADCAST - TV
JANUARY	9	Other - General	Here's why your stimulus payment could still take weeks to arrive	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
JANUARY	13	System Resources - Employment	COVID-19 resources	1	67	\$10.90	\$730.30	22,543	Sugar Land Sun (Houston Chronicle)	PRINT
JANUARY	14	System Resources - Employment	Who's Hiring	1	4	\$4,284.47	\$17,137.88	78,292	KRIV	PRINT
JANUARY	15	Jobs - Economy	Unemployment claims at highest since August	1	1	\$474.00	\$474.00	30,262	fox26houston.com	ONLINE
JANUARY	15	System Resources - Employment	Who's Hiring	1	6	\$1,660.60	\$9,963.60	27,344	KRIV	PRINT
JANUARY	20	Jobs - Economy	2020 worst year on record for Texas jobs	1	30	\$676.00	\$20,280.00	138,992	Houston Chronicle - print	PRINT
JANUARY	21	System Resources - Employment	Virtual Job Fair Teaser	1	1	\$2,615.45	\$2,615.45	65,290	KTRK 5 am	BROADCAST - TV

MONTH	DAY	Coverage Themes	Story Slug	Media Pick-ups	Unit Length	Value per Unit Length	Earned Media Value	Impressions (Readership and/or Viewers)	Outlets	Medium
JANUARY	21	System Resources - Employment	Virtual Job Fair folo Lone Star Solar	1	4	\$8,306.26	\$33,225.04	138,588	KTRK 5 pm	BROADCAST - TV
JANUARY	21	System Resources - Employment	Virtual Job Fair folo Lone Star Solar	1	4	\$17,590.16	\$70,360.64	224,440	KTRK 6 pm	BROADCAST - TV
JANUARY	22	Jobs - Economy	Texas unemployment numbers stagnate	1	2	\$450.00	\$900.00	28,300	KTRH	BROADCAST - RADIO
JANUARY	22	System Resources - Employment	Who's Hiring	1	8	\$3,496.29	\$27,970.32	51,775	KRIV 6 am	BROADCAST - TV
JANUARY	22	Jobs - Economy	December Jobs Report	1	4	\$6,366.01	\$25,464.04	123,514	KTRK 5 pm	BROADCAST - TV
JANUARY	22	Jobs - Economy	Texas unemployment numbers stagnate	1	1	\$801.00	\$801.00	21,749	ktrh.com	ONLINE
JANUARY	23	Jobs - Economy	Modest employment gains in december as retail and related activities staffed up for final holiday sales push	1	1	\$150.00	\$150.00	6,419	thekatynews.com	ONLINE
JANUARY	23	Jobs - Economy	Houston area loses more than 140,000 jobs during pandemic, new report says	1	1	\$378.00	\$378.00	2,625	abc13.com	ONLINE
JANUARY	25	Jobs - Economy	Texas manufacturing falls sharply in January, another sign of a slow recovery	1	2	\$69.00	\$138.00	16,220	Houston Public Media - radio	BROADCAST - RADIO
JANUARY	25	Jobs - Economy	Texas manufacturing falls sharply in January, another sign of a slow recovery	1	1	\$69.00	\$69.00	16,220	Houston Public Media - web	ONLINE
JANUARY	26	System Resources - Employment	Who's Hiring	1	7	\$3,653.32	\$25,573.24	81,467	KRIV 7 am	BROADCAST - TV
JANUARY	26	System Resources - Employment	Help is available for Texans still struggling to file unemployment, collect benefits	1	1	\$2,912.00	\$2,912.00	220,086	click2houston.com	ONLINE
JANUARY	26	Jobs - Economy	Texas has recovered 60% of jobs lost since the start of the pandemic	1	1	\$3,762.00	\$3,762.00	155,894	khou.com	ONLINE
JANUARY	26	Jobs - Economy	December Jobs Report	1	4	\$1,643.74	\$6,574.96	34,363	KHOU 4pm	BROADCAST - TV
JANUARY	26	Jobs - Economy	Texas has recovered 60% of jobs lost since the start of the pandemic	1	4	\$4,246.66	\$16,986.64	72,188	KHOU 5pm	BROADCAST - TV
JANUARY	27	Jobs - Economy	December Jobs Report Morning Rush	1	4	\$904.31	\$3,617.24	14,961	KHOU 5am	BROADCAST - TV
JANUARY	27	Jobs - Economy	December Jobs Report Morning Rush	1	4	\$1,135.35	\$4,541.40	17,911	KHOU 6am	BROADCAST - TV
JANUARY	28	Other - General	Woolley announces candidacy for Walker County District Clerk	1	1	\$31.00	\$31.00	2,751	itemonline.com	ONLINE
JANUARY	28	System Resources - Employment	Virtual Job Fair Teaser 1	1	1	\$5,961.92	\$5,961.92	112,555	KTRK 7 am	BROADCAST - TV
JANUARY	28	System Resources - Employment	Virtual Job Fair Teaser 2	1	1	\$6,019.03	\$6,019.03	126,304	KTRK 9 am	BROADCAST - TV
JANUARY	29	System Resources - Employment	Who's Hiring	1	8	\$2,745.41	\$21,963.28	47,978	KRIV 6 am	BROADCAST - TV
				<b>594</b>	-	-	<b>\$13,517,964.44</b>	<b>70,210,132</b>		

936 \$17,695,626.03 117,197,257