**Press and Media Outreach Documentation Worksheet**

This Worksheet will help you keep track of the actions you’ve taken during Phase 4.

* Tracking which publications or media outlets you sent your press release.
* If the media outlets cover your project (congrats!), track the estimated number of people that your content reaches via that publication (look on their website to find their distribution or subscription numbers or ask the contact that you sent your story to).
* All press and media reach should be listed as community members.

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| **Actions Taken** |
| How many press releases did you write and send out? | *Example: We wrote two press releases about our project* |
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| Which press and media outlets did you send your press releases to? | *Example: They were sent to the Daily Times and El Segundo Herald* |
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| What press and media outlets published your story? |
| Name of the Press and Media Outlet  | Link to article |
| *Example: Daily Times*  | *Example: www.dailytimes/gradesofgreen.org* |
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(Add more rows if needed)

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| **Audience Members Reached** |
|  | Community Members Reached |
| Total number of print subscribers for each press and media outlet that published your story in print. (Unsure how to find this? Contact your GoG Advisor for help) | *Example: The El Segundo Herald delivers to 1,000 subscribers each week* |
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| Total number of page visits to your press release for each press and media outlet that published your story online. (Unsure how to find this? Contact your GoG Advisor for help) | *Example: The Daily Breeze has 500 people visit their website each week* |
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