

Paid advertisements promoting DEIS public meetngs and hearings		
Date	Media Outlet	Format
August 31 through October 14	Radio One (K97.5, Foxy 107.5/104.3, The Light 103.9 + websites)	Radio
	Radio - 460 Total Spots (6a-12a)	
	Digital - mobile display ads, event listings on local websites, Local/targeted display ads	Web
August 31- October 11	WUNC	Radio
	Radio - 77 Total Placements	Radio
	The Daily Tar Heel (UNC)	Print
August 28 - October 14	Print - Display ad - M&F runs	Print
August 31-October 3	Digital - Banner ad dailytarheel.com, mobile ad	Web
	The Chronicle (Duke)	Print
August 27-October 8	Print - Display ad - M&Th runs	Print
August 27-October 12	Digital - Banner ad www.dukechronicle.com	Web
	INDYWeek	Print
September 2-30	Print - Display ad 5 runs	Print
	Triangle Tribune	Print
September 6-30	Print - Display ad 5-6 runs	Print
September 6-30	Digital - Banner ad www.triangletribune.com	Web
	Herald Sun	Print
August 31-Oct 19	Print - Display Ad - 21 runs	Print
9/6, 9/20	Print - Legal Ad	Print
	News and Observer	Print
9/6. 9/13. 9/20. 9/27	Print (Durham & Chapel Hill News) - 4 runs	Print
8/30, 9/20	Print (N&O, Durham & Chapel Hill News) - Legal Ad	Print
9/6-9/30	Digital Banner Ad	Web
8/31-10/11	Curtis Media Group (La Ley, WPTF)	Radio
	Radio (94.7 QDR, 101.1 La Ley, 680 AM WPTF) - 385 spots	Radio
	Digital - Banner ads on station websites	Web
	OTF Social	Social Media
	Continued engagement on Facebook, Twitter and YouTube	Social Media