MEDIA HIGHLIGHTS

The Women's Suffrage Centennial Commission reached audiences across the country and around the world through press coverage, advertising, social media, email campaigns, and the Commission's website.

Press Coverage

- From 2019-2020, the Commission had over **2K+ media hits** in print, digital, and broadcast outlets nationwide.
- Stories about the Commission and its initiatives ran in national, state, and local media across the country including in major outlets such as: The *New York Times*, *TIME*, *Washington Post*, *Washingtonian*, *Forbes*, *USA Today*, *Smithsonian Magazine*, *Ms. Magazine*, the *Drew Barrymore Show*, local NBC, ABC, CBS, FOX, and NPR affiliates nationwide, and more.
- Online stories alone had a reach of **1.3B+** (total potential views based on outlets' viewership).
- The Commission placed op-eds about suffrage history and centennial initiatives in the following outlets, with a total reach of **90M+** in online and in print:
  - *Pittsburgh Tribune-Review* (Op-Ed by Dr. Colleen Shogan, May 2020)
  - *Houston Chronicle* (Op-Ed by Susan Combs, May 2020)
  - *The Tennesseean* (Op-Ed by Susan Combs, Dr. Colleen Shogan, Kay Coles James, and Senator Barbara Mikulski, August 2020)
  - *FOXnews.com* (Op-Ed by all 14 Members of the Commission, September 2020)

Advertising

- The Commission placed online, television, radio, podcast, and print advertisements to promote The Suff Shop, National Women's Suffrage Month programming, the *Forward Into Light* campaign, and general education about suffrage history and the centennial.
- Ads with the highest number of impressions included: Google Display Ads focused on The Suff Shop, National Women's Suffrage Month, and general education (**22M+ total impressions**/number of times ads appeared on a screen), month-long ads on *PBS Newshour* promoting *Forward Into Light* (reaching **350 public TV stations nationwide with 12M+ impressions**), and ads on Spotify and *The Skimm* (reaching approximately **2.5M each**).
- In total, the Commission's ad campaigns had **39M+ impressions**.

1.3B+
Reach of Online Media Coverage

90M+
Reach of Commission Op-Eds

39M+
Impressions Through Advertising

MEDIA HIGHLIGHTS

Social Media and E-Newsletter

- Through its social media platforms, the Commission engaged and interacted with audiences of diverse ages and backgrounds about suffrage history and centennial commemorations.
- Throughout 2020, the Commission had over **1.8M+ impressions** on Twitter, **940K+ total post reach** on Facebook, **106K+ impressions** on Instagram, and **33K+ video views** on Youtube.
- The Commission partnered with Twitter in August to increase visibility of the suffrage centennial on that platform, creating a special National Women's Suffrage Month emoji (used by Twitter users **137K+ times**) and holding a livestreamed keynote conversation (**7K+ viewers**). The Commission also reached Snapchat's **46M+ users** in the U.S. with a custom suffrage centennial lens on August 26, inspired by the *Our Story* mosaic.
- The Commission also used email campaigns to bring suffrage history, educational activities, program updates, and centennial news to **5K+ subscribers**.

Website

- The Commission launched its website, www.womensvote100.org, in May 2019 to serve as the official portal into the suffrage centennial.
- Since the launch, **327K+ Americans within all 50 states visited the Commission's website.**
- The most viewed pages included the Home (**155K+ pageviews)**, National Women's Suffrage Month (**100K+**), *Forward Into Light* (**36K+**), Learn (**33K+**), and About the Commission (**15K+**) pages.

2.8M+
Total Impressions on Social Media in 2020

327K+
Unique Visitors to Commission Website

137K+
Total Suffrage Month Emoji Use in August 2020