

ADLER

PLANETARIUM

2008 ADLER PLANETARIUM
WOMEN IN SPACE SCIENCE AWARD
MAY 1, 2008
MEDIA COVERAGE

PRINT COVERAGE

- Chicago Tribune – Bill Mullen Feature, 5/1
- Skyline – Evening event photos, 6/5
- Lake Forester – Calendar listing , 4/16

TOTAL MEDIA IMPRESSIONS

- 1,215,727

BROADCAST COVERAGE

- WMAQ-TV (NBC) – Taped interview with Barbara Morgan and event coverage, 5 p.m., 5/1
- WGBO-TV (Univision) – Taped interview with Barbara Morgan, 5 p.m., 5/1
- Comcast – Taped interview with Barbara Morgan and event coverage, 5/3

BROADCAST VALUE RESULTS

Estimated Audience Number: 331,789

Estimated Publicity Value: \$26,982.13

INTERNET COVERAGE

- RedOrbit.com – Tribune story pick-up, 5/1