

Voice of Color Media Coverage Highlights



Los Angeles Times



Pittsburgh Post-Gazette

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The local and national media results prove that The Voice of Color is a strong program. With more than 300 placements coast to coast in newspapers, magazines and on television and radio in just seven months, The Voice of Color program reached more than 10 million people in the U.S. and Canada. The following is a summary and breakdown of the key markets reached, media coverage and spokesperson coverage.

Coverage Breakdown

- Placements secured in many **major newspapers and magazines**, including:
USA Today, The Washington Post, Los Angeles Times, Chicago Tribune, Decorating Spaces, This Old House, Detroit Home and Her Home Magazine
 - Other hits in markets across the US and Canada include *The Pittsburgh Post-Gazette, Toronto Star, Ponca City News (OK), Norman Transcript (OK), Dallas Morning News, San Antonio Express-News, Courier News (NJ), Daily Record (NJ), Star Ledger (NJ), The Republican (MA) and Louisville Courier Journal (KY)*
- Story placement include features, interviews with Josette Buisson and press release pick-up
- Matte release generated an estimated 212 **placements** in local markets nationwide, delivering 9,544,816 media impressions
- Major trade placements in **six publications**, including *The Paint Dealer and Paint & Decorating Retailer, Painting and Wallpaper Contractor, ASID Icon*, a national Interior Designer magazine and *Coatings*.
- Online placements include 20 unique articles with **an audience of more than 1 million**

Additional Highlights

- Spokesperson, Josette Buisson, was quoted in more than half (50%) of the earned placements from the PR Newswire release that announced the program launch and additional outreach conducted
- The Voice of Color program was featured on a three-part series on *KDKA-TV* in Pittsburgh, including a room makeover in June and interview with Josette about 2006 Trends in January
- Executed "Summer Fun" consumer morning show with Kathi Cardinalli in June resulting in broadcast coverage in 11 markets
- *WLIE-540 AM* (Long Island, NY) and *WJR* (Detroit) conducted on-air interview with Josette Buisson. Additionally, a syndicated radio show "Ask Andrea" featured Josette as an on-air guest. "Ask Andrea" is heard by half a million people in 35 markets, including Oklahoma City, Detroit, New York City, Washington, DC, Los Angeles, Philadelphia, Dallas-Ft. Worth, Las Vegas, Princeton, NJ, Richmond, and Toledo.