

Casas for CASA Playhouse Raffle 2009 Publicity

Submitted by *Publication Date*

PRINT:

The Advocate

- | | | |
|---|-----------------|----------|
| ◆ Event featured in Smiley Anders' column | <i>July 10</i> | July 23 |
| ◆ Fiesta article and photographs in Pam's Party Line | <i>July 10</i> | Aug. 2 |
| ◆ Fundraiser and Kids Day listings in "About Town" | <i>July 10</i> | Aug. 2 |
| ◆ Fun! Magazine event listing for Kids Day | <i>Aug. 6</i> | Aug. 16 |
| ◆ Kids Day feature story, front of South Louisiana section | <i>Aug. 14</i> | Aug. 16 |
| ◆ Article on CASA's partnership with NCL, including Kids Day photo | <i>Aug. 20</i> | Aug. 31 |
| ◆ Photo of playhouse winner Mike Pitts and family in Pam's Party Line | <i>Sept. 10</i> | Sept. 20 |

Baton Rouge Business Report

- | | | |
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| ◆ Article in Daily Report, week of July 19 | <i>July 10</i> | July 19 |
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Baton Rouge Parents Magazine

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| ◆ Playhouse raffle feature in "Short Stuff" - August issue | <i>July 10</i> | August |
| ◆ Kids Day event listing in August issue | <i>July 10</i> | August |
| ◆ Fundraiser results, winner announcement and playhouse photo | <i>Aug. 20</i> | September |

City Social Magazine

- | | | |
|---|---------------|--------|
| ◆ "For a Good Cause" article in July issue | <i>June 5</i> | July |
| ◆ Calendar of Events listing in July issue (Fiesta) | <i>June 5</i> | July |
| ◆ Calendar of Events listing in August issue (Kids Day) | <i>July 5</i> | August |

House & Home Magazine

- | | | |
|--|-----------------|---------|
| ◆ Feature article in August issue | <i>July 10</i> | August |
| ◆ Casas for CASA thank you letter printed in October issue | <i>Sept. 10</i> | October |

InRegister

- | | | |
|--|-----------------|-----------|
| ◆ Event listing in July issue (Fiesta) | <i>June 10</i> | July |
| ◆ Fundraiser featured as "Enduring Event" in September issue | <i>Aug. 10</i> | September |
| ◆ Playhouse winner photo and fundraiser article in October issue | <i>Sept. 10</i> | October |

Platinum Record

- | | | |
|---|----------------|-----------|
| ◆ Sponsor photo with caption in September issue | <i>Aug. 10</i> | September |
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Southeast News

- | | | |
|---|-----------------|---------|
| ◆ "Community Announcements" article in July issue | <i>June 10</i> | July |
| ◆ October article and photo of playhouse winner | <i>Sept. 10</i> | October |

Town Favorites

- | | | |
|---|-----------------|---------|
| ◆ Event calendar listing in July issue | <i>June 10</i> | July |
| ◆ Post-event article and winner photos in October issue | <i>Sept. 10</i> | October |

225 Magazine

- | | | |
|---|-----------------|---------|
| ◆ Photo of playhouse winner and article | <i>Sept. 10</i> | October |
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TELEVISION:

Cox Communications

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| ◆ Cox Community Calendar listing | | July 10-Aug 16 |
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WVLA

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| ◆ Louisiana Lagniappe | | July 25 |
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WAFB

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| ◆ Fiesta coverage on 10 o'clock news | | July 26 |
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OVER>>

- ◆ Channel 9 Morning Show “9 News this Morning” August 3
- ◆ Interview on “Tumey’s Travels” August 11
- ◆ Kids Day coverage on 5 o’clock news August 16
- ◆ Kids Day coverage on 10 o’clock news August 16

1stco Productions

- ◆ Around Town Show July 25

RADIO:

- ◆ Public service announcements on:
 - Citadel Broadcasting (*KQXL - Q106.5, WCDV - Sunny 103.3, WEMX - Max 94.1, WXOK - Heaven AM 1460*)
 - Guaranty Broadcasting (*Eagle 98.1, New Country 100.7, 104.5/104.9 The X, Country Legends 107.3*)
 - Clear Channel (*KRVE - 96.1 The River, WFMF - 102.5, WJBO - 1150 AM, WSKR - 1210 AM The Score, WYNK - 101.5*)
- ◆ Interviews on Guaranty Broadcasting (*Eagle 98.1, New Country 100.7, 104.5/104.9 The X, Country Legends 107.3*) July 10-August 16
- ◆ Interview on WRKF (Jim Engster) July 18
- ◆ Interview on WRKF (Jim Engster) July 24

WEB:

Inclusion on:

- ◆ **casabr.org** (*Casas for CASA page, sponsor information, etc.*)
- ◆ **WAFB EventZone** (*calendar listings*)
- ◆ **225 website** (*calendar listings*)
- ◆ **Daily Report** (*calendar listing*)
- ◆ **countryroadsmagazine.com** (*event calendar listing*)
- ◆ **inregister.com** (*Fiesta photo gallery, calendar listings*)
- ◆ **townfavorites.com** (*calendar listing*)
- ◆ **2theadvocate.com** (*event calendar listings, electronic copies of articles*)
- ◆ **businessreport.com** (*calendar listing*)
- ◆ **wrkf.org** (*calendar listings*)
- ◆ **Parents Magazine** (*calendar listings*)
- ◆ **Blacktie-louisiana.com** (*“Premiere Events” photo gallery, event information, ticket purchase option*)
- ◆ **Idealist.org** (*calendar listings*)
- ◆ **Jollypeople.com** (*article about CASA’s partnership with National Charity League, including a Kids Day photo*)