

## Media Outreach



**Week of 04/06/2020**

**We sent out several media updates this week using Cision to a total of 1314 media. This includes the LA Times, OC Register, Associated Press, KABC-TV and KNX Radio.**

### **Public Communications:**

Our radio spots began this week throughout Southern California. So far, these spots

have earned 8,257,000 impressions and the ads have been heard an average of three times per listener.

**SCPFJ Newsletter** – The topic of our weekly newsletter was safety in construction. This was sent out via email to **2,637 recipients** and had an open rate of **18.8%** and a click-thru rate of **8.5%** which are both above industry standards. In addition, this article is being advertised on Facebook, LinkedIn and Twitter.