



Quarterly Report

January – March, 2016

Media	Average or Total for Quarter
Web Stats	
• Visitors	3,463 total
• Pageviews	9,523 total
• Visitors by Location - AZ / US	1,675 / 3,801 total
Show Listenership	
• Podcast Downloads	74,960
Newsletter	
• Subscribers	4,401
Twitter	
• Total # of followers	3,231
Facebook	
• Total # of Likes	5,126

Media	Average or Total for Quarter
<ul style="list-style-type: none"> Facebook Demos - age, sex, geo - AZ, US 	2,354 Likes in Arizona 4,567 Likes in US (incl. AZ) Females 75%, Males 23% 28% – 55+ 22% – 45-54 23% – 35-44 18% – 25-34 6% – 18-24
YouTube	
<ul style="list-style-type: none"> Video Views 	16,156 total views 82 subscribers
LinkedIn	
<ul style="list-style-type: none"> Connections 	500+
Pinterest	
<ul style="list-style-type: none"> Followers / Likes 	1,800 / 1,200
Instagram	
<ul style="list-style-type: none"> Followers 	1,056
Google+	
<ul style="list-style-type: none"> Followers / Views 	42 / 9,517
Events/Presentations	
<ul style="list-style-type: none"> Number of Events Attended 	24 total
<ul style="list-style-type: none"> Number of Attendees at Presentations Events Attended included: Women of Honor, TMC, Tucson, AZ City of Gastronomy Celebration, Tucson, AZ Edible Excursion, Tucson, AZ CEDO Retreat, Mexico ASU Sustainability Series, Phoenix, AZ Women of Influence Award Ceremony, Tucson, AZ Local First Tucson 	1,291 total

Media	Average or Total for Quarter
Awards & Recognition	
<ul style="list-style-type: none"> • Featured Author in AZ Daily Star – http://tucson.com/news/local/mrs-green-s-story-blossoms-in-new-book/article_fcad9740-9653-58a8-9e51-54a0a132e27a.html • Featured in Natural Awakenings – http://issuu.com/naturaltucson/docs/natucson-apr15_d_9-issuu • Featured on Prescott News – https://www.youtube.com/watch?v=HBZkA_o11nA 	