MEDIA EXECUTIVE SUMMARY

2019 GOVERNOR’S FISHING OPENER RESULTS

<table>
<thead>
<tr>
<th>TYPE</th>
<th>ESTIMATED AUDIENCE REACH</th>
<th>ESTIMATED AD VALUE EQUIVALENCY</th>
<th>NUMBER OF MENTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online &amp; Print</td>
<td>646,909,278</td>
<td>$351,708.98</td>
<td>526</td>
</tr>
<tr>
<td>Broadcast (TV &amp; Radio)</td>
<td>33,694,636</td>
<td>$874,841.02</td>
<td>1,143</td>
</tr>
<tr>
<td>Social Media</td>
<td>5,320,281</td>
<td>N/A</td>
<td>1,247</td>
</tr>
</tbody>
</table>

685,924,195 ESTIMATED AUDIENCE REACH

$1,226,550 ESTIMATED AD VALUE EQUIVALENCY

2,916 TOTAL NUMBER OF MENTIONS

NEWswire PICKUPS

“Minnesota Hosts One of the Largest Fishing Openers in the U.S.”

146 PLACEMENTS

63,907,300 ESTIMATED AUDIENCE REACH

TOTAL PICKUP BY SOURCE TYPE

- Broadcast Media: 47
- Newspaper: 34
- Online News Sites: 29
- Blog/Parental Influencers: 9
- Financial News Service: 7
- Other: 20

TOTAL PICKUP BY INDUSTRY

- Media & Info: 97
- Financial: 19
- Retail & Consumer: 13
- Travel & Leisure: 12
- Multicultural & Demographic: 3
- Other: 2

NOTABLE KEYWORDS MENTIONED:

- promotion
talks
democratic
season
big
ahead
effort
area
steve
day
three
live
snow
time
months
cold
leading
next
time-honored
tradition
lakes

- event
hosts
annual
newscenter

- governor’s
news
morning

- fishing
Albert
Lea
Away

- minnesota

- walz
500,000
first
flanagan

- may
deal
back
largest
weekend
Paul
looking
U.S.
72nd

- sunday
eyewitness
southern
water
budget
kick

- bellmont
partners
PREPARED BY
The 2019 Minnesota Governor's Fishing Opener netted **more than 100 media personnel**. More than **200 on-site media interviews** were arranged.

**SOCIAL MEDIA HIGHLIGHTS**

**Gov. Tim Walz kicks off summer with fishing opener in Albert Lea**

Gov. Tim Walz travels to Albert Lea to kick off summer with his first Minnesota Governor’s Fishing Opener.

**Fish, Fun & Experience MN - 2019 MN Governor’s Fishing Opener**

Albert Lea hosts 72nd annual Governor’s Fishing Opener.

**Minnesota Governor’s Fishing Opener kicks off angling season**

Gov. Tim Walz kicks off fishing season.

**ONLINE MENTIONS**

- **Online Mentions**: 352
- **Print Mentions**: 28
- **Radio Mentions**: 430
- **TV Mentions**: 713

**SOCIAL MEDIA HIGHLIGHTS**

**Governor Tim Walz**

- **Facebook Mentions**: 80
- **Twitter Mentions**: 1,005
- **Instagram Mentions**: 162

**City of Albert Lea**

- **City of Albert Lea - City Hall**

**Minnesota Fishing**

- **Minnesota Fishing**

**Elura Wallis**

- **Elura Wallis**

**Shawano Lake**

- **Shawano Lake**