

2012

3in4 Need More National Tour

Over 299,300,000 impressions across TV, print, online & radio

Media Value overall estimated at **\$6.3 million**



The 2012 Tour

In the summer of 2012, Dr. Marion and the “3in4 Need More Campaign” embarked on an historic twelve-week awareness journey, stopping all across the country from Los Angeles to New York. With a carefully orchestrated campaign, the tour reached millions of Americans in person and through media.

267.5 MILLION

Audience Reach through

62 Online Media Placements

30 MILLION

Audience Reach through

51 Broadcast Media Placements

1.8 MILLION

Audience Reach through

27 Print Media Placements

The media reach of the 2012 Tour was comprehensive generating exposure across multiple media platforms: online, print, and broadcast over television and radio. Importantly, there was a mix of coverage on national, regional, and industry-specific platforms to provide both targeting and broad reach.

Association Stats

- 26 Video Features
- 3,690 Facebook followers
- 38,000 views on 3in4 YouTube Channel
- 951 LinkedIn Followers
- 64,000 listings on Google for search term “3in4 need more”

NATIONAL



REGIONAL



TARGETED



LifeHealth**PRO**

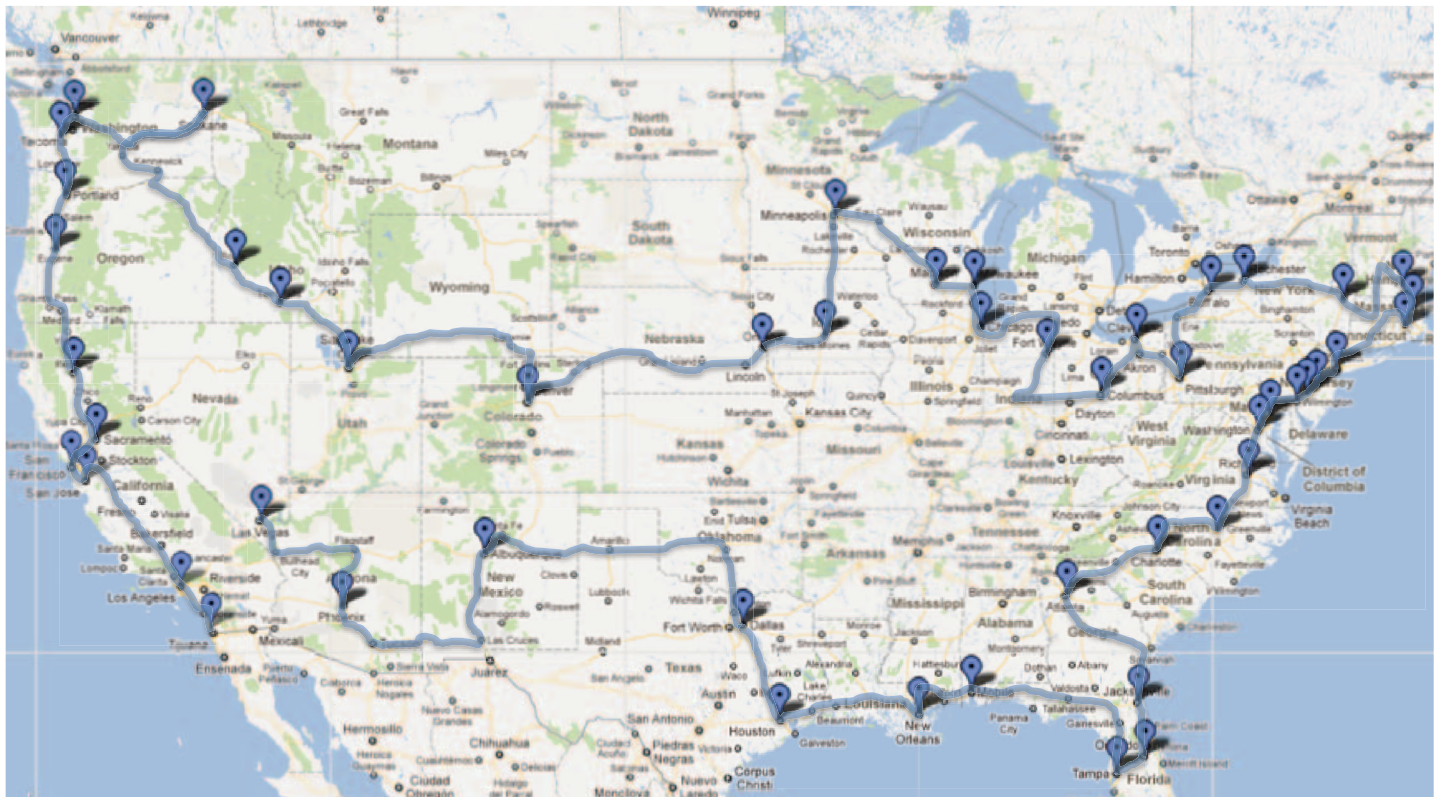
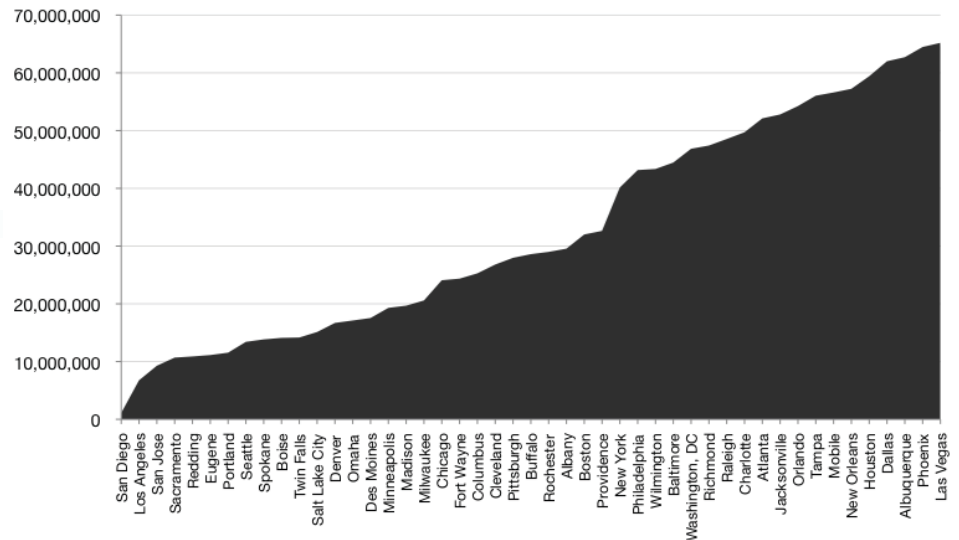
Ranked on Page 1 Google Search for the phrase “long term care planning”



The 2012 Tour

The 2012 tour expanded its reach making stops in over 50 cities, including all of the top 10 DMA's. The tour covered cities that hold an aggregate 65 million households, more than 50% of the country.

Cumulative Households Covered by Tour Stops



The 2012 Tour



The 2012 Tour



277 contest entries
www.freerentgiveaway.com

Sponsored by  *Dr. Marion*  **EMERITUS**
Senior Living

Bring Your Talent

CONTEST

www.freerentgiveaway.com



 **CONTEST**
April 30 - July 31

TOUR DATES ENTER NOW LEARN MORE ABOUT US CONTEST RULES CONTACT

Bring Your Talent & You Could Win **FREE Rent for One Year!**

Emeritus Senior Living, 3in4 Association & Dr. Marion Present the "Bring Your Talent" Contest
Win Free Rent at an Emeritus Community for a Year!

Emeritus has launched an exciting partnership with the "3in4 Need More" Association - a non-profit organization dedicated to increasing awareness about the critical need to plan ahead for long-term care.

Vote On Facebook

Find us on Facebook

 **Emeritus Senior Living**
Like 6,546



3in4 Association, Own Your Future and Health & Human Services of Texas Education Pilot

- 50,000 Direct Mail Pieces
- 1 Press Release
- Landing Page
- 15 Seminars
- 10 LTCi Specialist
- 43 images on Facebook Page



**3in4 Need More National Tour
Final Media Report
August 1, 2012**

OVERVIEW TO DATE; ADDITIONAL COVERAGE PENDING

*4 PRESS RELEASES DISTRIBUTED REACHING AN AUDIENCE OF OVER 267.5 MILLION

*62 ONLINE MEDIA PLACEMENTS REACHING AN AUDIENCE OF OVER 10 MILLION

*51 BROADCAST MEDIA PLACEMENTS REACHING AN AUDIENCE OF OVER 30 MILLION

*27 PRINT MEDIA PLACEMENTS REACHING AN AUDIENCE OF OVER 1.8 MILLION

DATE	OUTLET	TYPE	DETAILS	MARKET (DMA)	REACH
8/1/12	Life Health Pro	Web	Recap of radio coverage of tour	National	54,467
7/31/12	WDVR Stepping Stones	Radio	Interview with Dr. Marion	1 – New York NY	8,000
7/26/12	KTNV Morning Blend (ABC)	TV	Morning show segment with Jayne and Dr. Marion	40 – Las Vegas NV	737,300
7/24/12	KGUN Morning Blend (ABC)	TV	Morning show segment with Jayne and Dr. Marion	70 – Tucson AZ	442,020
7/22/12	KXAN News Today (NBC)	Web	Write up on web site with full video and links	47 – Austin TX	118,691
7/22/12	KXAN News Today (NBC)	TV	Sunday morning show segment with Dr. Marion	47 – Austin TX	686,830
7/22/12	Daily Gazette	Print	Dr. Marion/3in4 stat mentioned in letter to editor	58 – Albany NY	686,830
7/21/12	Girl Talk Texas	Radio	Interview with Dr. Marion about Texas stops	36 – San Antonio TX	22,000
7/21/12	Dr. Carol Show	Radio	Interview with Dr. Marion and Jayne about Texas stops	10 – Houston TX 56 – Little Rock AK 88 – Waco TX 36 – San Antonio 61 – Knoxville TN	39,300 8,400 11,800 22,000 4,600
7/18/12	Henrico Citizen	Web	Web version of print piece including 3 minute video	57 – Richmond VA	5,886
7/18/12	Life Health Pro	Web	Kickoff of Texas seminars and partnership	National	54,467
7/18/12	Good Day Austin	TV	Morning show segment with Dr. Marion to promote Austin event	47 – Austin TX	686,830

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DATE	OUTLET	TYPE	DETAILS	MARKET (DMA)	REACH
7/18/12	Great Day San Antonio	TV	Morning show segment with Ray Cavello to promote San Antonio event	36 – San Antonio TX	880,690
7/18/12	Henrico Citizen	Print	In-depth piece on Richmond event and interview with Dr. Marion	57 – Richmond VA	17,500
7/17/12	Fox News Live	Web	Live web show featuring 8-minute segment with Dr. Marion about 3in4	National	2,000,000
7/16/12	The Caregiver Hour/Clear Channel	Radio	Interview with Dr. Marion	14 - Tampa FL	44,600
7/14/12	Bottom Line on Your Health	Radio	3in4 mentioned as a resource in researching costs for nursing homes	Over 50 stations in cities nationwide	1,000,000
7/13/12	Fort Wayne Daily News	Web	Recap of Fort Wayne visit	109 - Ft. Wayne IN	9,093
7/12/12	Take Care Home Health	Web	Write up of Sarasota visit	14 – Tampa FL	
7/11/12	Fox 4 Now Morning Blend	TV	Morning show segment with Dr. Marion and Kathleen Gilmartin	62 - Fort Myers FL	504,240
7/9/12	It's a Woman's World	TV	2-30 minute segments with Dr. Marion, one with local specialist Rhonda Gimbel	9 MD municipalities	11,952
7/5/12	NorthJersey.com	Web	Web version of print feature	1 – New York NY	450,000
7/5/12	Aging Outside the Box	Web	1 hour interview with Shirley Mitchell along with photos and write up on the web site	National	613
7/5/12	Wayne Today	Print	In-depth feature on Wayne stop with interview and 3in4 bus photos	1 – New York NY	18,912
7/3/12	Real Wealth Radio	Web	Podcast distributed to financial advisors	Sent direct via podcast	50,000
7/2/12	Life Health Pro	Web	Video from NYC stop	National	54,467
7/1/12	Lifestyles After 50!	Print	Included Tampa event on calendar	14 – Tampa FL	240,000
6/29/12	Life Health Pro	Web	Coverage of Margie's talk at the NAHU convention	National	54,467

DATE	OUTLET	TYPE	DETAILS	MARKET (DMA)	REACH
6/28/12	Beaverton Valley Times (Portland Tribune)	Print	Monthly Q&A ran including 3in4 information	22 – Portland OR	8,200
6/27/12	My Fox NY	Web	Posted photos of Schoharie visit	58 – Albany NY	2,303
6/26/12	Bradenton Herald	Print	Brief on Sarasota event with details on 3in4 tour	14 – Tampa FL	28,612
6/25/12	Life Health Pro	Web	Coverage of Texas seminars and partnership	National	54,467
6/25/12	News 12 NJ	TV	Live call-in interview with Dr. Marion featured on air	1 – New York NY	1,800,000
6/25/12	Herald Tribune (Sarasota)	Print	In-depth feature on tour with interview and tips from Dr. Marion	14 – Tampa FL	79,845
6/25/12	Herald Tribune (Sarasota)	Web	Web version of print feature	14 – Tampa FL	118,238
6/22/12	Life Health Pro	Web	Interview with Dr. Marion about 3in4 and LTCl planning	National	54,467
6/21/12	Puget Sound Business Journal	Print	Mention of Seattle stop with photo of Jonas Roeser, Jayne Sallerson, Granger Cobb, Dr. Marion, and Christine Khemis	12 – Seattle WA	18,326
6/21/12	News 12 NJ	TV	Coverage of Wayne NJ stop and interview with Dr. Marion	1 – New York NY	1,800,000
6/20/12	Life Health Pro	Web	Coverage of Hartford stop	National	54,467
6/19/12	Life Health Pro	Web	Coverage of NYC stop	National	54,467
6/19/12	Life Health Pro	Web	Coverage of Detroit stop with LifeSecure	National	54,467
6/19/12	Spotlight News	Web	Feature story with photos of Colonie Manor stop	58 – Albany NY	6,568
6/19/12	Fox 61	TV	Morning show segment with Dr. Marion and local specialist Jerry Krasnow	30 – Hartford CT	1,006,280
6/19/12	Brad Davis – The Talk of Connecticut	Radio	Interview to promote CT stop	30 – Hartford CT	42,300

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DATE	OUTLET	TYPE	DETAILS	MARKET (DMA)	REACH
6/15/12	Life Health Pro	Web	Mention of 3in4 as part of story about recent EBRI report	National	54,467
6/13/12	YNN News	Web	Online article featuring video from TV broadcast	153 – Rochester NY	457,359
6/13/12	YNN News	TV	Feature on 3in4 visit to Rochester with MedAmerica	153 – Rochester NY	398,790
6/13/12	WROC TV 8 (CBS)	TV	Clips from visit and in-studio interview with Jim Von B on 5:30 PM broadcast with Maureen McGuire	153 – Rochester NY	398,790
6/11/12	WROC TV 8 (CBS)	Web	Online article featuring video from TV broadcast	153 – Rochester NY	30,944
6/11/12	Albany.com	Web	Posted photos of Schoharie visit	58 – Albany NY	34,507
6/11/12	Albany Times-Union	Web	Posted photos of Schoharie visit	58 – Albany NY	662,136
6/11/12	WNYT (NBC 13 Albany)	Web	Posted photos of Schoharie visit	58 – Albany NY	75,006
6/9/12	Aging Options (KTTH AM 770)	Radio	Interview with Dr. Marion	12 - Seattle WA	250,500
6/9/12	WYLL 1160 AM – Chicago	Radio	Interview with Dr. Marion	3 – Chicago IL	46,500
6/7/12	News Herald	Print	Coverage of Latham event including SOS tips	58 – Albany NY	4,300
6/6/12	Forever Young NY	Web	“Calling all seniors” to try out for talent contest at Western NY state stops	51 – Buffalo NY	40,000
6/6/12	WANE-TV News	Web	Article appeared on site with video and links to Emeritus and 3in4 web sites	109 - Ft. Wayne IN	267,710
6/6/12	WANE-TV News	TV	Feature on evening news about Ft. Wayne event	109 - Ft. Wayne IN	267,710
6/6/12	Portland Observer	Print	Article and photo ran about Sellwood Landing visit.	22 – Portland OR	27,000
6/4/12	Life Health Pro	Web	Discussion about the 3in4 bus as a marketing tool	National	54,467

DATE	OUTLET	TYPE	DETAILS	MARKET (DMA)	REACH
6/3/12	Livingston Daily	Web	Online version of print feature	11 – Detroit MI	33,697
6/3/12	Livingston Daily	Print	In-depth article about tour and “the elder whisperer”	11 – Detroit MI	11,946
5/31/12	Cheektowaga Bee	Print	Write up calling on local seniors to bring their talent	44 – Buffalo NY	8,000
5/30/12	Life Health Pro	Web	Recap of recent media coverage from the tour	National	54,467
5/30/12	Livingston Daily	Web	Online version of print article	11 – Detroit MI	33,697
5/30/12	WCIU Chicago	TV	Morning show feature in front of the 3in4 bus	3 – Chicago IL	3,493,480
5/30/12	Amherst Bee	Print	Write up calling on local seniors to bring their talent	44 – Buffalo NY	27,500
5/30/12	Livingston Daily	Print	Preview of Detroit stop	11 – Detroit MI	11,946
5/29/12	TMJ4 Morning Blend (NBC)	TV	Morning show segment on 3in4	34 – Milwaukee WI	907,660
5/24/12	Kirkland Reporter	Web	Online version of print article with slide show	12 – Seattle WA	6,833
5/24/12	The Unexpected Caregiver	Radio	1 hour radio show with local celebrity Kari Behret	15 – Minneapolis MN	3,600
5/24/12	Kirkland Reporter	Print	Feature article on Seattle visit	12 – Seattle WA	26,047
5/24/12	LA Daily News	Print	FRONT PAGE feature on 3in4 Need More winner	2 – Los Angeles CA	87,819
5/24/12	LA Daily News	Web	Web feature with video and photos	2 – Los Angeles CA	352,003
5/24/12	LA Daily Breeze	Print	FRONT PAGE feature on 3in4 Need More winner	2 – Los Angeles CA	75,580
5/24/12	LA Daily Breeze	Web	Web feature with video and photos	2 – Los Angeles CA	134,265
5/24/12	Long Beach Press-Telegram	Print	FRONT PAGE feature on 3in4 Need More winner	2 – Los Angeles CA	80,947
5/24/12	Long Beach Press-Telegram	Web	Web feature with video and photos	2 – Los Angeles CA	243,640
5/24/12	Long Beach Press-Telegram	Web	Video reposted to media center section of site	2 – Los Angeles CA	243,640
5/22/12	Producers Web	Web	Coverage from Denver stop	National	22,406

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DATE	OUTLET	TYPE	DETAILS	MARKET (DMA)	REACH
5/22/12	Life Health Pro	Web	Update on the week's tour activity	National	54,467
5/22/12	KMTV Morning Blend (CBS)	TV	Morning show segment on tour	76 – Omaha NE	415,510
5/20/12	Northwest Prime Time	Web	Online version of article with photos	12 – Seattle WA	1,355
5/20/12	Northwest Prime Time	Print	Feature on Seattle stop	12 – Seattle WA	100,000
5/18/12	Health & Medicine Week	Print	Preview of Detroit event and tour mention	National	N/A
5/18/12	KSL 5 (NBC)	TV	Station captured footage from SLC visit	33 – Salt Lake City UT	927,540
5/16/12	The Spokesman-Review	Web	Online version of print article with photos	73 – Spokane WA	273,929
5/16/12	KONA 610-AM	Radio	2 nd of 2 interviews with Dr. Marion	123 – Yakima WA	29,600
5/16/12	The Spokesman-Review	Print	Feature on Spokane contest	73 – Spokane WA	88,000
5/14/12	Seattle Komo YouNews	Web	Posted photo from Seattle visit	12 – Seattle WA	994,058
5/14/12	Seattle King YouNews	Web	Posted photo from Seattle visit	12 – Seattle WA	859,568
5/14/12	KTVB 7 Boise (NBC)	TV	Segment on mid-day news with Linda Kicks	112 – Boise ID	261,810
5/14/12	KING 5 Seattle (NBC)	TV	Coverage of Seattle events	12 – Seattle WA	1,811,420
5/11/12	The Patch – Bellevue	Web	Announced talent contest	12 – Seattle WA	10,995
5/11/12	Portland KATU YouNews	Web	Posted photo from Portland visit	22 – Portland OR	661,781
5/11/12	Portland YouNewsTV.com	Web	Posted photo from Portland visit	22 – Portland OR	6,494
5/11/12	Lars Larson Radio Show – Northwest	Radio	Interview with Dr. Marion about the 3in4 tour	22 – Portland OR 73 – Spokane WA 193 – Bend OR 121 – Eugene OR 140 – Medford OR	10,200 10,700 11,100 4,100 1,500 22,700 36,600 3,600 8,800 9,600 14,500
5/10/12	Elk Grove Citizen	Web	Feature on tour and contest	20 – Sacramento CA	11,111
5/10/12	OregonLive.com	Web	Feature on tour coming to Portland and SOS tips	22 – Portland OR	254,886

DATE	OUTLET	TYPE	DETAILS	MARKET (DMA)	REACH
5/10/12	KONA 610-AM	Radio	1 st of 2 interviews with Dr. Marion	123 – Yakima WA	29,600
5/8/12	Life Health Pro	Web	Recap of recent media coverage from the tour	National	54,467
5/8/12	Bellevue Reporter	Print	Writeup of 3in4 visit and contest	12 – Seattle WA	38,778
5/8/12	Bellevue Reporter	Web	Online version of print writeup	12 – Seattle WA	13,195
5/7/12	Oregon Herald	Web	Feature on visit and SOS tips	22 – Portland OR	5,973
5/5/12	The Northridge-Chatsworth Patch	Web	Spotlight on talent search with photos	2 – Los Angeles	12,113
5/2/12	The Bee (Portland Tribune)	Web	Writeup on upcoming Portland visit and 3in4 bus	22 – Portland OR	19,500
5/1/12	50+ Lifestyles – New York	Print	Feature on home makeover, tour, and the SOS tips	1 – New York NY	100,000
5/1/12	Boom! Boomers and Beyond	Print	Double feature on page: SOS tips displayed next to an announcement about tour events	22 – Portland OR	38,000
5/1/12	Broker World	Print	Overview of tour and importance of planning ahead	31 – Kansas City KS	30,522
4/28/12	WYLL 1160 AM – Chicago	Radio	Silver Connections Radio aired 4-part series about Dr. Marion, book, tour	3 – Chicago IL	46,500
4/17/12	Life Health Pro	Web	Positive review of 3in4 Need More tour from a previous skeptic!	National	54,467
4/12/12	Life Health Pro	Web	Spotlight on 3in4 and Dr. Marion's tips to consumers	National	54,467
4/12/12	Gazettes.com	Web	Article with photos on makeover winner and 3in4 featured online	2 – Los Angeles CA	17,982
4/12/12	Uptown / Downtown Gazettes	Print	Article with photos on makeover winner and 3in4 featured in paper	2 – Los Angeles CA	25,000
4/12/12	Grunion Gazette	Print	Article with photos on makeover winner and 3in4 featured in paper	2 – Los Angeles CA	42,000
4/9/12	Long Beach Post	Web	Article with photos reprinted online	2 – Los Angeles CA	17,092

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DATE	OUTLET	TYPE	DETAILS	MARKET (DMA)	REACH
4/9/12	Long Beach Post	Print	Article with photos on makeover winner and 3in4 featured in paper	2 – Los Angeles CA	25,000
4/6/12	KABC 7 Los Angeles	Web	Full article with video from TV broadcast	2 – Los Angeles CA	2,888,730
4/6/12	KCAL CBS 2 Los Angeles / KCAL 9 Los Angeles	Web	Full article with video from TV broadcast	2 – Los Angeles CA	590,689
4/6/12	KABC 7 Los Angeles	TV	Footage of home makeover reveal with images of bus and mentions of upcoming tour and contest	2 – Los Angeles CA	5,569,780
4/6/12	KCAL CBS 2 Los Angeles / KCAL 9 Los Angeles	TV	Footage of home makeover reveal with images of bus and mentions of upcoming tour and contest	2 – Los Angeles CA	5,569,780
4/2/12	Life Health Pro	Web	Announcement of Emeritus sponsorship and contest/prize	National	54,467



Thank You for Your Support!

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