



FLY WITH ME PRESS

OVERVIEW

- Overall the PR campaign for Fly With Me reached **2.9 billion people** (2,861,033,505)
- The campaign included over **700 individual pieces of coverage**, encouraging people to support Afghans and other local refugee groups nationally and internationally
- On 20th August we had news stories running across the UK's three key national channels - **BBC One, ITV 1 and Channel 4**, in total we secured **13 pieces of national TV coverage** and **6 pieces of regional TV coverage**
- On 20th August we had **20 news outlets** attend the London press event including **ITV National News, Press Association, The Sunday Times, Daily Telegraph, Reuters, Getty** and **BBC Afghanistan**, amongst others
- In total **15 International newswires** covered Fly With Me including **NPR (America) AFP (France), EFE (Spain), ARD (Germany) CNTC (China), BBC Farsi** and **Scandinavian Broadcasting**
- In total **15 pieces of national newspaper coverage** ran across print and online including **The Times, Daily Mail, Daily Mirror, Daily Express, Evening Standard, i newspaper** and **Metro**
- In total **14 pieces of national radio coverage** ran including two interviews on **BBC Radio 4**, and two interviews on **BBC World Service** as well as **LBC Radio, Sky Radio** and **Times Radio** and **18 pieces of regional radio coverage**
- In total **31 pieces of magazine or digital lifestyle coverage** ran including pieces running in **Time Out, The Week, The Week Junior, First News** and **Pick Me Up**
- **Over 300 pieces of regional coverage** ran ranging from regional TV including **STV Scotland** and **ITV Granada**, print including the **Yorkshire Post** and **Bradford Telegraph** and radio including **BBC Sheffield** and **Heart Kent**

NEWSWIRES & PHOTOWIRES

August 20th Coverage

Press Association (PA) - News story on the wire which ran across **190 regional newspapers**, including **The Irish Independent** [here](#), **The independent** [here](#), **London Evening Standard** [here](#), and **Yahoo** [here](#).

NPR (American Radio Wire) - News story which has ran across **93 U.S regional radio stations**, including **Wisconsin Public Radio** [here](#), **Montana Public Radio** [here](#), **New England Public Media** [here](#), **Tri States Public radio** [here](#), **Hawaii Public Radio** [here](#).

Sky Radio (UK Radio Wire) - Interview with Sanjar was broadcast to over 100 UK commercial radio stations.

China General News Service - Attended London press day and broadcast news story about FWM [here](#).

Getty Video / Getty Photos - Attended London press day and broadcast news story about FWM.

AFP (French Language) - Attended London press day and broadcast news story about FWM.

Reuters - Attended London press day and broadcast news story about FWM.

EFE (Spanish Language) - News story about FWM.

ARD (Germany) - News story about FWM.

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The Sunday Times Photo Desk - Sent a photographer who took photos of the London event.
The Daily Telegraph Photo Desk - Sent a photographer who took photos of the London event.
WENN Photowire - Photographer attended the event on 20th and filed images.
Alamy Photowire - Photographer attended the event on 20th and filed images.
Rex Photowire - Photographer attended the event on 20th and filed images.
EPA (Europe) Photowire - Photographer attended the event on 20th and filed images.
Namibia Press Agency - Ran news story [here](#).

July Announcement Coverage

Press Association (PA) - Ran a news story on the wire which has ran in around 100 regional and 10 national newspapers 4/7.
Kantar - Listing ran on 4th July 4/7.

TV

August TV Coverage

BBC Breakfast - Ran a news package about the Bradford Fly With me which ran at 7.20 and 9.40am on Saturday 20th August
BBC News Channel - Ran the BBC Breakfast package hourly throughout the day on 20th August
ITV National News - Attended London press day and broadcast news story about FWM on Saturday 20th August [here](#)
Channel 4 News - Sanjar did a live studio interview on Saturday 20th August for 6pm News with B roll from the day [here](#)
BBC Persia - Attended London press day and broadcast news story about FWM on Saturday 20th August
BBC Afghanistan - Attended London press day and broadcast news story about FWM on Saturday 20th August
Afghanistan International TV NEWS - Attended London press day and broadcast news story about FWM on Saturday 20th August
Afghanistan International TV FEATURES - Attended London press day and broadcast news story about FWM on Saturday 20th August
Sky News - Interview with Sanjar took place on Tuesday 23rd August
Newsround - Ran a brilliant online news story
Sky News & First News: "For Your Info" - Attended London event with young presenter

July TV Coverage

Sky News - Ran a news story
BBC One: Sunday Morning - Interview with Sanjar took place on Sunday 17th July

RADIO

August Radio Coverage

LBC Radio - Interview for Breakfast Show took place on Saturday at 10.45am with Joe R
BBC World Service Newsday - Elaha interview went out live on Weds 17th August
BBC Radio 4: Saturday Live - Ran Sanjar's interview on Tuesday 16th August
Voice of America Radio - Interview with Sanjar went out on Thursday 18th
Sky Radio (UK Radio Wire) - Interview with Sanjar was broadcast to over 100 UK commercial radio stations on 20th August

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Swedish Broadcasting | Sveriges Radio - Attended on the 20th and broadcast interviews with Joe and Sanjar

Polish Public Radio - Interview with Joe R took place and ran on 20th August

United Christian Broadcast Radio - Ran news story on Thursday 18th August

Times Radio: Culture Programme - Interview with Elaha aired on Sunday 7th August

Fun Kids Radio: Activity Quest Podcast - Interview with Sanjar broadcast on 12th August

July Radio Coverage

BBC Radio 4: Today Programme - Interview ran on 4th July

BBC World Service: Outlook - 45 minute interview with Sanjar ran on Weds 20th July

BBC Sounds - Added Sanjar's outlook interview to their website [here](#) 27/7

LBC - Mentioned announcement on breakfast programme

Talk Radio Europe - Interview with Sanjar took place 4.30pm on Tuesday 26th July

NEWSPAPERS

August Coverage

Sunday Express - Ran a photo story in print on Sunday 21st August

Daily Mail - Ran the Press Association's story with photos online [here](#) on 20th August

Evening Standard - Ran the Press Association's story with photos online [here](#) on 20th August

Evening Standard - Published a preview ahead of the 20th [here](#), lifted by MSN [here](#), and Yahoo [here](#)

Metro - Included London event in What's On Article [here](#)

Metro - Published news story online ahead of the event on 20th August [here](#)

The Independent - Published news story in print and online [here](#), lifted by Yahoo [here](#), and MSN [here](#)

The National UAE - Ran news story [here](#)

July Announcement

The Daily Mirror - Published news in today's paper 4/7

i Newspaper - Interview published in print and online 5/7

The Times - Published news story online [here](#) 4/7

Mail Online - Published news announcement [here](#) 4/7

The Independent - Published news announcement 4/7

Evening Standard - Published news announcement [here](#) 4/7

The Morning Star - Published news announcement [here](#) 4/7

Metro - Published news announcement in World Bites 4/7

The National UAE - Ran news story

MAGAZINES & DIGITAL

August Coverage

Time Out - Ran an online news story [here](#)

The Week - Included Fly With Me in their list of what to do this week in print

The Big Issue - Ran Elaha's interview in print and online [here](#)

The Big Issue - Ran Sanjar's interview in print

Country & Townhouse - Included Fly With Me in their Summer Round up of what to do in London [here](#) 4/8

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The Week Junior - Interview with Sanjar ran in print 29/7

First News - Ran news story in print

The Art Newspaper - Ran news story [here](#)

Pick Me Up - Included Fly With Me in a round up 4th August

Broadway World - Ran news story [here](#)

WoodZog.com - Ran new story [here](#)

Breaking Travel News - Ran news story [here](#)

Voicemag.co.uk - Ran a feature on how to make a kite

London Mums - Ran a feature on how to make a kite

Ink Pellet Kids Website - Ran a feature on how to make a kite

Naver - Ran news story [here](#)

Info Migrants - Ran a Video 22nd August [here](#)

British Asian Woman's magazine - Ran a news story [here](#)

Migrant Voice - Ran a news story on 23rd August [here](#)

July Coverage

The Stage - Published news announcement [here](#) and in print 4/7

Broadway World - Published news announcement [here](#) 4/7

MSN - Published news announcement [here](#) 4/7

Hero Mag - Published news announcement [here](#) 4/7

Entertainment News - Interviews with Sanjar, Elham and Elaha published [here](#) 21/7

Mundane Diary - Ran a news story and included the kite Making pack [here](#) 4/8

Primary Times - Published news announcement [here](#) 4/7

The Roof Top - News announcement published [here](#) 4/7

Creative Tourist - Ran a news story and listing [here](#) 27/7

Broadway World - Ran a news story [here](#) 27/7

Entertainment Now - Ran a news story [here](#) 27/7

Little London - Included FWM in their summer activities round up [here](#) 27/7