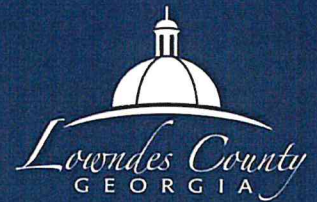


# HURRICANES DEBBY & HELENE

## MEDIA REPORT

Print, Radio, Social Media, and Television



### HURRICANE DEBBY August 6, 2024

### HURRICANE HELENE September 26, 2024

#### MEDIA INTERVIEWS & REQUESTS

##### Saturday, August 3, 2024

- WALB

##### Sunday, August 4, 2024

- WSB-TV Atlanta (3 interviews)
- Fox News Weather
- WTXL Tallahassee
- The Weather Channel

##### Monday, August 5, 2024

- Black Crow Media 92.2 Country
- GPB Atlanta
- WALB

- The Weather Channel

- WSB-TV Atlanta (2 interviews)

- WTXL Tallahassee (2 interviews)

- Atlanta Journal-Constitution

- CBS Atlanta

- Fox 5 Atlanta

- Macon Telegraph (2 interviews)

- The Valdosta Daily Times (3 interviews)

- Fox News Weather

##### Tuesday, August 6, 2024

- WALB

- WTXL Tallahassee

- Atlanta Journal-Constitution

- Talk 92.1

- WSB-TV

#### Press Releases to media: 8 total

Social Media Report EMA Lowndes: Monday, July 29 through Friday, August 9, 2024

Total Reach: 197.5K Content interaction: 18.2K

Total Followers gained: 1.3K (500 new followers within a 2-hour period following the initial CodeRed alert call.)

Total Visits: 97.1K

The most viewed and interactive post was made on August 4 at 11:09 a.m.

Reach: 93,411 / Impression: 100, 046

#### MEDIA INTERVIEWS & REQUESTS

Friday, September 20, through Friday, October 4.

Media interviews & requests: 82 Stations

- The Valdosta Daily Times

- WSB-TV Atlanta

- Fox News Weather

- WALB News 10

- WTXL Tallahassee WCTV Tallahassee

- The Weather Channel

- Fox 5 Atlanta

- CNN

- Associated Press

- Atlanta Journal-Constitution

- Georgia Public Broadcasting

- Weather Nation

- Accu-Weather

- 11 Alive Atlanta

- The Washington Post

- NBC

- NCB Universal

- Univision

- WAFT Radio

- Talk 92.1 Radio

- Black Crow Media Radio

- ABC News

- Ledger-Enquirer

#### Press Releases to media: 10 total

Social Media Report:

EMA Lowndes:

Reach: 905,876

Engagement: 607,147

New Followers: 4,854

Lowndes County, Georgia:

Impressions: 1,183,719

Reach: 290,136

Engagement: 109,914

New Followers 974

Engagement remained strong throughout the storm and following week with visitors actively commenting, liking and sharing content. Total engagement 734,604.



The EMA Lowndes Facebook page had a 613% increase in activity with 3.2 MILLION views from September 25 to September 27, during Hurricane Helene.