



## **CHEROKEE** north carolina

### **Summary of Known Free Media Coverage**

#### **Cherokee**

**April 2006 - Present**

The Goss Agency's public relations efforts have resulted in more than 800 articles and clips featuring and mentioning Cherokee in more than 300 media outlets. This media coverage results in an estimated \$5.5 million in advertising equivalencies, based on industry standards for measuring ad value.

This overview of coverage is a result of a combination of distributing press releases and making personal contact/pitches to journalists and reporters. While the media coverage in the overview is comprehensive, it is not exhaustive as there may be much more coverage than what is represented here. Additionally, there are scores of events calendars and websites that posted information about Cherokee.

### **2006 Media Coverage**

#### **WESTERN NORTH CAROLINA (markets in **BOLD** are primary markets)**

- Asheville Citizen-Times
  - Museum/Timberlake (cover story) (April 20)
  - Museum/Timberlake (editorial) (April 21)
  - Museum/Timberlake weekend events (April 21)
  - WNC Tourism – UTH mentioned (April 22)
  - Museum/Timberlake banquet (May 4)
  - SE Tribes/Powwow (May 14)
  - SE Tribes Cultural Arts Celebration (May 17, 18, 19)
  - Cherokee as destination (cover story) (May 21)
  - Powwow (May 25, May 26, May 27, May 28)
  - Voices Festival/Museum (history column) (May 27)
  - Voices Festival/Timberlake (history, part 2) (June 3)
  - Unto These Hills preview (cover) (June 7)
  - New Unto These Hills (cover) (June 8)
  - Museum/Timberlake (history column) (June 8)
  - Unto These Hills (Take 5) (June 9)

- Joint Council (June 24)
- Lois Queen Farthing/Cherokee Tourism (history column) (July 22)
- Museum visited by columnist & family (July 23)
- Lois Queen Farthing + UTH (Part 2) – (July 29)
- Hoop Dancer at Bele Chere (July 29)
- Warriors with Mayor Bellamy (July 31)
- Cherokee/Destination for Families (Aug. 8)
- Trout Derby (Aug. 10)
- Last Chance to See UTO (featured 3 times in Take 5 on Aug. 18) + online
- Festival of Native Peoples (cover of Travel section) (Aug. 20)
- Open Air Indian Market (cover of Mountains) (Aug. 23)
- Festival of Native Peoples online story (Aug. 23)
- Festival of Native Peoples (teaser on cover of Take 5 and on cover of main section, with story inside Take 5 + video and updated story on website) (Aug. 25)
- Festival of Native Peoples (cover + photos inside) (Aug. 26)
- Festival of Native Peoples photo gallery (Aug. 25-present)
- Open Air Indian Market (Aug. 27 + several calendar items)
- Last chance to see Emissaries (Sept. 12, Sept. 17)
- Frazier book (Sept. 17)
- Travel Attraction of the Year (Sept 20)
- Asheville Tribune
  - Unto These Hills (June 8)
  - Festival of Native Peoples (August 24)
- Black Mountain News
  - Presbyterian Home children visit Cherokee (August 30)
- Blue Mountain Living Magazine
  - Goings/Qualla Arts (August)
- Blue Ridge/Great Smoky Mountains Digest
  - Oconaluftee Indian Village (Spring/Summer)
- Cashiers Chronicle
  - Powwow (June 30)
- Cherokee One Feather (various)
- Franklin Press
  - Unto These Hills (June 4)
- Fun Things To Do In The Mountains newsmagazine
  - Oconaluftee Indian Village (May)
  - Unto These Hills preview (June)
  - Pow Wow/Festival of Native Peoples/events (July)
  - Unto These Hills review (July)
  - Qualla Arts & Crafts – cover story (August)
  - Museum of the Cherokee Indian (September)

- Hendersonville Times-News
  - Museum/Emissaries (April 20)
  - Southeastern Tribes (May 19)
  - Unto These Hills (June 4, June 9)
  - Voices Festival (June 9)
  - Joint Council (June 24)
  - Powwow (June 29)
  - Festival of Native Peoples (Aug 20, Aug. 25)
- Mountain Xpress
  - Unto These Hills (June 7)
  - Powwow (June 28)
  - Festival of Native Peoples (Aug. 23)
  - Museum/Emissaries (Aug. 30)
- Roam Magazine
  - Cherokee/Destination (Spring)
- Smoky Mountain News
  - Unto These Hills (June 7)
  - Joint Council (June 28)
  - Unto These Hills commentary (June 28)
  - Powwow (June 28)
  - Indian Summer Festival (July 12)
  - Festival of Native Peoples (August 23)
  - Open Air Indian Market (August 23)
  - Unto These Hills commentaries (August 23)
  - Qualla Arts // Craft Revival (August 30)
  - Unto These Hills follow-up (Sept 6)
  - Cherokee baskets exhibit (Sept 6)
- Sophie Magazine
  - Cherokee/Destination (July)
  - Cherokee recipes (August)
- Sylva Herald
  - Unto These Hills (June)
  - Cherokee Attractions (inside special magazine, "Across the Mountains" (July)
- This Week of WNC
  - Unto These Hills (June 6 and ongoing)
- Waynesville Mountaineer/The Guide
  - Museum/Timberlake (cover story) (April 12)
  - SE Tribes event (May 17)
  - Powwow (May 24)
  - Unto These Hills (May 31, June 7)
  - Voices Festival (June 7)

- Unto These Hills/Hanay profile (June 28)
- Festival of Native Peoples (cover story) (August 23)
- Renaissance of Cherokee (August 23)
- Open Air Indian Market (Aug 30)
- Cherokee basket exhibit (Sept 6)
- Western Carolina Business Journal
  - Cultural campaign & economic success (Aug 15)
- WNC Travel
  - Unto These Hills (Spring/Summer – published March 2006)
  - Museum, Cherokee Indian Fair, general destination (Fall/Winter – published Sept 10)
- WLOS-TV
  - Museum/Timberlake (April 21, 22)
  - Unto These Hills (June 7, June 8)
  - Joint Council (June 23-24)
  - Goss/Ad campaign + Mary Jane (June 30, July 1)
  - Bele Chere/Booger Masks + Hoop Dancer (July 28)
  - Cherokee/Travel Attraction of Year (lead story 6pm & 11pm, Sept 17)
- WNCW-FM
  - James Bradley/UTH (June 7)
- WOXL-FM
  - Unto These Hills (April 20-21)
- WPEK-FM
  - Cherokee/General + Bele Chere booth (July 28 & 29)
- WWNC-AM
  - Museum/Timberlake (interview with Ken) (April 21)
  - Festival of Native Peoples (August 24)
- WHKP (Hendersonville)
  - Festival of Native Peoples (interview with Mary Jane) (August 24)
- WCQS-FM
  - Festival of Native Peoples (August 25)
- Explore Asheville website (Asheville Convention & Visitors Bureau) – numerous
- Adventure in the Smokies – Festival of Native Peoples, Oconaluftee Indian Village, UTH, general Cherokee (Fall/Winter 2006)
- Sheville.org – Festival of Native Peoples

## **NORTH CAROLINA**

- **Charlotte**
  - Charlotte Observer
    - Museum/Timberlake (April 22)
    - Museum/Cherokee as destination (May 7)
    - Joint Council meeting (June 23)

- Unto These Hills (July 8)
    - Outdoor Drama in NC – includes UTH (July 8)
    - Festival of Native Peoples (August 25)
  - News Channel 14 (24-Hour News)
    - Museum/Timberlake (April 23)
    - SE Tribes, Powwow, Museum, Unto These Hills (possible – b-roll provided)
  - “Power 98” Radio
    - Southeast Tribes (May 3)
  - WBTV (CBS)
    - SE Tribes, Powwow, Museum, Unto These Hills (possible – b-roll provided)
  - WCNC-TV (NBC)
    - Museum/Timberlake (April 22)
    - SE Tribes, Powwow (possible – b-roll provided)
    - Joint Council meeting (June 23)
    - Outdoor Drama in NC – includes UTH (July 8)
    - Unto These Hills (July 9)
  - WFAE-FM
    - Southeastern Tribes (possible – received inquiry May 5)
- Fayetteville
  - Fayetteville Observer
    - Museum/Timberlake (April 22)
    - Joint Council meeting (June 23)
    - Unto These Hills (July 8)
    - Outdoor Drama in NC – includes UTH (July 8)
- **Greensboro/Winston/High Point**
  - Piedmont Parent
    - Village + Museum (June)
  - Winston-Salem Journal
    - Joint Council meeting (June 23)
    - Unto These Hills (July 8)
    - Outdoor Drama in NC – includes UTH (July 8)
  - WFMY – TV
    - SE Tribes, Powwow, Museum, Unto These Hills (possible – b-roll provided)
- **Raleigh/Durham**
  - Raleigh News & Observer
    - Museum/Timberlake (April 22)
    - Casino/travel story (June 11)
  - WRAL-TV (CBS)
    - Unto These Hills (June 8, July 9)
    - Joint Council (June 23)
    - Cherokee crafts (story about database) (Sept 6)

- WTVD-TV (ABC)
    - Story about Parkway – Cherokee mentioned (April 28)
- Salisbury Post
  - Outdoor Drama in NC – includes UTH (May)
  - Festival of Native Peoples
- Wilmington
  - Wilmington Morning Star
    - Museum/Timberlake (April 23)
    - Joint Council meeting (June 23)
    - Unto These Hills (July 10)
  - WWAY-TV
    - Museum/Timberlake (April 22)
    - Joint Council meeting (June 23)
- Wilson Daily Times – Unto These Hills (July 31)
- AAA Go Magazine – Festival of Native Peoples (August)
- Explore Asheville – Festival of Native Peoples (August)
- Carolina Arts – Qualla Arts & Crafts (August)
- Classical Voice of NC – Unto These Hills (June 22)
- NC Arts website – Museum/Timberlake (April)
- NC Magazine
  - Cherokee mentioned in tourism story (May)
  - Overall story about Cherokee as a destination (Sept)
- Our State Magazine – Festival of Native Peoples (calendar items) (August)
- Triangle Theatre Review – Unto These Hills (June 152)
- UNC News Services – Institute of Outdoor Drama
  - Unto These Hills (April 28)
- UNC-TV
  - Museum/Timberlake (April 14) [episode highest rated primetime public TV show]
  - Powwow (June 30)
- Visit NC newsletter – several mentions of various news coverage

## **NATIONAL**

- Alabama
  - Tuscaloosa News – Unto These Hills (July 24)
- Arizona
  - Lovin' Life After 50 Magazine – Cherokee/Destination (publication date?)
- California
  - Contra Costa Times – Joint Council (June 23)
  - LA Times – Joint Council (June 23)
  - Monterey County Herald - Joint Council (June 23)
  - San Francisco Chronicle – Joint Council (June 23)

- Colorado
  - Pueblo Chieftain – Carolina craft, inc. Qualla Arts (April 20)
- **Georgia**
  - Atlanta
    - Atlanta Journal-Constitution - Museum/Cherokee as Destination (June 4)
    - Atlanta Magazine - Cherokee/Destination/Qualla (part of WNC destination piece) (April)
    - Atlanta Voice - Powwow (June 29)
    - Accent Gwinnett magazine - Cherokee/Destination (published?)
    - Home Town News (counties/communities surrounding Atlanta) – Cherokee/Destination (July)
    - Main Street Newspapers (counties/communities north of Atlanta) - Cherokee/Destination + FONP (July 26)
    - Northside News - Cherokee/Destination (May)
    - WVEE-FM and WAOK-AM - Powwow + general Cherokee destination (Mary Jane interviewed) (June 29)
    - In-site Atlanta – Unto These Hills + Festival of Native Peoples (Aug.)
  - Gainesville Times – Cherokee/Destination (cover) (May 21)
- Florida
  - Orlando Sentinel – Mentioned as part of Parkway briefs (May 7)
  - Jacksonville TV – ABC & NBC affiliates – Inquiry received – story ran??
- Illinois
  - Chicago Tribune – Mentioned as part of GSMNP/Destination (May 14)
  - Chicago Sun Times – Inquiry on July 14...story published?
- Indiana
  - Fort Wayne News Sentinel – Joint Council (June 23)
  - Fort Wayne Journal Gazette – Joint Council (June 23)
- Kansas
  - Olberlin – Joint Council (June 23)
- **Kentucky**
  - Louisville Courier-Journal: Unto These Hills (July 10)
  - Lexington/KETV – Will be shooting at Festival of Native Peoples (Aug. 24-27)
- Louisiana
  - New Orleans Times Picayune – Joint Council (June 23)
- Massachusetts
  - Boston Globe – Cherokee/Destination (March 29); mentioned as part of GSMNP/Destination (April 26)
  - SouthCoastToday.com – Parkway story (May 1)
- Michigan
  - Flint Journal – Joint Council (June 23)
- Minnesota

- Mankato Free Press – Joint Council (June 23)
- Mississippi
  - Biloxi Sun Herald – Joint Council (June 23)
- Missouri
  - St. Louis Post-Dispatch – general WNC travel story (Sept 17)
- Nevada
  - Ely Daily Times – Joint Council (June 23)
- New Jersey
  - Cherry Hill Courier Post – Oconaluftee Indian Village (May 1)
- New Mexico
  - Santa Fe Free New Mexican – Unto These Hills
- North Dakota
  - Willston Herald News Daily – Joint Council (June 23)
- Ohio
  - Columbus Dispatch – Unto These Hills (Jul 23)
  - Cincinnati Post – Unto These Hills (Aug 24)
- Oklahoma
  - Enid News & Eagle – Joint Council (June 23)
  - Cushing Daily Citizen – Joint Council (June 23)
- Pennsylvania:
  - Centre Daily Times – Joint Council (June 23)
  - Sunbury Daily Item – Unto These Hills (July)
  - PhillyBurbs.com – Joint Council (June 23)
  - Philadelphia Inquirer – Cherokee part of WNC travel story (Sept 17)
- **South Carolina**
  - Charleston
    - Post & Courier
      - Museum/Timberlake (April 23)
      - Joint Council (June 24)
      - Unto These Hills (July 9)
  - Columbia
    - The State
      - Joint Council (June 23)
      - Unto These Hills (July 9)
  - Greenville
    - Greer Citizen - Cherokee Destination story (cover) (May 3)
    - Upstate Lake Living – Cherokee/Destination (June)
    - Greenville News/The Link – Festival of Native Peoples (August 18)
    - WHNS-TV
      - Timberlake/Museum (April 20-21)

- Unto These Hills (June 9)
      - Powwow (June 29-30)
      - Festival of Native Peoples (expected Aug. 24-25)
    - WYFF-TV - Possible Timberlake/Museum (b-roll sent) (April)
  - Myrtle Beach Sun News
    - Unto These Hills (July 9)
    - Outdoor Drama in NC – includes UTH (July 8)
    - Museum/Timberlake (April 22)
    - Joint Council (June 23)
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- **Tennessee**
  - Bristol Herald-Courier: Story underway (attended FONP Aug. 25-26)
  - Cleveland This Week
    - Unto These Hills (date?)
    - Festival of Native Peoples (July)
  - Kingsport Times-News: Native American Day – mentions Cherokee (Sept 17)
  - Knoxville
    - WUOT-FM “All Things Considered”: James Bradley/UTH (June 7)
    - News-Sentinel
      - Unto These Hills (July 9)
      - Museum + Village (cover) (July 23)
      - Joint Council (June 23)
    - WBIR-TV
      - Museum/Timberlake (April 21)
      - UTH (live interview-James Bradley) (May 18)
  - Nashville – The Tennessean
    - Unto These Hills (July 9)
    - Unto These Hills – another version (Aug 6)
  - Robertson County Times
    - Unto These Hills (July 9)
  - Tennessee Motor Coach Association “Spotlight” – Events (various issues)
  - SmokyMountainExpress.com – FONP
- **Texas**
  - KTEN/Denison – Joint Council (June 23)
  - Houston Chronicle – Joint Council (June 23)
- **Utah**
  - Salt Lake City/WSL-TV – Joint Council (June 23)
  - The Kindred Times – Joint Council (June 23)
- **Virginia**
  - Norfolk – WVEC-TV (ABC)
    - Timberlake/Museum (April 22)

- Joint Council Meeting (June 23)
  - Unto These Hills (July 8)
- Washington
  - Seattle Post-Intelligencer – Unto These Hills (July 19)
- Washington DC
  - Washington Post – Joint Council (June 23)
  - Town Hall – Joint Council (June 23)
- West Va
  - Charleston Daily Mail – Powwow hosted by members of EBCI (May 4)
- Wyoming
  - Jackson News-Tribune – Joint Council (June 23)
- Ballard & Tighe Publishers - education (date?)
- Brocktown News – Joint Council (June 23)
- Café Central TV (Cable TV show based in Atlanta) – Cherokee/Destination (?)
- CBS News – Joint Council (June 23)
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- Equitrekking (Cable TV show based in New York City) – Cherokee/Destination (2007)
- Forbes – Joint Council (June 23)
- Hemispheres in-flight magazine
  - Outdoor dramas, includes UTH (June)
  - Festival of Native Peoples (August)
- In-flight magazine – Cherokee/destination (publication date?)
- National Geographic.com - GSMNP mentions museum, UTH, village
- Pathfinders magazine – Festival of Native Peoples
- TR Insider – Cherokee/destination + events
- Newsday – Joint Council (June 23)
- SierraTimes.com – Joint Council (June 23)
- Sky Valley Journal – Joint Council (June 23)
- Top40-Charts.com (Ricking NY) – Powwow (June 26)
- Wired News – Joint Council (June 23)
- Southern Living Vacations – Festival of Native Peoples
- EPodunk.com Ethnic Festivals – Festival of Native Peoples
- American Profile magazine – Festival of Native Peoples
- Where To Go Next newsletter - Museum
- Global Rhythm Magazine – Festival of Native Peoples

### **Canada**

- Hinesberg Journal – Joint Council (June 23)
- Macleans Canada – Unto These Hills
- Montreal La Presse – Cherokee/Destination (publication date:?)

- Ottawa Recorder – Joint Council (June 23)
- Toronto – Unto These Hills
- Westfall Weekly News – Joint Council (June 23)

**International**

- UK: Guardian Unlimited – Joint Council (June 23)
- Australia: Joint Council (June 23)
- Scotland: The Sunday Times Scotland: Possible story by well-known European travel writer who visited the Museum in August
- Germany: Brigitte Woman Magazine

**Native Publications**

- IMDiversity – Cherokee/destination (April 22)
- Indian Country Today
  - Joint Council with photo (June 30)
  - Unto These Hills (July 21)
- Indianz.com – Unto These Hills (June 8)
- Native Peoples magazine – FONP (July/Aug)
- News from Indian Country - Museum/Timberlake (April)
- Powwows.com – Blog about UTH (June 14)
- Redwebz.org – UTH (May 31)
- Earthdancer.org – FONP (July)

**Additional Significant Cherokee Coverage** – related to Charles Frazier book

- USA Today (Sept 7)
- Wall Street Journal (Sept 8)

**2007 Media Coverage**

<b>MEDIA OUTLET</b>	<b>FEATURE</b>	<b>DATE OF PUBLICATION</b>	<b>Circulation</b>	<b>AD VALUE</b>	<b>PR VALUE</b>
Heritage Trails Magazine	Cherokee Events				
WNC Travel Guide	Cherokee Events	4-Mar		\$2,400	\$7,200
		11-Mar		\$2,400	\$7,200
Asheville Citizen Times	Cherokee overall	18-Feb		\$930.00	#####
Atlanta Journal-	Summer Travel	May 6 deadline			

Constitution	Guide					
Fun Things/Mountains	Rod Run (3/15 deadline)		30-Mar		\$1,200	\$3,600
	Village open/UTH (4/15)		11-May		\$1,200	\$3,600
	SE Tribes/ToT (5/15)		1-Jun		\$1,200	\$3,600
	FONP (6/15 deadline)		29-Jun		\$1,200	\$3,600
	Talking Trees (7/15)		27-Jul		\$1,200	\$3,600
AAA Going Places	Blue Ridge Pkwy	March			\$10,000	\$30,000
Family Travel Files.com	Cherokee	March			\$3,600	\$10,800
South Carolina magazine	Road Trips	May		55,000	\$150	\$450
The Digital Courier	Ramps release	March		12,000	\$125	\$375
Alleghany News	Ramps release	March		5,000	\$75	\$225
Sylva Herald	Ramps release	March		7200		
Smoky Mountain Times	Ramps release	March		4500	\$100	\$300
Family Travel Network	Cherokee	Summer	online		\$350	\$1,050
Charlotte Weekly	Ramp Festival	March			\$1,850	\$5,550
Union County Weekly	Ramp Festival	March			\$1,600	\$4,800
First Nation American Indian Report	UTH	March				
Asheville Citizen-Times	Tribal Tourism	March		10,000	\$2,260	\$6,780
Asheville Citizen-Times	State Festivals	19-Mar		51,704	\$189	\$567
Asheville Citizen-Times	Ramp Festival	21-Mar		51,704	\$2,760	\$8,280
Asheville Citizen-Times	Language Immersion	30-Mar		51,704	\$3,250	\$9,750

Full Throttle magazine	Cherokee Survivors	April 2007 issue cover and 1 page editorial	29,000	\$3,500	\$10,500
Asheville Citizen-Times	Cowee Mound reclaim	24-Apr	51,704	\$3,963	\$11,907
Cherokee One Feather	PBS Emissaries Filming	25-Apr	5,000	\$250	\$750
Asheville Citizen-Times	Goss PRAWNC awards	1-May	51,704	\$126	\$378
Asheville Citizen-Times	Mountain Theatre	1-May	51,704	\$11,907	\$35,721
WLOS-TV 13	Sonny Ledford	2-May		\$2,400	\$7,200
WWNC-AM 570	STS Top 20	3-May		\$150	\$450
Charlotte Observer	N.C. Mountains Cherokee	4-May	266,651	\$1,345	\$4,035
WNC Magazine	Language Cherokee	9-May	25,000	\$30,000	\$90,000
Marquee Magazine	Language	February	40,000	\$4,685	\$14,055
Asheville Citizen-Times	Oconaluftee Village	10-May	51,704	\$5,292	\$15,876
The Littleton Observer	UTH/Memorial PowWow	May	3,000	\$130	\$390
Knoxville News Sentinel	UTH/Eternal Flame	6-May	147,236	#####	#####
Asheville Citizen-Times	\$100,000 Lure	15-May	51,704	\$504	\$1,512
Cherokee Sentinel (TN)	\$100,000 Lure	16-May	8,000	\$58	\$174
Asheville Citizen-Times	June 8-10 weekend	17-May	51,704	\$9,954	\$29,862
Asheville Citizen-Times	Goss Agency	18-May	51,704	\$2,551	\$7,653
Humanities magazine		June	8,500	\$450	\$1,350
WHKP Radio	June 8-10 weekend	18-May		\$25	\$75
Cleveland Plain Dealer	Cherokee				
Sylva Herald	Cherokee	1-Jul			
Asheville Citizen-Times	Memorial Pow Wow	24-May	51,704	\$63	\$189
Mountain Xpress	Memorial Pow	24-May	26,175	\$180	\$540

Wow						
Asheville Citizen-Times	UTH		3-Jun	61,704	\$3,276	#####
Travel Host	Cherokee	June		120,000	\$795	\$2,385
WLOS-TV 13	UTH		7-Jun	37th market	\$2,600	\$7,800
WLOS-TV 13	UTH		7-Jun	37th market	\$500	\$1,500
WBIR-TV	Cherokee weekend		8-Jun	62nd market	\$2,400	\$7,200
WBIR-TV	UTH debut		8-Jun	62nd market	\$300	\$900
WBIR-TV.com	UTH debut		8-Jun	62nd market	\$650	\$1,950
Asheville Citizen-Times	Trail of Tears Walk		10-Jun	61,704	\$1,102	\$2,206
Asheville Citizen-Times	Cherokee academy site		7-Jun	61,704	\$1,890	\$5,670
Asheville Citizen-Times	Hicks election		8-Jun	61,704	\$567	\$1,701
Smoky Mountain News	SE Tribes cover + story	June 6-12 edition		12,000	\$1,202	\$3,606
Smoky Mountain News	Cherokee welcome sign	May 30-June 5 edition		12,000	\$202.00	\$606
Smoky Mountain News	UTH debut	May 30-June 5 edition		12,000	\$147.00	\$441
WMC-TV (Memphis)	Trail of Tears Walk		9-Jun	41st market	\$800	\$2,400
The Advocate.com/WBRZ	Trail of Tears photo		8-Jun	online	\$250	\$750
Take 5 - Asheville C-T	UTH		8-Jun	61,704	\$819	\$2,457
The Mountaineer	SE Tribes	June		13,023	\$155	\$465
The Mountaineer	13 Moons translation	June		13,023	\$155	\$465
Knoxville News Sentinel	Cherokee weekend		3-Jun	147,236	\$8,080	\$24,240
Wilmington Star-News	Trail of Tears Walk		10-Jun	57,328	\$209	\$627
Cherokee One Feather	SE Tribes post		13-Jun	3,000	\$700	\$2,100
Indian Country Today	Oconaluftee Village		13-Jun	125,000	\$891	\$2,673
Cherokee One Feather	ToT Exhibit & Walk		20-Jun	3,000	\$163	\$489
Asheville Citizen-Times	UTH		21-Jun	61,704	\$126	\$378
Native Peoples	Cherokee	July/August		47,182	\$13,615	\$40,845

Atlanta Journal- Constitution	FONP/Talking Trees/STS	20-Jun	523,968	\$560	\$1,680
UNC-TV	SE Tribes	14-Jun	Public TV	\$1,000	\$3,000
UNC-TV	UTH	27-Jun	Public TV	\$1,000	\$3,000
Asheville Citizen- Times	Powwow/FONP listings	25-Jun	61,704	\$63	\$189
Asheville Citizen- Times	Emissaries of Peace	27-Jun	61,704	\$4,473	\$13,419
Burlington Times- News	UTH	22-Jun	26,367	\$61	\$183
Smoky Mountain News	July Powwow	27-Jun	12,000	\$150	\$450
Seattle Post Intelligencer	Emissaries of Peace	28-Jun	425,375	\$5,840	\$17,520
Washington Post	Emissaries of Peace	28-Jun	699,130	\$13,719	\$41,157
Los Angeles Times	Emissaries of Peace	28-Jun	1,172,005	\$16,201	\$48,603
San Francisco Chronicle	Emissaries of Peace	28-Jun	386,564	\$10,421	\$31,263
Detroit Free Press	Emissaries of Peace	28-Jun	329,989	\$12,359	\$37,077
Denver Post	Emissaries of Peace	28-Jun	255,935	\$6,800	\$20,400
Houston Chronicle	Emissaries of Peace	28-Jun	503,114	\$13,158	\$39,474
The Press of Atlantic City	Emissaries of Peace	28-Jun	110,000	\$1,875	\$5,625
Bellingham Herald (WA)	Emissaries of Peace	28-Jun	23,372	\$765	\$2,295
Fayetteville Observer	Emissaries of Peace	28-Jun	63,846	\$1,687	\$5,061
Fort Worth Star- Telegram	Emissaries of Peace	28-Jun	206,991	\$6,494	\$19,482
Winston Salem- Journal	Emissaries of Peace	28-Jun	82,163	\$1,700	\$5,100
Hendersonville Times-News	Emissaries of Peace	28-Jun	18,146	\$323	\$669
Wilmington Star- News	Emissaries of Peace	28-Jun	51,469	\$1,190	\$3,570
Times-Picayune (New	Emissaries of	28-Jun	261,573	\$3,088	\$9,265

Orlins)	Peace					
	Emissaries of					
Miami Herald	Peace	28-Jun	265,583	<b>\$7,786</b>		<b>\$23,358</b>
The Examiner	Emissaries of					
(Columbia)	Peace	28-Jun	25,000	<b>\$208</b>		<b>\$624</b>
The Ledger (Lakeland, FL)	Emissaries of					
	Peace	28-Jun	65,756	<b>\$1,873</b>		<b>\$5,620</b>
The News Tribune (Tacoma)	Emissaries of					
	Peace	28-Jun	116,150	<b>\$2,511</b>		<b>\$7,534</b>
Worcester Telegram (MA)	Emissaries of					
	Peace	28-Jun	88,873	<b>\$2,117</b>		<b>\$6,352</b>
Times Daily (No. Alabama)	Emissaries of					
	Peace	28-Jun	29,679	<b>\$600</b>		<b>\$1,800</b>
Cleveland Plain Dealer	Emissaries of					
	Peace	28-Jun	344,704	<b>\$6,834</b>		<b>\$20,502</b>
Philadelphia Daily News	Emissaries of					
	Peace	28-Jun	112,540	<b>\$11,492</b>		<b>\$34,476</b>
	Emissaries of					
The Oregonian	Peace	28-Jun	310,803	<b>\$3,919</b>		<b>\$11,756</b>
	Emissaries of					
Forbes.com	Peace	28-Jun	6,705,067/mo.	<b>\$5,000</b>		<b>\$15,000</b>
The Guardian (London)	Emissaries of					
	Peace	28-Jun	110,000	<b>\$1,900</b>		<b>\$5,700</b>
	Emissaries of					
WLOS-TV 13	Peace	28-Jun	37th TV market	<b>\$1,000</b>		<b>\$3,000</b>
	Emissaries of					
WIS-TV (Columbia)	Peace	28-Jun	83rd TV market	<b>\$475</b>		<b>\$1,425</b>
	Emissaries of					
WCNC-TV (Charlotte)	Peace	28-Jun	26th TV market	<b>\$625</b>		<b>\$1,875</b>
	Emissaries of					
WRAL-TV (Raleigh)	Peace	28-Jun	29th TV market	<b>\$575</b>		<b>\$1,725</b>
KOB-TV (Albuquerque)	Emissaries of					
	Peace	28-Jun	48th TV market	<b>\$300</b>		<b>\$900</b>
	Emissaries of					
KTAR-TV (Phoenix)	Peace	28-Jun	16th TV market	<b>\$675</b>		<b>\$2,025</b>
Mlive.com (Michigan papers)	Emissaries of					
	Peace	28-Jun	500,000+ total	<b>\$11,250</b>		<b>\$33,750</b>
*includes: Ann Arbor News, Flint Journal, Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, Muskegon Chronicle, Bay City Times & Saginaw News						
Cherokee One Feather	July Powwow	28-Jun	3,000	<b>\$70</b>		<b>\$210</b>

Smoky Mountain News	July Powwow	28-Jun	12,000	\$244	\$732
Mountain Xpress Cherokee One Feather	July Powwow	5-Jul	26,175	\$300	\$900
Asheville Citizen-Times	Emissaries/Bears	5-Jul	3,000	\$1,945	\$5,835
Wall Street Journal Smoky Mountain News	July Powwow	6-Jul	61,704	\$315	\$945
The Tennessean Asheville Citizen-Times	UTH	6-Jul	1,945,830	\$14,184	\$42,552
Asheville Citizen-Times	FONP	9-Jul	12,000	\$104	\$312
Asheville Citizen-Times	FONP	15-Jul	235,578	\$670	\$2,010
Asheville Citizen-Times	UTH	16-Jul	61,704	\$126	\$378
Asheville Citizen-Times	FONP	18-Jul	61,704	\$126	\$378
WLOS-TV 13 Asheville Citizen-Times	FONP	20-Jul	37th TV market	\$625	\$1,875
Smoky Mountain Living	Bears/Talking Trees	30-Jul	61,704	\$252	\$756
Charlotte Observer News & Observer (Raleigh)	Qualla Arts & Crafts	July	4,375	\$4,874	\$14,622
Winston Salem-Journal	Talking Trees	29-Jul	270,347	\$336	\$1,008
Smoky Mtn Express	Talking Trees	29-Jul	209,024	\$198	\$594
Smoky Mountain News	Talking Trees	29-Jul	93,330	\$100	\$300
Haywood County News	Talking Trees	29-Jul	5,000	\$45	\$135
Huntsville Times	Talking Trees	29-Jul	12,000	\$96	\$288
The Weekly (NE GA)	Talking Trees	29-Jul	61,704	\$63	\$186
WNC Magazine	Talking Trees	29-Jul	75,288	\$73	\$216
Knoxville News Sentinel	Talking Trees	29-Jul	10,000	\$55	\$165
Cherokee One Feather	Talking Trees	29-Jul	20,000	\$150	\$450
WISE-AM ESPN 1310 Asheville Citizen-Times	Talking Trees	29-Jul	147,236	\$150	\$450
	Bears & Qualla Gallery	1-Aug	3,000	\$151	\$453
	Talking Trees	1-Aug	radio	\$75	\$225
	Talking Trees	2-Aug	61,704	\$1,134	\$3,402

WLOS-TV 13	Bears & Qualla Gallery	3-Aug	37th TV market	\$150	\$450
Asheville Citizen-Times	Oconaluftee Village	5-Aug	61,704	\$6,363	\$19,089
Asheville Citizen-Times	Talking Trees Emissaries of	6-Aug	61,704	\$1,512	\$4,536
Washington Times	Peace	5-Aug	100,000	\$7,245	\$21,735
Asheville Citizen-Times	UTH Review	10-Aug	61,704	\$1,260	\$3,780
WLOS-TV 13	UTH last night	17-Aug	37th TV market	\$675	\$2,025
Take 5 - Asheville C-T	Los Lonely Boys - Fair	24-Aug	61,704	\$2,268	\$6,804
Asheville Citizen-Times	Cherokee Web record	24-Aug	61,704	\$315	\$945
<b>Total PR Value: \$1,126,168</b>					

## 2008 Media Coverage

- Cherokee 2008 Events schedule appears on Asheville Citizen-Times – Take 5 Calendar
- Cherokee & Events featured in Mountain Travel Guide Spring-Summer Edition (2 pg spread)
- Write up on Hands on Classes scheduled for Art section of Asheville Citizen -Times
- WNC Magazine featured the Festival of Native People’s event in their May 2008
- Knoxville News Sentinel feature on Powwow – May 2008
- Asheville Citizen Times Multiple stories/photos on Memorial Day Powwow 5/19
- Yoursmokies.blogspot.com story/photo on Memorial Day Powwow 5/25
- Freetimes Columbia News & Arts Publication Event Listing for Memorial Day Powwow
- Knoxville News Sentinel feature story w/photo in Regional Event Planner Memorial Day Powwow 5/18
- Atlanta Journal Constitution “5 Vacations under \$500” Cherokee Travel Story
- Associatedcontent.com blog feature story Oconaluftee Indian Village & Hands on Cherokee
- Funkeemunkeeland.com blog feature story Oconaluftee Indian Village
- NC Commerce E-Newsletter Emissaries of Peace mention 5/24
- Iwanna Mountain Summer Guide All Cherokee 2008 Events featured May
- escapetothesmokies.com story on “Oconaluftee Indian Village Offers “Hands on Cherokee” June 19
- Smoky Mountain News story on “Unto These Hills reopens for the Season” 6/18

- Asheville Citizen Times *"Museum of the Cherokee Indian offers extensive look at the past"* story June 13
- Asheville Citizen Times story on *"Gas prices hurt outdoor theatre ticket sales"* mentions UTH June 12
- Asheville Citizen Times story on *"Outdoor Drama in Cherokee"* promotes UTH premiere June 8
- Asheville Citizen Times story on *"Cherokee Highlights its Culture Next Weekend"* promotes the June 13<sup>th</sup> weekend including UTH premiere, Emissaries reopening, and Cherokee Voices Festival. June 7
- Mention and photos in Blacksburg Times, *"Proud Warrior" Memorial Day Powwow, 5/29*
- Story in Sylva Herald - *"Drama, exhibit to open this weekend in Cherokee"* on 6/12
- WNC Happenings - Mention and photo in Asheville Citizen Times, on June 13, *"Unto These Hills"* in Cherokee
- Review in Citizen Times Take 5 -*"Head for the 'Hills'"* June 16
- Mention in Citizen-Times Performing Arts Calendar – *"UTH"* – 6/15
- WNC Calendar - Mention and photo in Asheville Citizen Times on June 16 *"59<sup>th</sup> Season of Unto These Hills outdoor drama"*
- Story in Mountain Press – *"Cherokee Annual Powwow to Expand Fest"* – 6/18
- Mention in Citizen Times – Take Five – *"Unto These Hills getting better with time"* - 6/18
- Mention in Citizen-Times Performing Arts Calendar – *"UTH"* – 6/22
- Mention in Atlanta Journal-Constitution *"Top Summer Events"* - Festival of Native Peoples, 6/25
- Story in Crossroads Chronicle – *"Road trip to Cherokee"* – 6/25
- Story w/photo Times and Democrat – July Powwow – 6/26
- Mention in Citizen Times – Performing Arts Calendar – 6/27
- Mention in Citizen Times – Festivals and Celebrations – Festival of Native Peoples – 6/27
- Mention in Citizen Times – 4<sup>th</sup> of July Festivities– July Powwow - 6/27
- Story in Oak Ridger newspaper, Tennessee 6/27 *"Cherokee to host annual July Powwow July 4-6"*
- Event Listing on [www.mountainlovers.com](http://www.mountainlovers.com) for July 4<sup>th</sup> Powwow
- Mention in Asheville Citizen Times on June 28 *"Weekend Planner"* Unto These Hills schedule
- Story in Atlanta Parent – *"Five Reasons to Go"* Cherokee story mentions UTH, Oconaluftee Village, Trout fishing, Oconaluftee Islands Park, festivals. -June 2008
- Travel Story in Charlotte Observer – *"Deals in Cherokee"* - highlights special discount ticket offers for FONP – 6/29
- Mention in Citizen Times – Celebrate the 4<sup>th</sup> – July powwow and UTH – 7/3
- Story *"Fun Things To Do in Cherokee NC"* on [www.suite101.com](http://www.suite101.com)
- Story w/photo Times and Democrat – July Powwow – 7/3
- Cherokee Story aired on Peggy Denny 7/4 and 7/24

- Mention in Citizen Times w/photo – WNC Calendar – July Powwow -7/4
- Story in Crossville Chronicle – UTH – 7/04
- Mention in Citizen Times – Weekend Planner – July powwow and UTH – 7/5
- Mention in Citizen Times – Performing Arts Calendar – UTH – 7/6
- Mention in Atlanta Journal Constitution – Calendar – FONP - 7/6
- Atlanta Journal-Constitution – Event Calendar – Festival of Native Peoples – 7/6
- Mention in Citizen-Times Festivals and Celebrations Event Listing – July 4<sup>th</sup> & 34<sup>th</sup> Annual Bluegrass Festival – 7/7
- Mention in Citizen-Times Performing Arts Calendar – “UTH” – 7/7
- Story and photos on [www.yoursmokies.com](http://www.yoursmokies.com) “July 4<sup>th</sup> Salute to Veterans in Cherokee, NC”, with mention of Unto These Hills plus drama photo -7/7
- Story in Crossville Chronicle – “Unto These Hills” to be performed in Cherokee, NC.- 7/7
- Story in Mountain Xpress – Outdoor Journal – Talking Trees Trout Derby – 7/8
- Story w/photos in Travelers Rest Monitor – An Old Story Gets Retold in Cherokee (UTH) – 7/9
- Story in Crossville Chronicle – “Cheap Summer Getaways Await You in Cherokee, NC” – 7/10
- Story on “Time of War” - WLOS-TV, the ABC affiliate - 7/10 & 7/11
- Mention in Spartanburg Herald Journal – “Unto These Hills” – 7/10
- Story w/photo in Citizen Times – Colorful Bears Tell Cherokee History – 7/10
- Mention in Citizen Times — “A time of War Re-enactment” plus mention of UTH, Museum and FONP – 7/11
- Mention in Citizen Times – Performing Arts Calendar – UTH – 7/11
- Story in Mountain Press – Arts/Entertainment Calendar – FONP – 7/11
- Story w/photo in Mountain Press – Festival of Native People Returns – 7/11
- Story w/photo in Independent Tribune – Festival of Native People – 7/11
- Story in Greenville News – “Festival offers visitors a walk through American Indian history” (FONP) – 7/13
- Mention in Citizen Times – Performing Arts Calendar – UTH – 7/13
- Story on WTNZ –FOX 43 online – “Annual Festival of Native People” – 7/14
- Mention in Citizen Times – Take Five – “This means war” – 7/15
- Story w/photo in Citizen Times – “Festival of Native Peoples Planned This Week” – 7/15
- Story in Waynesville Smoky Mountain News – “Festival of Native People Converges on Cherokee” - 7/16

- Story in Greenville Magazine “Tank Trips” – places you can visit on one tank of gas (Cherokee & Qualla)
- [www.mountainlovers.com](http://www.mountainlovers.com) – Event Calendar – Festival of Native Peoples – 7/16
- Story on FONP – WLOS-TV, the ABC affiliate – 7/17
- Story w/photo in the Observer News Enterprise – FONP – 7/17
- Mention in Citizen Times – UTH – 7/18
- Story in Franklin Press – FONP – 7/18
- Pictorial in Citizen Times – FONP – 7/19
- Mention in Citizen Times – Performing Arts Calendar – UTH – 7/20
- Mention in Anderson Independent- Calendar - FONP – 7/20
- Story w/photo in Citizen Times – FONP – 7/20
- Story in Smoky Mountain News – Qualla Arts & Crafts – 7/23
- Mention in Citizen Times – Performing Arts Calendar – UTH – 7/25
- Mention in Citizen Times – Weekend Planner – UTH - 7/26
- Story w/photo in Citizen Times – Global Connection story on Cherokee – 7/27
- Mention in Citizen Times – Performing Arts Calendar – UTH – 7/27
- Story in Citizen Times – Take 5 – UTH – 7/28
- Story – The Mountain Press – Cherokee Rod Run – 7/31
- Story in Citizen Times – Cherokee Trout Derby – 8/1
- Mention in Citizen Times – Performing Arts Calendar – UTH – 8/1
- Mention in Citizen Times – Children’s Trout Derby – 8/1
- Story in Citizen Times – Weekend Planner – UTH – 8/2
- Story w/photo in News-Topic – FONP – 8/2
- Mention in Citizen Times – Performing Arts Calendar – UTH – 8/2
- Story w/photo in Daily News – Foreign Tourists Drawn to Cherokee – 8/3
- Story w/photo in Mount Airy News – Native Culture Attracts Visitors – 8/3
- Story w/photos in Sanford Herald – Native Culture – 8/3
- Story w/photo – The Robesonian – North Carolina Native Culture – 8/3
- Story w/photo – The Daily Courier – Culture draws internationals – 8/3
- Mention in Citizen Times – Performing Arts Calendar – UTH – 8/3
- Story on WRAL – TV online – Village and Museum – 8/4

- Story w/photo Citizen Times – Take 5 – “Dandy Drama” UTH – 8/6
- Story in Citizen Times – Discounted Rates For Schools – SET – 8/7
- Mention in Citizen Times – Performing Arts Calendar – UTH – 8/8
- Mention in Citizen Times – Performing Arts Calendar – UTH – 8/9
- Mention in Citizen Times – Performing Arts Calendar – UTH – 8/10
- Story w/photo - Times News – Native Draw – 8/10
- Story in Atlanta Journal-Constitution – FONP – 8/13
- Story w/photo in Transylvania Times – Southeastern Tribes – 8/14
- Story in Smoky Mountain Times – 6<sup>th</sup> Annual Open Air Art Market – 8/14
- Story in Smoky Mountain Times – Qualla Arts & Crafts Mutual – 8/14
- Mention in Citizen Times – Performing Arts Calendar – UTH – 8/15
- Story in Statesville Record and Landmark – 8/15
- Story in Citizen Times – Weekend Planner – UTH – 8/16
- Mention in Citizen Times – Performing Arts Calendar – UTH – 8/17
- Mention in The News & Observer – UTH – 8/17
- Story in Smoky Mountain News – Cherokee Crafts at Open Air Market – 8/20
- Story w/photo – Macon News – Sixth Annual Qualla Open Air Market – 8/22
- Mention in Citizen Times – Performing Arts Calendar – UTH – 8/22
- Weekend Planner – Citizen Times – UTH – 8/23
- Calendar – Citizen Times – UTH – 8/24
- Story w/photo – News & Observer – Qualla Open Air Indian Market – 8/24
- Story - Carolina Newswire – Tourism sales up 6% in Cherokee – 8/27
- Story in Citizen Times – Cherokee sees increase in Tourism spending – 8/27
- Story – Citizen Times – Take 5 – UTH – 8/27
- Story in Citizen Times – Fun on less than a tank of gas – UTH – 8/28
- Story – The News Herald – Last performance of UTH – 8/28
- Story – Citizen Times – Visitation up at Cherokee – 8/29
- Story – Citizen Times – Performing Arts – UTH – 8/29
- Story w/photo – Citizen Times – Hottest Picks – UTH finishes season -8/29
- Story – Citizen Times – Theatre – UTH – 8/30
- Story - Fayetteville Observer – Cherokee Drama Ends Season UTH – 8/31

- Story– Daily Reflector Newspaper – UTH Closes for Season – 8/31
- Story – Henderson Daily Dispatch – UTH Drama Closes – 8/31
- Story in Times-News – Cherokee Drama Closes Season Run – 8/31
- Story in Salisbury Post – N.C. Has Plenty to Offer Tourists – 8/31
- Story in The Robesonian – Outdoor Drama Closes for Season – 8/31
- Story in The Free Press – Cherokee Drama Closes – 8/31
- Story in Winston-Salem Journal – Cherokee play finished 59<sup>th</sup> season – 8/31
- Story – Indian Country – Cherokee Outdoor Drama Closes for Season – UTH – 9/1
- 2 page story w/photos - Endless Vacation Travel magazine –We love the Smokies – 9/1
- 4 page story w/photos in American Indian Magazine – 9/2
- Story in Toddler Magazine – Oconaluftee Indian Village – Fall 2008 issue
- Story in Fayetteville Observer – Cherokee drama closes season run – UTH - 9/2
- Story – WBTV 3 – Cherokee Drama Closes – UTH - 9/2
- Story – Winston Salem Journal – Cherokee Play Finishes 59<sup>th</sup> Season – 9/2
- Story in Cherokee Scout – Increase in visitor attendance – 9/2
- Story – News ABC 13 – Outdoor drama closes for season – UTH - 9/2
- Calendar Mention – Cherokee Scout – SET – 9/3
- Story – Smoky Mountain Times – SET – 9/4
- Story in The Courier Times – Outdoor Drama Closes - 9/6
- Story – Smoky Mountain News – Weekend Warriors SET – 9/8
- 30 Minute TV Show featuring Cherokee - WUNC-TV – North Carolina Now – 9/8
- Story w/photos in Pathfinder Travel magazine – 9/8
- 20 minute interview on Pathfinder radio show – SET interview w/Barbara Duncan & Yona from Qualla – aired 9/8
- Story w/photos – Macon County News – SET - Event honors Southeastern Tribes – 9/11
- Story w/photo – Independent Tribune – Weekend Event honor Southeastern Tribes – 9/12
- Story in Citizen Times – SET – “The Origin of the Milky Way” – 9/14
- Story w/photos in American Lifestyle Magazine – 9/15
- Story – Citizen Times – SET – 9/16
- Story in Citizen Times – SET – admission cut 30% to festival – 9/16
- Story – Carolina Newswire – Swiss and German Visit Cherokee – 9/16
- Live at 5– WBIR-TV – Mary Jane’s interview on live show in Knoxville – SET - 9/17
- Story – WBIR.com – History Comes to Life – SET – 9/18

- Full page story w/photos – Salisbury Post – Southeastern Tribes Cultural Arts – 9/18
- News story - WLOS-TV – SET – interview w/Barb – 9/19
- Story w/photo Citizen Times “Hot Picks” – Honor the Tribes – SET – 9/19
- Story w/photo Citizen Times – Celebrating Culture – SET – 9/19
- Story w/photos – The Laurel of Asheville – Cherokee Indian Fair – 9/21
- Story w/photo – Front page of Mountains - Citizen Times – SET – 9/21
- 2 Page Story w/photos – Native American Times – Cultural Tourism Benefits Eastern Band – 9/26
- Story in Citizen Times – 96<sup>th</sup> Annual Indian Fair – 9/26
- Story w/photo in Citizen Times – Southeastern Tribes – 9/26
- Story in Overdrive Magazine – Big Rigs show – 10/01
- Story in Citizen Times – Qualla Open Air Indian Art Market – 10/2
- Story in Citizen Times - Indian Art Market Set to Happen – 10/2
- Story w/photo on [www.yoursmokiesblogspot.com](http://www.yoursmokiesblogspot.com) – Cruise the Smokies Rod Run – 10/2
- Story in Observer News Enterprise – Cherokee Indian Fair Opens – 10/2
- Story in The Mountain Press – Qualla Open Air Indian Art Market – 10/2
- Story w/photos on [www.maconnews.com](http://www.maconnews.com) – Southeastern Tribes Cultural Arts Festival – 10/2
- Story on [www.maconnews.com](http://www.maconnews.com) – 2<sup>nd</sup> Annual Trail of Tears Memorial Walk – 10/2
- Story in Citizen Times – 96<sup>th</sup> Annual Fall Fair – 10/3
- Story w/photos in Citizen Times “Hottest Picks” – 96<sup>th</sup> Annual Cherokee Indian Fair – 10/3
- Story in Citizen Times – 96<sup>th</sup> Annual Cherokee Fair – 10/3
- Story in Seymour Herald – Classic Cars Cruise Into Cherokee – Rod Run – 10/6
- Story on [www.nationalgeographic.com](http://www.nationalgeographic.com) – Cherokee – UTH, Museum, Village – 10/7
- Story on [www.virtualblueridge.com](http://www.virtualblueridge.com) – 96<sup>th</sup> Annual Fair – 10/7
- Full page story w/photos – Cultural Tourism Benefits the Eastern Band – 10/8
- Story on [www.barackobama.com](http://www.barackobama.com) – 96<sup>th</sup> Annual Fair – 10/8
- Story on [www.blueridgenow.com](http://www.blueridgenow.com) – Cruise the Smokies Fall Rod Run – 10/8
- Story w/photo – Indian Country News – Cherokee Language Partnership – 10/8
- Story on [www.events.blueridgenow.com](http://www.events.blueridgenow.com) – Big Rigs Truck Show – 10/8
- Story w/photo Smoky Mountain Times – Rye Holler Boys Fair Concert – 10/9
- Story w/photo in Citizen Times – “Today in Asheville” – story on Indian Fair – 10/9
- Six page Story w/photos in WNC Magazine – Heritage Revival – Cherokee’s authentic culture – October issue
- 2 page Story w/photos in WNC Magazine – Cherokee Preservation Foundation – October issue
- Story w/photo in the Citizen Times – “The Mix” - 96<sup>th</sup> Cherokee Indian Fair – 10/9
- Story on [www.carolinamorningsblogspot.com](http://www.carolinamorningsblogspot.com) - 96<sup>th</sup> Annual Indian Fair – 10/10
- Story on Carolinanewswire.com -Museum Receives \$65,000 Arts Council Grant – 10/10
- Story on [www.thesmokiesblog.blogspot.com](http://www.thesmokiesblog.blogspot.com) - 96<sup>th</sup> Annual Indian Fair– 10/10
- Story in Citizen Times – 96<sup>th</sup> Annual Fair – 10/10
- Story w/photos in The Laurel of Asheville – 96<sup>th</sup> Annual Cherokee Indian Fair – October issue

- Event listing in Creative Loafing Charlotte – 96<sup>th</sup> Annual Cherokee Indian Fair – 10/10
- Story in Citizen Times -“Take 5” - Foreigner at the Fair – 10/11
- Story on [www.blueridgenow.com](http://www.blueridgenow.com) – 96<sup>th</sup> Annual Indian Fair – 10/11
- Live radio broadcast in Cherokee with [www.GoSmoky.com](http://www.GoSmoky.com) online radio to organize - :30 minute broadcast – 10/11
- Story in Citizen Times -“Art Notes” - Qualla Open Air Indian Art Market – 10/12
- Story on [www.woodworking-warm.blogspot.com](http://www.woodworking-warm.blogspot.com) – Qualla Open Air Market – 10/13
- Story on [www.eventcrazy.com](http://www.eventcrazy.com) – Big Rigs Antique Truck Show – 10/16
- Story on [www.blueridgenow.com](http://www.blueridgenow.com) – 3<sup>rd</sup> Annual Big Rigs – 10/16
- Story on [www.mountainlovers.com](http://www.mountainlovers.com) – Qualla Open Air Indian Art Market – 10/18
- Event Listing on [www.virtualblueridge.com](http://www.virtualblueridge.com) – Qualla Arts & Crafts Open Air Indian Art Market – 10/18
- Story on [www.maconnews.com](http://www.maconnews.com) – Eastern Band sign up to Fight Kidney Disease – 10/23
- Full page story w/photos in Knoxville News – Parks 75<sup>th</sup> Anniversary/Cherokee – 10/27
- Story on [www.carshownews.com](http://www.carshownews.com) – Cruise the Smokies Rod Run – 10/28
- Sylva Herald & Ruralite – Cherokee Hot Rod Show – 10/30
- Story in Transylvania Times – Platters and Temptations to Perform at Cherokee Fall Cruise the Smokies this weekend – 10/30
- Story in Smoky Mountain Times – Platters and Temptations Perform at Cruise the Smokies – 10/30
- Story in Charlotte Observer – Cruise the Smokies Fall Rod Run – 10/31
- Story in Anderson Independent Mail – Cruise the Smokies Rod Run – 11/1
- Story in Smoky Mountain Times – Trip to Oconaluftee Village – 11/6
- Story w/photo on [www.maconnews.com](http://www.maconnews.com) – Fine Art Education in Cherokee – 11/7
- Story w/photos on [www.wcu.edu](http://www.wcu.edu) – Warriors of AniKituhwa – 11/10
- Mention on [www.blueridgenow.com](http://www.blueridgenow.com) – Cherokee Christmas Parade – 11/11
- Story on [www.prancnwolf.blogspot.com](http://www.prancnwolf.blogspot.com) – Cherokee Christmas Parade – 11/11
- Story in Park Ridge Journal, IL – Qualla, Museum and Village Story – 11/12
- Story in Prospect Heights Journal, IL – Qualla, Museum and Village Story – 11/12
- Story in Mount Prospect Journal, IL – Qualla, Museum and Village Story – 11/12
- Story in Des Plaines Journal, IL – Qualla, Museum and Village Story – 11/12
- Story in Golf Mill Journal, IL – Qualla, Museum and Village Story – 11/12
- Story in Niles Journal, IL – Qualla, Museum and Village Story – 11/12
- Story in Rosemont Journal, IL – Qualla, Museum and Village Story – 11/12
- Story w/photo in Macon News – Cherokee Storyteller explain stickball – 11/12
- Mention on [www.exploreasheville.com](http://www.exploreasheville.com) – Cherokee Christmas Parade – 11/12
- Story in Smoky Mountain Times – Museum of Cherokee Indian – 11/13
- Story on [www.visitnc.com](http://www.visitnc.com) – Annual half price Christmas Sale at Qualla – 11/14
- Story in Citizen Times – Cherokee Christmas Parade – 11/20
- Story in The News & Observer – Cherokee Tales are now his life – 11/22

- Story in Smoky Mountain News – Cherokee Native Christmas – 11/26
- Story in Knoxville News Sentinel – Cherokee Legacy – 11/30
- Story in Mountain Xpress – Cherokee Christmas – 12/1
- Story w/photo in WNC Travel Guide – Western North Carolina’s Rich Heritage – fall/winter issue
- Story in Mountain Xpress – ½ Price Qualla Arts & Crafts Christmas Sale – 12/1

## 2009 Media Coverage

### RED CLAY REUNION COVERAGE

Media Outlet	Date	Summary	Impressions	Ad Value
			12,361,772	\$175,400
			Total	Estimated Total
Indian Country Today	5/2009	Summary feature about the Reunion at Red Clay in addition to details about the resolutions passed by the Joint Council. Includes photos and interviews with both Chiefs.	166,000 weekly	\$624
Mountain Xpress	4/29- 5/5/09	Cover story about Reunion. Reporter attended the event on Saturday, and the publication posted the story and photo gallery online.	75,000 weekly	\$2800
mountainx.com	4/29 – open	Online photo gallery with story	100,000 monthly	
Cherokee Phoenix	4/20/09	Feature/summary of Red Clay events, detailing the run and including quotes from both Chiefs	70,000 weekly	\$320
cherokeephoenix.com	4/20/09	Online feature/summary of Red Clay events, detailing the run and including quotes from both Chiefs		
Cleveland Daily Banner	4/19/09	Summary story of Red Clay events detailing the resolutions passed by the Joint Council, the run, performances and the visit to Rattlesnake Springs.	25,104 daily	\$265

clevelandbanner.com	4/19/09	Online version of the summary story of Red Clay events detailing the resolutions passed by the Joint Council, the run, performances and the visit to Rattlesnake Springs.		
News Channel 9	4/19/09	WTVC (ABC Affiliate) online and broadcast news story including interviews with Chief Hicks	45,115	Neilson Rating
Chattanooga Times Free Press	4/18/09	Feature story on Joint Council meeting and Cherokee culture	164,394	\$5600
timesfreepress.com	4/18/09	Online version of feature story on Joint Council meeting and Cherokee culture		
Associate Press Wire Service	4/18/09	Summary brief of Red Clay Reunion, with history		News feed to 1700 news outlets
USA Today	4/17/09	In-depth feature story (page 3A) on Reunion including multiple photos and quotes. Reporter was on site.	4.6 million	\$147,000
usatoday.com	4/17/09 – open	Online version of feature story plus a supplemental photo gallery.	11.1 million	monthly
Chattanooga Times Free Press	4/17/09	Feature story about Red Clay events, including interviews with Wilma Mankiller, artisans, attendees and Jack Baker	164,394	\$6550
timesfreepress.com	4/17/09	Online version of feature story about Red Clay events, including interviews with Wilma Mankiller, artisans, attendees and Jack Baker. Online content includes audio of Mankiller interview.		
Asheville Citizen-Times	4/16/09	Feature story on reunion with interviews and historical perspective.	89,100	daily \$2600
Citizen-Times.com	4/16/09	Online version of feature story on reunion with interviews and historical perspective.		
Macon News	4/16/09	Ran press release as is, plus schedule and photos	24,000	\$924
			weekly	

MaconNews.com	4/16/09	Online run of press release as is, plus schedule and photos		
Chattanooga Times Free Press	4/15/09	Feature story that looked at the historical significance of Red Clay, reunion events and the sacred fire and historical records. Interviews include Gayle Ross.	164,394 daily	\$3741
Chattanooga Times Free Press	4/15/09	Online version of feature story that looked at the historical significance of Red Clay, reunion events and the sacred fire and historical records. Interviews include Gayle Ross.		
Knoxville News Sentinel	4/14/09	News story announcing Red Clay Reunion with a brief historical perspective. Includes interview with symposium participant Jan Simek.	222,642 daily	\$1510
Knoxnews.com	4/14/09	Online version of news story announcing Red Clay Reunion with a brief historical perspective. Includes interview with symposium participant Jan Simek. Also includes complete schedule of events.		
Charlotte Observer	4/12/09	Nearby Notes brief of weekend events near the greater Charlotte area with Red Clay Reunion as lead story.	375,266 daily	\$672
CharlotteObserver.com	4/12/09	Nearby Notes online brief of weekend events near the greater Charlotte area with Red Clay Reunion as lead story.		
Daily Citizen	4/11/09	Red Clay Reunion mentioned in conjunction with "We Shall Remain" debut.	23,124 daily	\$144
DaltonDailyCitizen.com	4/11/09	Online version of print story with Red Clay Reunion mentioned in conjunction with "We Shall Remain" debut.		

Cleveland Daily Banner	4/08/09	Feature story on “We Shall Remain” that includes details about the Reunion and gives a historical and modern perspective on the film and the reunion. Article is part of series leading up to event.	25,104 daily	\$330
clevelandbanner.com	4/08/09	Online version of the print version of feature story on “We Shall Remain” that includes details about the Reunion and gives a historical and modern perspective on the film and the reunion. Article is part of series leading up to event.		
Cleveland Daily Banner	4/03/09	Feature story about Cherokee’s last resolutions at Rattlesnake Springs and the historical significance of the events at Red Clay. Part of in-depth look at upcoming Red Clay Reunion.	25,104 daily	\$462
clevelandbanner.com	4/03/09	Online version of feature story about Cherokee’s last resolutions at Rattlesnake Springs and the historical significance of the events at Red Clay. Part of in-depth look at upcoming Red Clay Reunion.		
Cleveland Daily Banner	4/02/09	In depth feature story about Cherokee’s last Council meeting prior to the forced removal. Part of in-depth look at upcoming Red Clay Reunion.	25,104 daily	\$480
clevelandbanner.com	4/02/09	Online version of feature story about Cherokee’s last resolutions at Rattlesnake Springs and the historical significance of the events at Red Clay. Part of in-depth look at upcoming Red Clay Reunion.		

Cleveland Daily Banner	4/01/09	Feature story about Cherokee's government, laws and newspaper. Part of in-depth look at upcoming Red Clay Reunion.	25,104 daily	\$330
clevelandbanner.com	4/01/09	Online version of feature story about Cherokee's government, laws and newspaper. Part of in-depth look at upcoming Red Clay Reunion.		
Cleveland Daily Banner	4/01/09	Feature story about Cherokee's government, laws and newspaper. Part of in-depth look at upcoming Red Clay Reunion.	25,104 daily	\$330
clevelandbanner.com	4/01/09	Online version of feature story about Cherokee's government, laws and newspaper. Part of in-depth look at upcoming Red Clay Reunion.		
Cleveland Daily Banner	3/31/09	Feature story about the Trail of Tears and the lingering significance of Cherokee's heritage in the Cleveland, Tenn., area. Part of in-depth look at upcoming Red Clay Reunion.	25,104 daily	\$330
clevelandbanner.com	3/31/09	Online version of feature story about the Trail of Tears and the lingering significance of Cherokee's heritage in the Cleveland, Tenn., area. Part of in-depth look at upcoming Red Clay Reunion.		
Cleveland Daily Banner	3/30/09	Feature story detailing Blythe Ferry and its connection to the Cherokee. Part of in-depth look at upcoming Red Clay Reunion.	25,104 daily	\$330
clevelandbanner.com	3/30/09	Online version of feature story detailing Blythe Ferry and its connection to the Cherokee. Part of in-depth look at upcoming Red Clay Reunion.		

Examiner.com	3/30/09	Great Smoky Mountain National Park Examiner – an online news blog – ran the press release and schedule as is on its website. Also included several photos.		
Daily Citizen	3/30/09	Whitfield County hopes for an economic boost as a result of Red Clay Reunion	23,124 daily	\$144
DaltonDailyCitizen.com	4/11/09	Online version of print story with Red Clay Reunion mentioned in conjunction with “We Shall Remain” debut.		

- NPR’s Story Corps with Jerry Wolfe for National Archives/Library of Congress
- Secured Mountainside Theatre and “Unto These Hill” inclusion in upcoming feature story in Southern Neighbor, a regional magazine out of Chapel Hill, about North Carolina’s outdoor theaters
- Budget Travel April 2009: Cherokee featured in WNC Weekend Get-A-Way including Museum and Qualla.
- Secured travel feature story on the Village and Museum in The Champion Newspaper, a well-read weekly newspaper serving the greater Atlanta area with a focus on DeKalb County
- Cherokee featured in segment of Travel Channel’s “Bizarre Foods” with Andrew Zimmer (replay May 12 at 6 p.m.)
- Secured online photo gallery & story in Asheville Citizen-Times for CW Encampment and Peace Medal Ceremony
- Native America Calling radio show, interview with legal counsel for Chief Hick’s office on Lumbee recognition status
- Cherokee was included in a featured four day itinerary on travel blog travel-plan-idea.com including attractions
- Golden Knights article in AC-T
- Drama was named one of Tony Kiss’ “Hot Picks” in Take 5
- Life in the Carolinas: multiple segments in multiple episodes of regional travel show, including interviews with Chief Hicks, Tom Belt, Sonny Ledford, Myrtle Driver while showcasing Cherokee as a destination and its culture. Includes all cultural attractions, culture, personalities and economic/social development initiatives. Fall 2009 air dates
- Mountain Express feature story on Oconaluftee River and Islands Park
- WNC Magazine – august 2009 feature on free things to do before school starts, includes Islands Park with photos
- Secured Mountainside Theatre and “Unto These Hills” inclusion in upcoming feature story in Asheville Citizen-Times round up of summer theaters

- Secured second “Unto These Hills” inclusion in Take 5
- Secured “Unto These Hills” multi-media feature story in Raleigh News and Observer
- Confirmed inclusion of “Unto These Hills” opening in BRNHA newsletter for June
- Weekend get-away trip stories in Charlotte Observer, Knoxville News Sentinel, includes UTH opening night, cultural attractions and fishing/birding options
- Secured coverage in online travel blog gosoutheast.about.com positioning “Unto These Hills” as a must see performance, included cultural attractions and events
- Secured Drama’s inclusion in NC Folklife’s Stop 4 online travel guide
- Secured feature listing on Drama in Jefferson Post (ON)
- Secured feature story on Drama in Western Carolinian (ON)
- Secured historical feature on Drama in the Daily Times (Blount County) (ON)
- Secured story on Drama in Daily Citizen (Dalton GA) (ON)
- Secured story on Drama in Smoky Mountain Sentinel (ON)
- Secured story on Drama in Cherokee Sentinel
- Secured multi-media story on Drama, including video in Charlotte Observer
  - Story carried over into The State (South Carolina newspaper)
- Secured Museum expansion story in AC-T
- Examiner.com – July feature on FONP
- Asheville Citizen-Times story on FONP
- Southern Highland Reader – Feature on FONP
- Romanticasheville.com – story on FONP
- Voice Of America – multi-media, multi-story package for TV, radio and Internet featuring FONP, the museum, the language initiative with multiple interview with Cherokee personalities
- Greeneville News – Greeneville, TN featured events, things to do FONP
- Smoky Mountain Times – calendar listings/things to do FONP
- Smoky Mountain News – Events/things to do FONP
- Cedartown Standard – Cedartown, GA featured regional event FONP
- Towns County Herald – Hiawassee, GA regional event FONP
- The Seymour Herald – Seymour, TN regional events FONP
- Tennessee Star Journal – Pigeon Forge events close by, FONP
- Asheville Citizen Time – event mention of SET
- Charlotte Observer – event mention of SET
- The Sylva Herald – event mention of SET
- The Smoky Mountain News – event mention of SET
- Cherokee One Feather – SET
- Knoxville News Sentinel – event mention/regional event pick SET
- Asheville Citizen Time – Indian Fair event mention
- The Sylva Herald – Indian Fair Event mention
- North Georgia News – Blairsville, GA regional events Fall Rod Run
- Independent Tribune – Kannapolis, NC event/things to do over the weekend Fall Rod Run

- Daily Tribune – Cartersville, GA events/weekend travel (fall leave watching)
- Gaston Gazette – Gastonia, NC events/things to do in WNC Fall leaves and Fall Rod Run
- Andrews Journal – Andrews, NC featured local events Fall Rod Run
- Smoky Mountain News – Events/things to do Rod Run Fall Rod Run
- Smoky Mountain Times – calendar listings/things to do Fall Rod Run
- Charlotte Observer – Charlotte, NC regional events/fall leaf watching and Fall Rod Run
- The Greenville News – Greenville, SC regional events (sports) Fall Rod Run
- The Daily Times – Maryville, TN event listings Fall Rod Run
- Greeneville News – Greeneville, TN featured events, things to do Fall Rod Run
- Knoxville News-Sentinel – Knoxville, TN event/regional things to do (sports) Fall Rod Run
- Tennessee Star Journal – Pigeon Forge events close by, fall leaves (just did a bit write up on TN Rod Run, not repeating the topic but mentioned the Fall Rod Run)
- The Seymour Herald – Seymour, TN regional events Fall Rod Run
- The South Knox-Seymour Times – Seymour TN regional events Fall Rod Run
- The Gaffney Ledger – Gaffney SC regional things to do, fall leaves Fall Rod Run
- The Herald Sun – Durham, NC regional events (possible lead/fall leaves) Fall Rod Run
- Powdersville Post/Easley Progress – Easley, SC events (possible featured event) Fall Rod Run
- Hickory Daily Record – Hickory, NC events/regional things to do Fall Rod Run/Fall Leaves
- News & Observer – Raleigh, NC events/regional things to do (sports/auto) Fall Rod Run
- The Shelby Star – Gastonia, NC regional events (sports/auto) Fall Rod Run
- The Mountaineer – Waynesville, NC events, Fall Rod Run
- The Graham Star – Robbinsville, NC events, Fall Rod Run
- Avery Journal Times – Newland NC events, regional things to do, fall leaves/Fall Rod Run
- Asheville Citizen Times – weekend events Fall Rod Run
- Sylva Herald – featured event Fall Rod Run
- Dawson News + Advertiser – Dawsonville, GA regional events/fall leaves/Fall Rod Run
- Cedartown Standard – Cedartown, GA featured regional event/ Fall Rod Run
- North Georgia News – Blairsville, GA regional events Fall Rod Run
- Towns County Herald – Hiawassee, GA possible featured regional event Fall Rod Run

## **2010 Media Coverage (upcoming and expected)**

- Life in the Carolinas – confirmed covering FONP, Spring revisit to Cherokee
- Alhurra TV – 3 minute travel segment on US based Arabic satellite TV network featuring Museum and interviews with Chief Hicks and Jerry Wolfe
- WNC Magazine – confirmed event listings for 2010 events, possible feature story on FONP summer 2010
- Blue Ridge Country Magazine – confirmed prominent event listings for 2010, possible cultural feature story for summer 2010 issue

- CAA Magazine – Canadian Automotive Association’s national driving/touring magazine will feature Museum’s language immersion course in spring/summer quarterly issue
- Discover America Travel Guide 2010 – Cherokee featured as Native American destination in Southeast
- *Moon Smoky Mountains and Blue Ridge Handbook* (published by Avalon Travel Spring 2010). The book, as all Moon Handbooks, is an independent traveler’s guide, on exploring the Blue Ridge Parkway in North Carolina and the Great Smoky Mountains in both North Carolina and Tennessee. Cherokee is included as where to stay to explore both as well as the Cherokee culture including the attractions
- Best East Day Hikes Great Smoky Mountains 2010 (travel guide) will feature Cherokee as a destination/base camp for the hikes and includes featurettes on things to do in Cherokee including the cultural attractions
- Falcon Guides Hiking the Blue Ridge Parkway and Best Easy Day Hikes Blue Ridge Parkway 2010 edition commemorating the 75<sup>th</sup> anniversary of the Parkway will feature Cherokee as a destination and its relationship to the Parkway and well as mentioning its culture, attractions and things to do