

I Support the Girls Media Audit

The I Support the Girls media coverage audit analyzes all media coverage between the years 2015 and 2022. The coverage is divided into four categories:

- **Tier 1:** Includes publications with national reach available across the U.S. with over 1 million Unique Visitors per Month (UVM).
- **Tier 2:** Includes publications with regional reach including outlets specific to a region (e.g. *Indianapolis Star*), regional affiliates of national publications and mid-size publications typically with over 250,000 UVM.
- **Tier 3:** Includes hyperlocal publications and small outlets with UVMs under 250,000.
- **International:** Includes publications outside of the U.S.

The media coverage audit provides an overview of ISTG coverage by categorizing all publication formats, verticals and topics to identify major trends in coverage. Each tier includes charts representing the data along with the tactical division's interpretations, general notes and comments. The keys to all charts and explanations of the terms used are included in the appendix.

NOTE: When analyzing coverage, the tactical division did not take into account any social media mentions or reposts.

Tier 1 Coverage

From 2015 to 2022, 159 media hits are Tier 1.

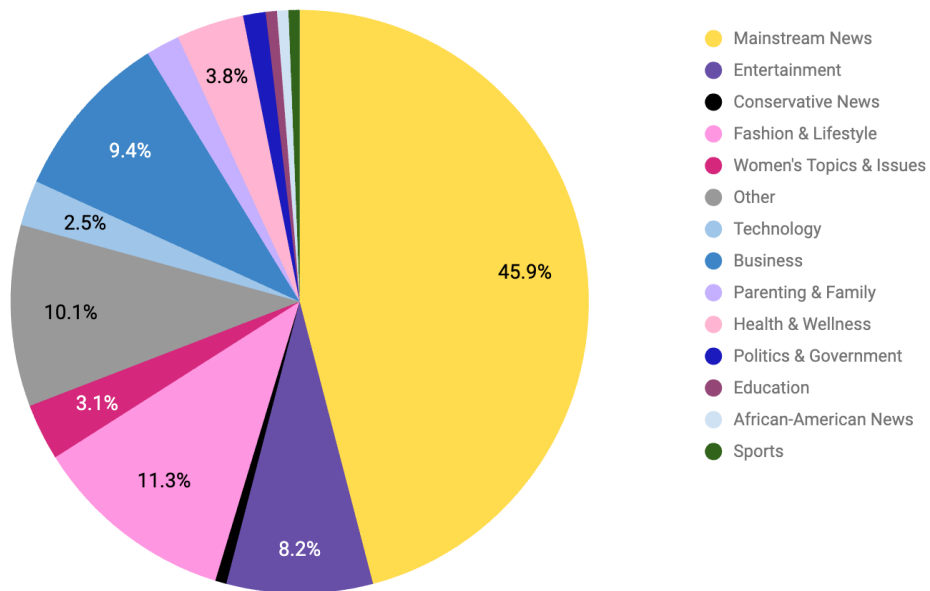
Trends by Year (number of articles or mentions counting as Tier 1)

- 2015: 4/16 media hits.
- 2016: 13/106 media hits.
- 2017: 15/91 media hits.
- 2018: 10/63 media hits.
- 2019: 16/72 media hits.
- 2020: 36/262 media hits.
- 2021: 38/283 media hits.
- 2022: 27/323 media hits.

Tier 1 Verticals

The majority of verticals represented in Tier 1 verticals are mainstream news (45.9%). Other verticals include “Fashion & Lifestyle” (11.3%), “Business” (9.4%) and “Entertainment” (8.2%). The chart below illustrates the breakdown of national verticals.

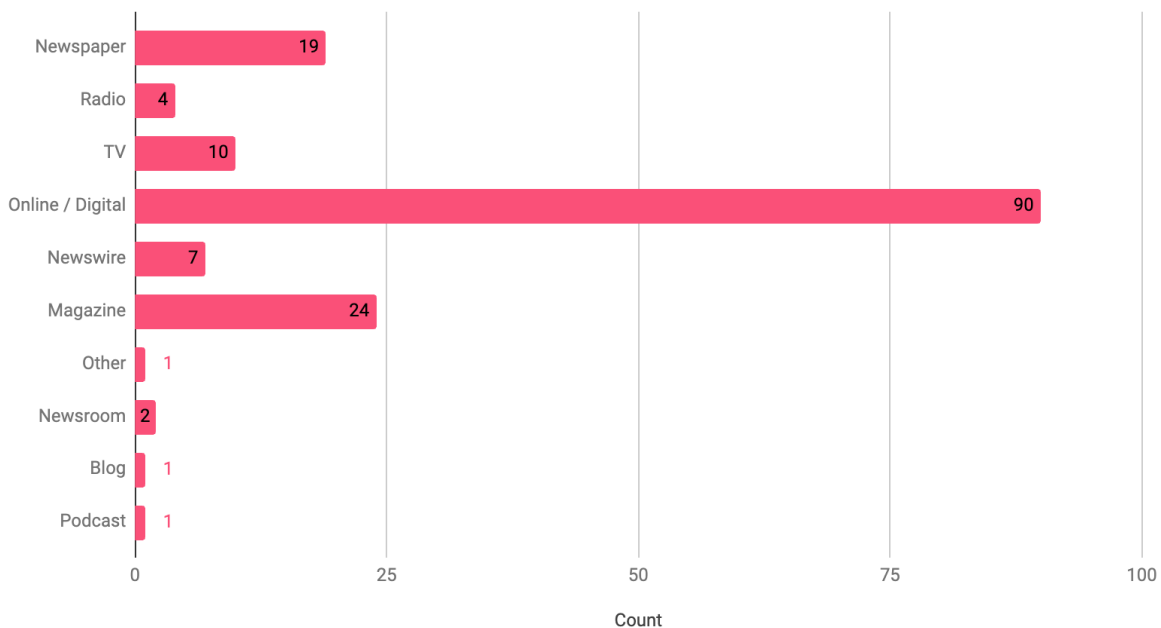
Tier 1 Verticals



Tier 1 Media Formats

The chart below illustrates the range of media formats within Tier 1 coverage. The majority of publications are online/digital outlets (56.7%), magazines (15%) and newspapers (11.9%).

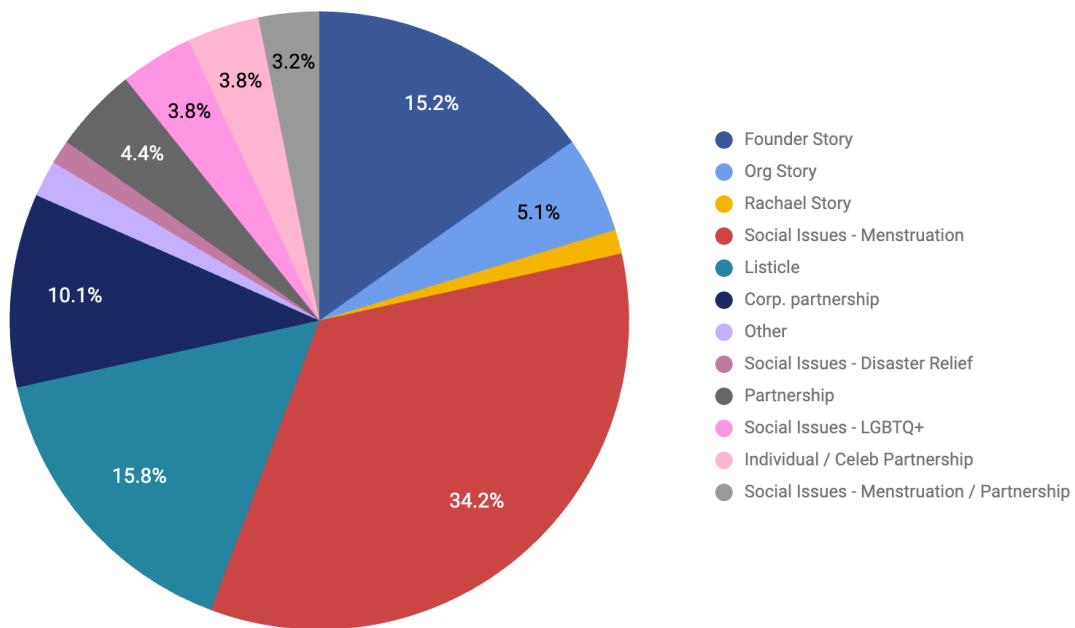
Tier 1 Formats



Tier 1 Coverage Topics

The primary topic covered by Tier 1 publications is “Social Issues - Menstruation” (34.2%), which encompasses stories about or connected to ISTG’s take on all things menstruation and period poverty. This topic is followed closely by “Listicles” (15.8%) and “Founder Story” (15.2%) highlighting Dana Marlowe. Within all Tier 1 coverage, 13.8% of articles or mentions are syndications.

Tier 1 Topics



Tier 2 Coverage

From 2015 to 2022, 338 media hits are Tier 2.

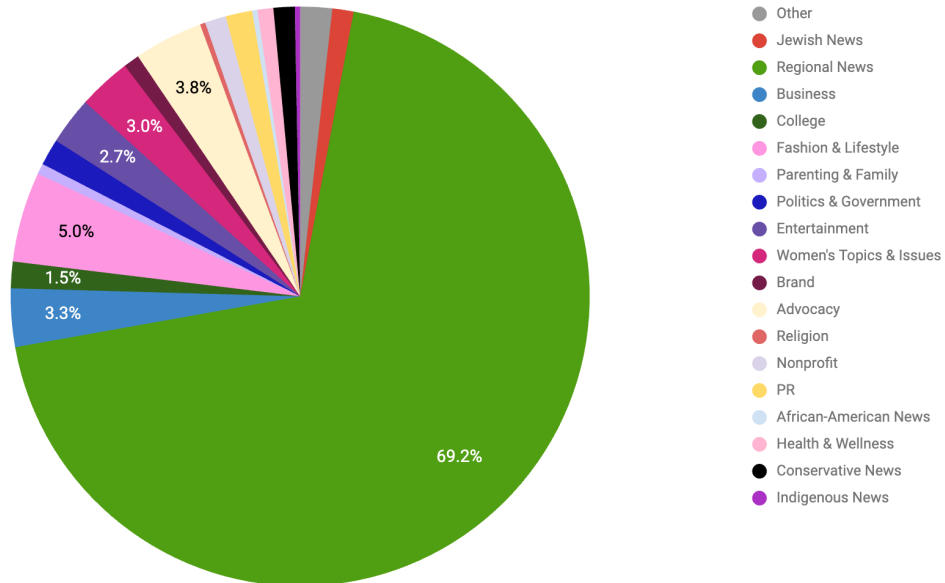
Trends by Year (number of articles or mentions counting as Tier 2)

- 2015: 3/16 media hits.
- 2016: 30/106 media hits.
- 2017: 25/91 media hits.
- 2018: 6/63 media hits.
- 2019: 24/72 media hits.
- 2020: 62/262 media hits.
- 2021: 69/283 media hits.
- 2022: 119/323 media hits.

Tier 2 Verticals

The chart below illustrates the breakdown of Tier 2 verticals. Within ISTG’s Tier 2 coverage, the primary vertical represented is “Regional News” (69.2%). Other significant verticals include “Fashion & Lifestyle” (5%), “Advocacy” (3.8%), “Business” (3.3%) and “Entertainment” (2.7%).

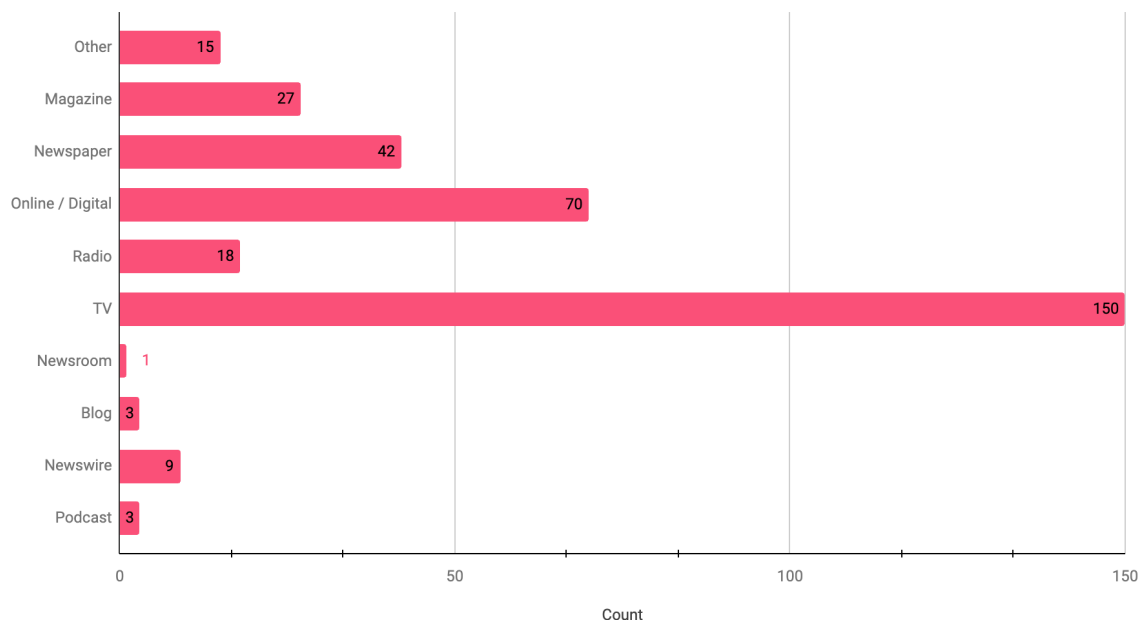
Tier 2 Verticals



Regional Media Formats

Past regional coverage is overwhelmingly represented through regional TV stations (44.4%). Other noteworthy regional coverage formats include online/digital publications (20.7%) and newspapers (12.4%).

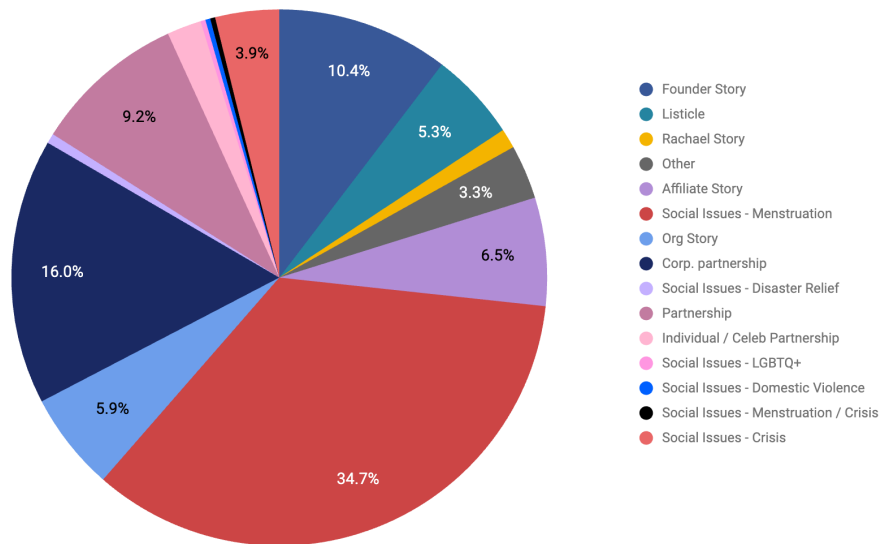
Tier 2 Formats



Tier 2 Coverage Topics

ISTG's Tier 2 coverage focuses mostly on the "Social issues - Menstruation" (34.7%) category, which came from post-pandemic coverage of specific issues such as the tampon tax and period poverty. In addition, the topics "Corp. Partnerships" (9.2%) and "Affiliate Story" (6.5%) also receive significant coverage. Within all Tier 2 coverage, 30.1% of articles or mentions are syndications.

Tier 2 Topics



Tier 3 Coverage

From 2015 to 2022, 569 media hits are Tier 3.

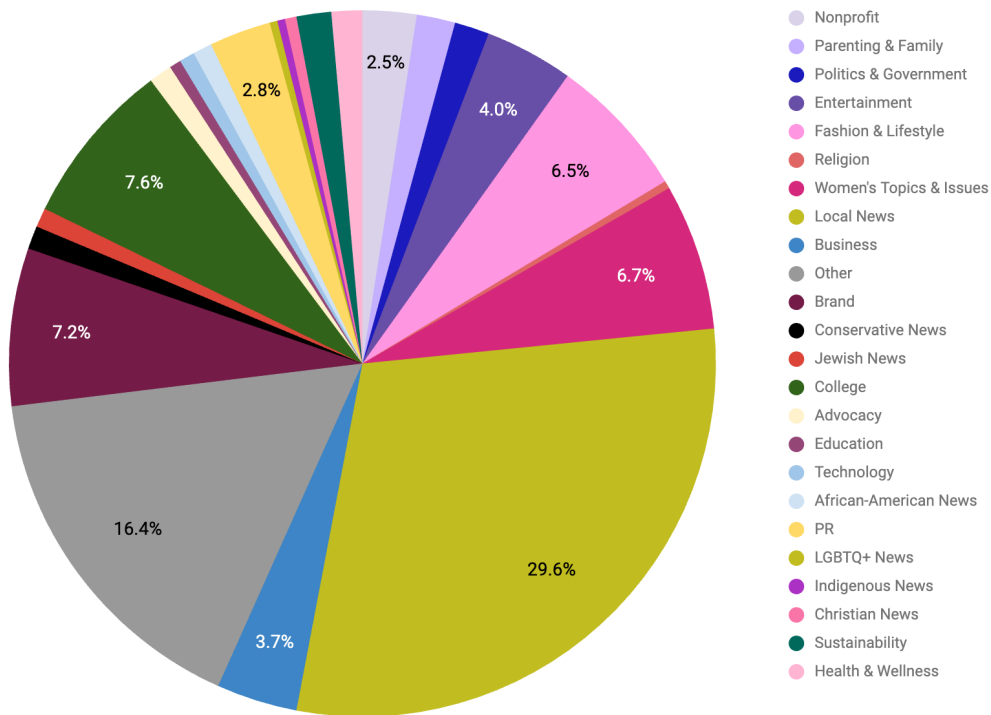
Trends by Year (number of articles or mentions counting as Tier 3)

- 2015: 8/16 media hits.
- 2016: 46/106 media hits.
- 2017: 48/91 media hits.
- 2018: 43/63 media hits.
- 2019: 26/72 media hits.
- 2020: 119/262 media hits.
- 2021: 143/283 media hits.
- 2022: 136/323 media hits.

Tier 3 Verticals

Local news accounts for most of the verticals represented in ISTG’s Tier 3 media coverage (29.6%). Additional verticals include “College (7.6%), “Brand” (7.2%) and “Women’s Topics & Issues” (6.7%).

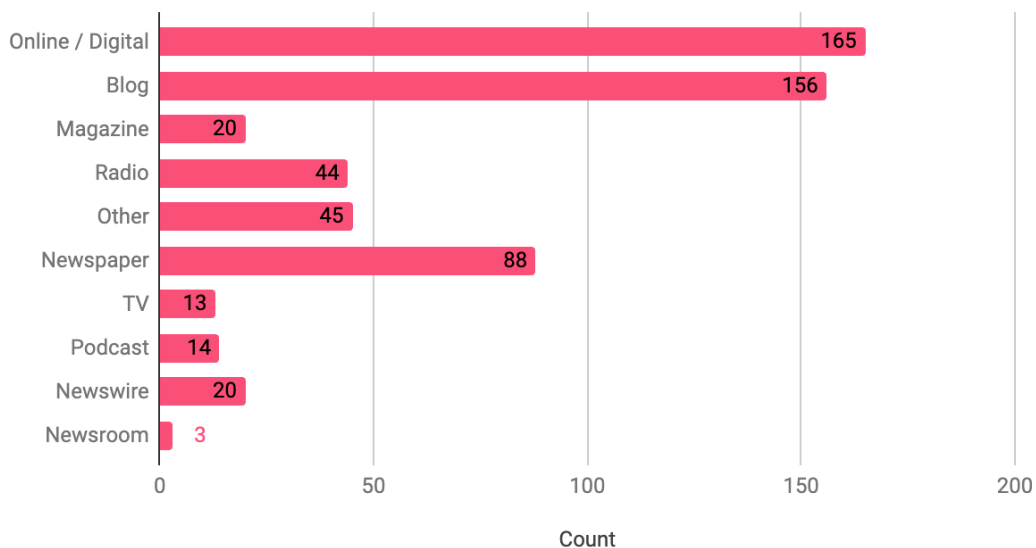
Tier 3 Verticals



Tier 3 Media Formats

ISTG’s Tier 3 coverage primarily features online and digital publications, (29%), blogs (27.4%) and newspapers (15.4%).

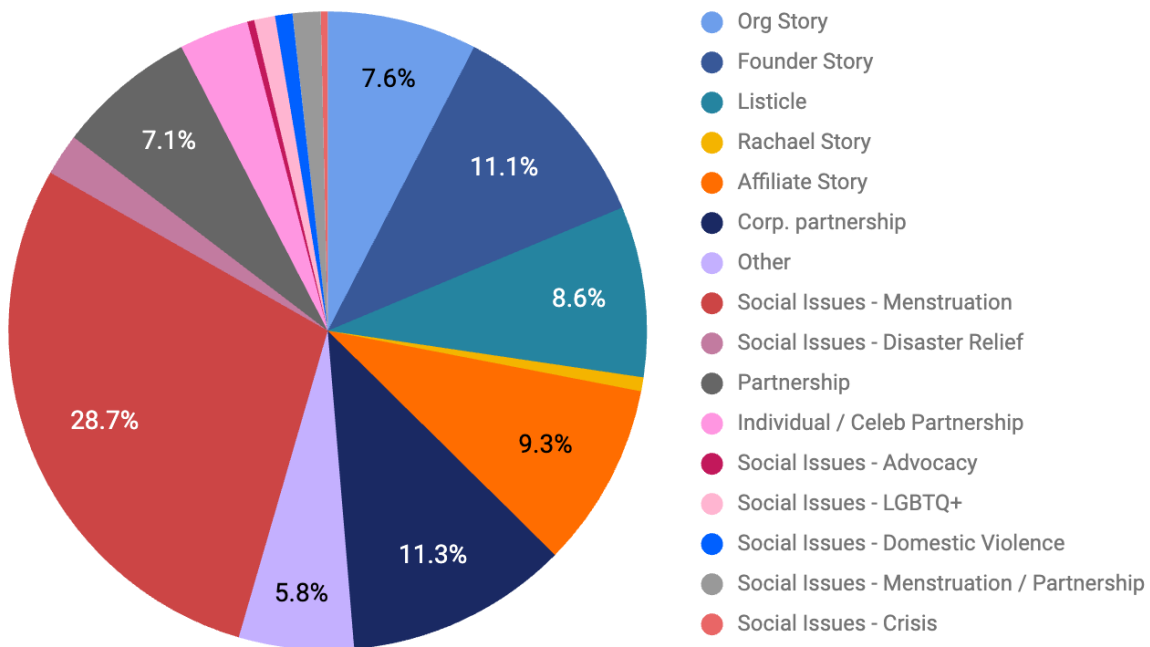
Tier 3 Formats



Tier 3 Coverage Topics

The leading topic of ISTG’s hyperlocal coverage is “Social Issues - Menstruation” (29%). This is followed closely by a range of topics: “Corporate Partnerships” (11.2%), “Founder Stories” (11.1%) and “Affiliate Stories” (9.3%). Within all Tier 3 coverage, 22% of articles or mentions are syndications.

Tier 3 Topics



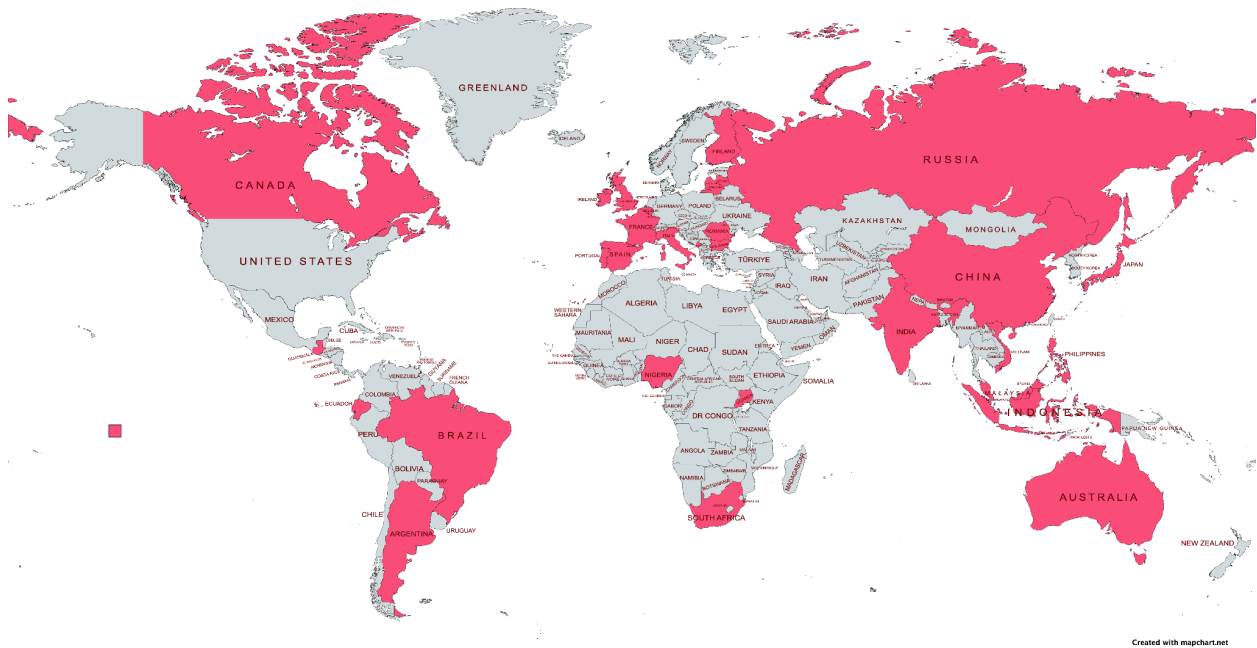
International Coverage

From 2015 to 2022, 151 media hits are International.

Trends by Year (number of articles or mentions counting as international)

- 2015: 1/16 media hits.
- 2016: 17/106 media hits.
- 2017: 3/91 media hits.
- 2018: 4/63 media hits.
- 2019: 6/72 media hits.
- 2020: 45/262 media hits.
- 2021: 33/283 media hits.
- 2022: 41/323 media hits.

The map below illustrates international coverage.

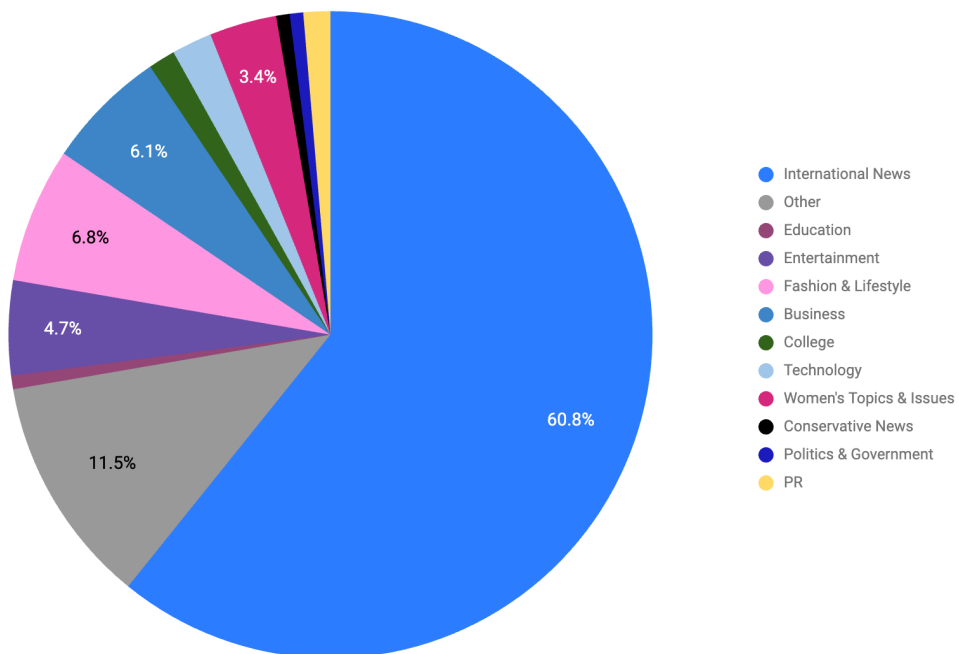


ISTG’s international coverage is concentrated in the following countries: Australia, Canada, the Philippines and Latvia.

International Verticals

The leading verticals for international coverage include “International News” (60.8%) and “Other” (11.5%) which primarily feature articles written in languages other than English. Additional verticals include “Fashion and Lifestyle” (6.8%) and “Entertainment” (6.8%).

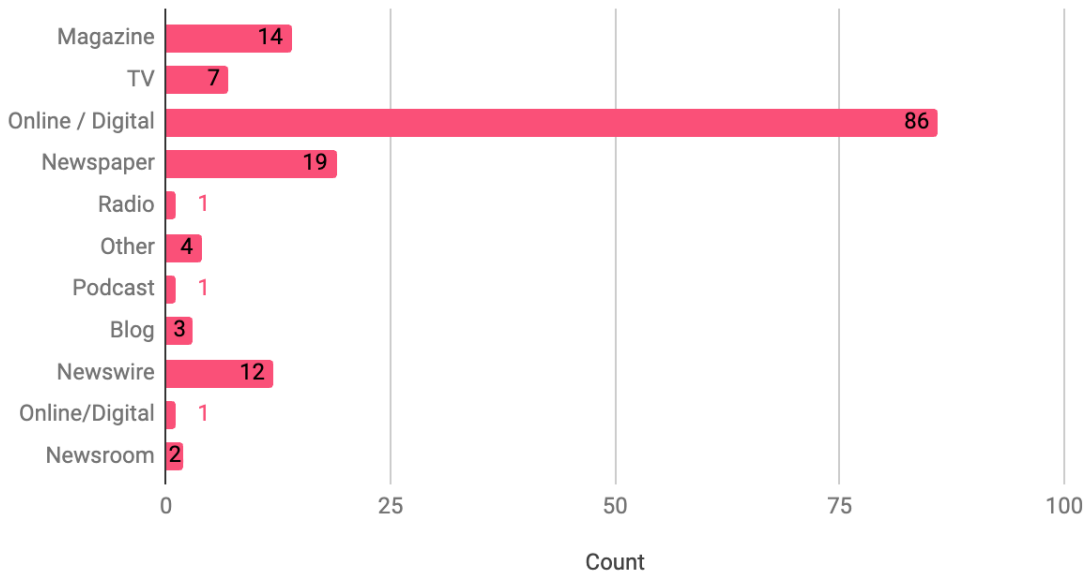
International Verticals



International Media Formats

The main formats featured in ISTG’s international media coverage are online/digital publications (57.3%), followed by newspapers (12.7%), magazines (9.3%) and newswires (8.0%).

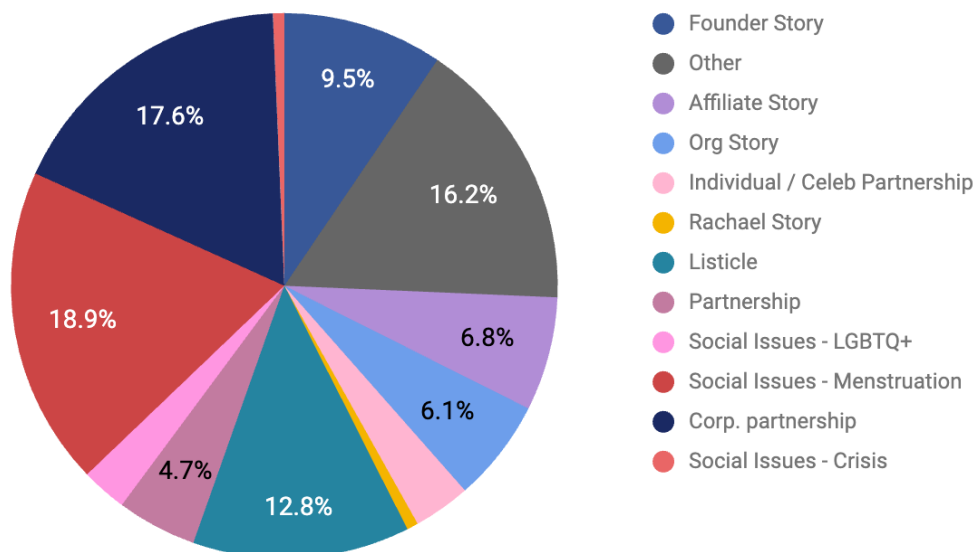
International Formats



International Coverage Topics

ISTG’s international coverage is mainly centered around menstruation. Miscellaneous topics such as “Other” (16.2%), “Corporate Partnerships” (17.6%) and “Listicles” also emerged as significant topics. Within international coverage, 26.5% of articles or mentions are syndications.

International Topics



Appendix

Verticals Key

- Advocacy: Publications focusing on social issues and highlighting advocacy efforts.
- African-American News: Publications covering news from the perspective of African-American communities.
- Brand: Companies' websites and online stores.
- Business: Publications covering topics connected to business, economics and finance.
- Christian News: Publications focusing on Christian news topics.
- College: All college and student publications (this category also includes a few high school publications in Tier 3 coverage).
- Conservative News: Publications covering news from a conservative perspective.
- Education: Publications covering topics connected to education.
- Entertainment: Publications covering topics connected to entertainment including film, music, theater and the arts.
- Fashion & Lifestyle: Includes publications focusing on fashion, lifestyle or both.
- Health & Wellness: Includes publications focusing on health, wellness or both.
- Indigenous News: Publications covering news from the perspective of Indigenous communities.
- International News: All international publications.
- Jewish News: Publications focusing on Jewish news topics.
- LGBTQ+ News: Publications focusing on LGBTQ+ news topics.
- Local News: All publications covering local news topics.
- Mainstream News: All national publications.
- Nonprofit: Includes nonprofit websites and blogs.
- Other: Includes all uncategorized publications covering topics including food and beverage, home, events, travel, transportation and more.
- Parenting & Family: Publications covering topics related to parents and families.
- Politics & Government: Publications covering topics related to politics and/or government as well as government websites.
- PR: Primarily includes PR newswires.
- Regional News: Publications based in or covering regional news.
- Religion: Publications covering religious news topics.
- Sports: Publications covering sports news topics.

- Sustainability: Includes publications covering topics connected to ecology, climate and sustainability.
- Technology: Publications covering topics related to technology.
- Women's Topics & Issues: Includes publications geared toward women and covering women's topics and/or issues.

Media Format Key

- Blog
- Magazine (both online and print)
- Newspaper (both online and print)
- Newsroom*
- Newswire
- Online / Digital (only online)
- Podcast
- Radio
- TV

*="Newsroom" refers to an organization's controlled media.

Topics Key

- Corp. partnership: Articles relating to ISTG corporate partnerships.
- Founder Story: Articles spotlighting Dana Marlowe.
- Individual / Celeb Partnership: Articles highlighting an ISTG partnership with an individual or celebrity.
- Listicle: Articles where ISTG is mentioned briefly as part of a list.
- Org Story: General articles focusing on the organization as a whole.
- Partnership: Articles relating to ISTG partnerships with non-corporate organizations and people.
- Rachael Story: Articles spotlighting Rachael Heger's story.
- Social Issues - Crisis: Articles covering topics connected to ISTG's advocacy and crisis efforts.
- Social Issues - Disaster Relief: Articles covering topics related to ISTG's disaster relief initiatives.
- Social Issues - LGBTQ+: Articles covering topics related to ISTG's LGBTQ+ advocacy efforts.
- Social Issues - Menstruation: Articles covering topics related to ISTG's menstruation initiatives and advocacy efforts.
- Social Issues - Menstruation / Partnership: Articles covering topics related to ISTG's menstruation-specific partnerships. This category is primarily connected to coverage of the "Period Piece" monologues project.