



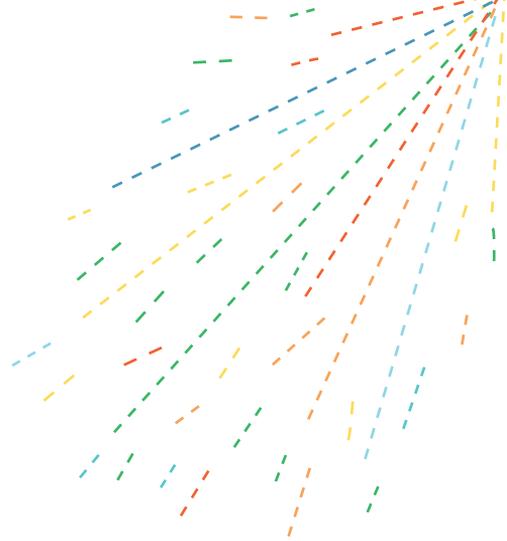
M+R

MUCK
RACK

Mediamarks

2017

Analysis provided by M+R
Data provided by Muck Rack



Papier-mache does not make a piñata special. The candy flying through the air once you swing hard enough and break through is what matters. That's the point of a piñata.

Your organization's name in a press hit is not special on its own either. The story your organization helps tell inside an article or radio segment is what makes the readers or listeners think or feel something. And then those thousands of people (or perhaps just one senator) who read that story and then make a donation or vote your way is what matters. That's the purpose of a press hit. That's the candy.

Our first Mediamarks Study in 2016 showed nonprofits how to focus on the media outlets and outcomes that matter most to your organization. The 2017 study goes a step further and tries to answer the Mediamarks question we've been asked over and over this past year: "How can we measure and grow the real-world impact of a news story once it's out there?"

It's a good question. When *The New York Times* writes about an organization, some people read it, some people share it, and some people may even act on it.

For decades, the only way to count the people factor was to look at a newspaper's circulation or TV show's Nielsen scores. Those numbers are too generic to be useful. In this year's study, we used our partner Muck Rack's media database to finally find out how much the public is engaging with news stories online. In a world with Facebook and Twitter, media impact has the power to spread further than ever. And now we have the power to measure that spread and learn from it, too.

In our search for lessons, we've once again tallied the annual media hits of 50 nonprofits from 50 influential news outlets. The charts in the rest of this study are bursting with details. Here's a sneak-peak at some of our favorite findings. On average...

- Nonprofits got **2 press hits a week** in major news outlets, keeping the same pace as we saw in the 2016 Mediamarks Study.
- In both the 2017 and 2016 Mediamarks, **January** remained the slowest month for nonprofit media coverage with only 4 press hits per month (compared to 10 hits in April and September).
- **Health** organizations overtook **Environmental** groups to earn the most Advocacy media.
- **Cultural** organizations (new to this year's study!) got 18 times more media coverage than **Social Service** organizations in 2016.
- People shared one article **3,770 times on Facebook**. News stories about **Health** organizations were shared twice as much on Facebook as articles about **International** organizations.
- On Twitter, **13 journalists** shared an article about a nonprofit. News stories about **International** organizations and **Health** organizations were the most popular among journalists to share.

There's lots more data and analysis inside this paper. So put on your blindfold, spin around five times, and let loose.



Katie Andriulli and Michelle Blundell searched, read, and marked the thousands of media hits that make the 2017 Mediamarks Study. Aaron Eske is the primary writer with data analysis and methodology backup from Katie, Michelle, and Leslie Kerns. Laura Klavon and Michael King created the design, graphics, and technological magic.

Special thanks also go out to our partners at Muck Rack and the media makers and thinkers at organizations like the International Rescue Committee, Natural Resources Defense Council, Oxfam America, United Nations Foundation, Gates Foundation, Ford Foundation, and Robert Wood Johnson Foundation. We really value your tough questions and good ideas about how to make the Study better for nonprofits this year.

Thank *you* too for canon-balling into this data with us. If you have questions or ideas about the Study, reach out to us at mediamarks@mrss.com and [@mrcampaigns](https://twitter.com/mrcampaigns).



Analysis provided by M+R

M+R is 130 smart people who help nonprofits achieve real, lasting change. We mobilize supporters, raise money, and move the media, the public, and decision-makers. We only work with clients we believe in. We take risks. We work hard. We're leaders, we're organizers, and we don't stop until we win. www.mrss.com. Our offices are in DC, New York, Boston, Oakland, Los Angeles, Portland, and Montana.

Data provided by Muck Rack

Muck Rack is a journalist database, media monitoring and coverage reporting platform, that is trusted by top-tier journalists, entrepreneurs, PR agencies and Fortune 500 companies. Muck Rack's tools are built for the digital, traditional and social media world, and our mission is to make journalists, PR pros and marketers more successful.

This Study is available for free download at www.mrmediamarks.com. For more information about the report, please contact M+R at 805-478-8141 or mediamarks@mrss.com.

Table of Contents

4. Acknowledgements

6. How to use this Study

9. Data Dive

10. Total Annual Hits by Sector

12. Media Type by Sector

14. Media Coverage by Month & Sector

15. Outcomes of Media Coverage by Sector

17. Social Media Reach of Media Hits by Sector

20. Bless You

21. Glossary of Terms

23. Media Outlets



How to Use This Study

We've designed Mediamarks to help nonprofit press shops, development teams, and social media wizards. By looking at the data and trends, you can compare your nonprofit's results to your peers or like-minded organizations and sectors and use that knowledge to make changes to the way you approach press and expand your media impact.

By the end of Mediamarks, you will know...

1. How does your nonprofit's press coverage compare to your peers?
2. What should you look for when you look at your media results?
3. Why does media coverage make a difference for your goals and mission?
4. Who is sharing what news articles on Facebook and Twitter?
5. Where can your organization break through more in the press this year?
6. When is lunch? (Hey, could be right now. Data and salads go great together.)

To make Mediamarks, we used a comprehensive Muck Rack search to pull the 2016 media hits data of 50 nonprofits across five sectors—Environmental, International, Health, Social Service, and Cultural (museums, music orgs, etc.)—in 50 influential media outlets.

The 50 nonprofits we measured in this year's Mediamarks Study are all in the Chronicle of Philanthropy 400 and have annual operating budgets between \$50 million to \$500 million. They were selected at random with half having annual budgets between \$50-\$100 million and half having annual budgets between \$100-\$500 million.

(We know that nonprofits with significantly smaller budgets can make a mighty impact with media and we hope to include them in future studies.)

The media outlets selected in this year's Mediamarks Study are all influential because of their audience size or audience type (e.g. policymakers and their staff). To choose the outlet pool, we gathered the outlets that have higher Unique Visitors per Month (UVM) and Mozrank scores. They are a mix of regional, national, and international newspapers, magazines, broadcast channels, digital news sites, and wires.

We included more regional outlets in this year's study because they can make a big impact for advocacy and fundraising. However there are still far more national

outlets in the study than regional outlets, which may explain some of the lower numbers for sectors like Social Service organizations.

You can see the full list of media outlets included in Mediamarks at the end of the study.

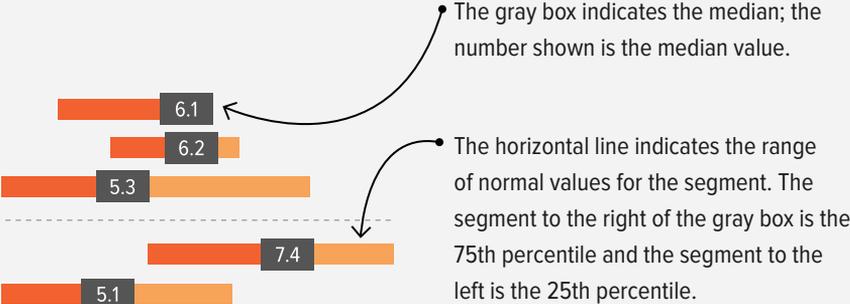
These are the factors and metrics waiting for you in Mediamarks:

- Total Annual Hits by Sector
- Type of Media Hits by Sector
- Media Coverage by Month & Sector
- Outcomes of Media Coverage by Sector: Advocacy, Awareness, Fundraising.
- Social Media Reach of Media Hits by Sector (*NEW*) 🎉

A few helpful notes:

- Last year's Mediamarks Study measured how prominent a nonprofit was in a story. We skipped that metric this year because judging how featured a nonprofit appears in a story is too arbitrary for us to say without inside knowledge of how much a nonprofit contributed to a story behind the scenes. No matter how brilliant your nonprofit or how compelling your story, sometimes word count wins out and you just get a mention at the end of a clip. We're more focused in Mediamarks on the impact metrics that are in your control.
- Before you get too hung up on whether your numbers meet the norm, it's important to note that every organization's press shop has different strengths at different times—charismatic leaders, of-the-moment issues, unforgettable personal stories, hard-hitting data or science. So think about your organization's goals and past metrics when you consider how your results measure up and what you might want to do—if anything—to adjust.
- And pay special attention to the results for your sector—these are your closest peers. If your Health organization has fewer feature stories than most other Health organizations, then perhaps it's time to rethink your expert positioning approach. Or if most other Environmental organizations are having a heyday in online news and you're mainly getting newspaper hits, then you probably have room to get more hits with a new set of reporters. Even if your nonprofit is far smaller than the ones on the Chronicle of Philanthropy 400 list, looking at what the leaders in your sector are doing helps provides valuable lessons about what you need to do to be on that same path.

How to Read the Charts



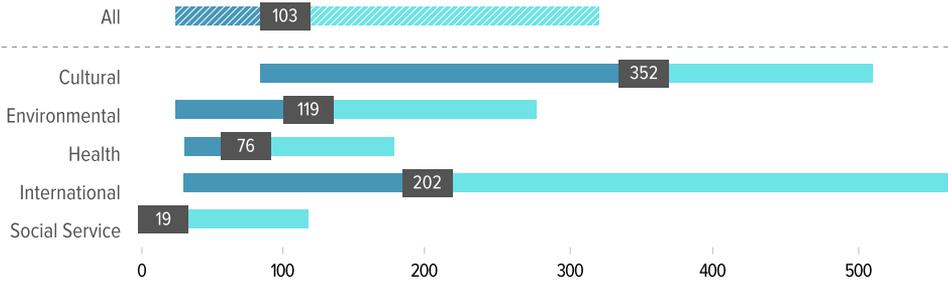


Data Dive

Total Annual Hits by Sector (Median, 25th, & 75th Percentiles)

Before we look at how big of a splash nonprofits made with media last year, let's start by looking at how often they hit the water in the first place in 2016. Remember, these are the norms for media hits in 50 influential media outlets—not every media outlet in the world.

TOTAL ANNUAL HITS BY SECTOR



Trends

- **Two hits a week.** On average, the nonprofits we studied got 2 media hits a week in the outlets we monitored. That's 103 media hits a year to be exact.
- **Highs and lows.** Different sectors have very different press results, with Cultural orgs getting 18 times more hits than Social Service orgs in 2016. We see this wide range of results within sectors too—which you can see for yourself with the 25th and 75th percentile markers in the chart. For example, the International sector results ranged from 3 media hits to 1,432 media hits in the year for individual organizations we studied.
- **Culture shock!** This is the first year that we've measured the results of Cultural organizations. Wow. Part of the reason for the skyscraper high results is that many major museums opened in 2016 across the country. Events at these institutions in 2016 also drove a large amount of coverage. And interestingly, signature events at these institutions from 20 years ago are still driving a large amount of coverage today as the nonprofit brands are named in association with stories about artists who have performed or exhibited or won awards there in the past.

(Note—we did not include calendar listings about events in the final tally. We did

count them up though and found that Cultural nonprofits had 51 calendar listings in 2016 on average—nearly one for every week of the year.)

- **Social Service struggles in national press.** For the second year in a row, Social Service organizations had far fewer media hits than other nonprofit sectors. This is partly due to there being fewer regional media outlets (like the *San Francisco Chronicle* and *Boston Globe*) in the study. It could also be due to this sector relying more heavily on other marketing means like advertising and partnerships. But we see a big opportunity for organizations who help communities build houses or graduate high school to place your stories in national outlets as the Trump White House makes decisions in DC that affect the people you help in your community.

What do the highest performers have in common?

Whether they save elephants or artwork, there are a few things that the nonprofits with the most press hits in 2016 have in common:

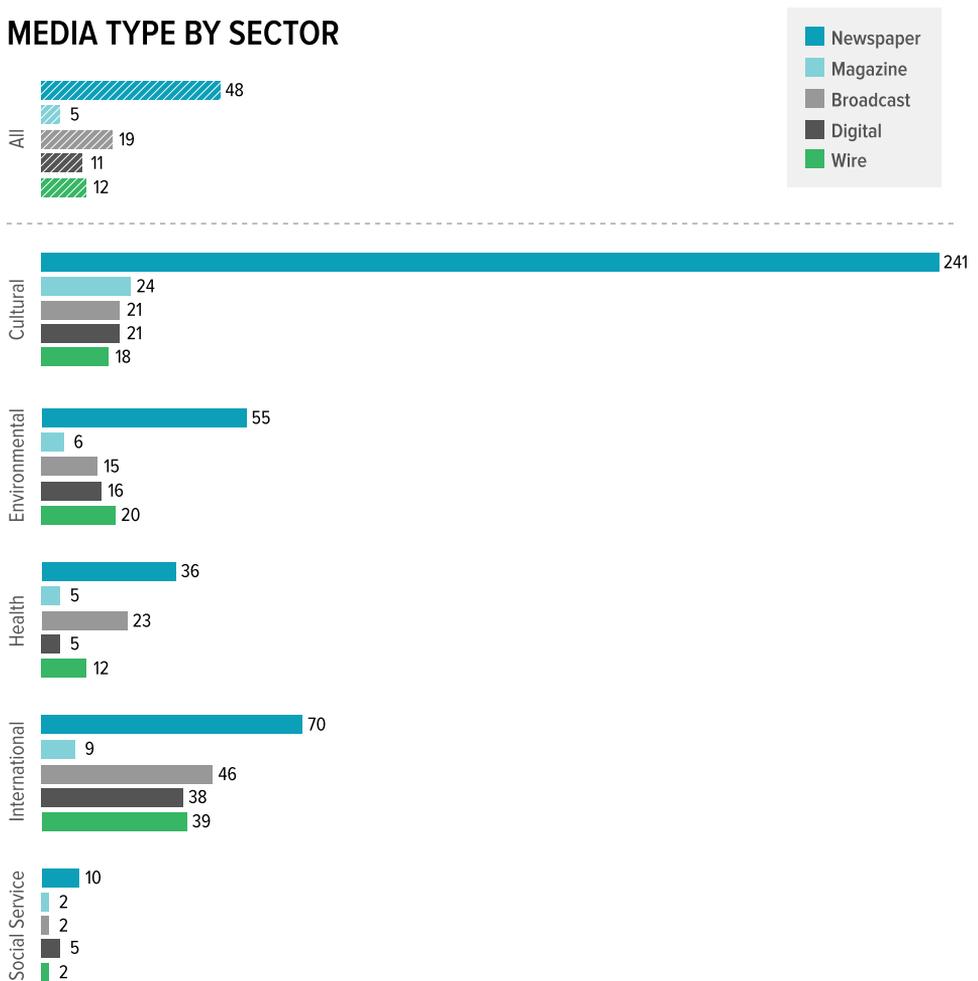
- **Broad scopers.** Groups that address more than one issue and run more than one campaign or program have substantially more press hits than their peers who have a more singular mission.
- **Report releasers.** Groups that create signature or timely reports on all kinds of subjects get press boosts.
- **Crisis responders.** From the refugee crisis worldwide to the wildfire emergency in California, groups who communicated with the press during a disaster generated a lot of coverage.
- **Media advocates.** Either during the setting of the Obama era or the resistant rise of Trump, groups who fought for their cause on TV and in print tended to make more news.

Media Type by Sector

Now let's see where those totals are coming from and find the norm for how many Broadcast or Digital hits a nonprofit gets a year.

The most exciting way we've seen nonprofits use Mediamarks is to spot where there are gaps in their results compared to their peers. So if you run the press shop for a Health nonprofit and your Newspaper hits are on par with your peers but your peers have 10 times more broadcast hits than you do, then you should ask what you can do this year that would be more appealing to TV producers.

MEDIA TYPE BY SECTOR



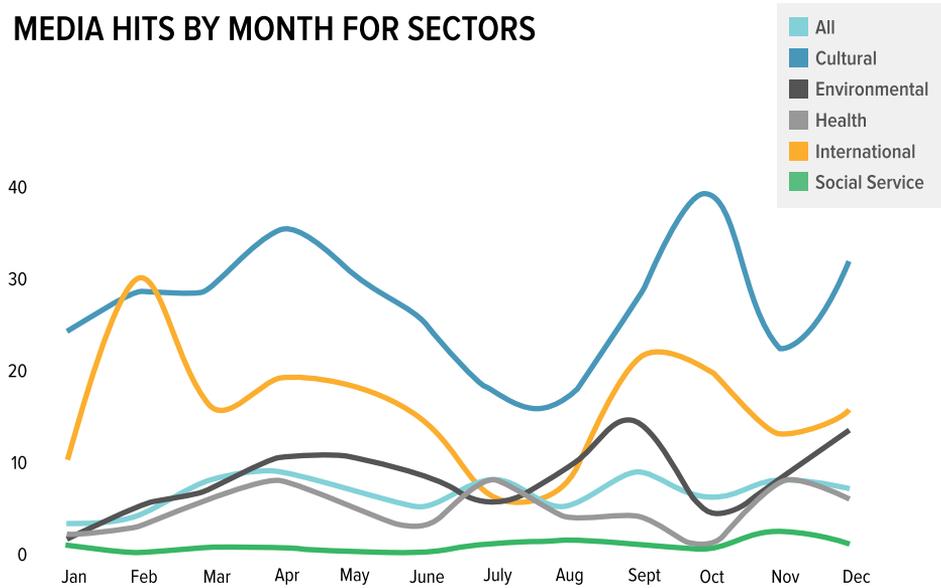
Trends

- **The election factor.** There's already limited space in Magazine and Broadcast outlets. That space shrank even more in 2016 as networks and editors devoted more of it to the election coverage. So Newspaper and Digital media that weren't as restricted by pages in a magazine or minutes in a TV show were a more frequent place for nonprofits to be last year.
- **Broadcast breakthroughs.** There were three ways that groups trumped the election and got airtime. First, they jumped on breaking news of national and often international importance (and there were many of those moments in 2016 like Syria, Zika, Hurricane Matthew in Haiti). That's why you see the International sector with such an above average ratio of broadcast coverage. Second, we saw Health groups get a boost in broadcast hits around the release of their own or government reports about sugar, disease, or exercise that leverage their cause and are consumer-friendly. And third, groups that found themselves in hot water made the nightly news.
- **Digital early adopters.** Ok, so maybe placing stories in digital news outlets like Vox and Quartz isn't that forward-acting. After all, *WashingtonPost.com* was born in 1996—20 years before the articles in this study were written. But when we look across the nonprofit sectors, there are some that get Digital hits (Environmental & International) and others that haven't caught up with the opportunity yet (Health & Cultural). Growing your nonprofit's presence on Digital news could become even more important as more traditional Newspaper, Magazine, and Broadcast reporters (as well as their readers and viewers) make the move to the world wide web as well.

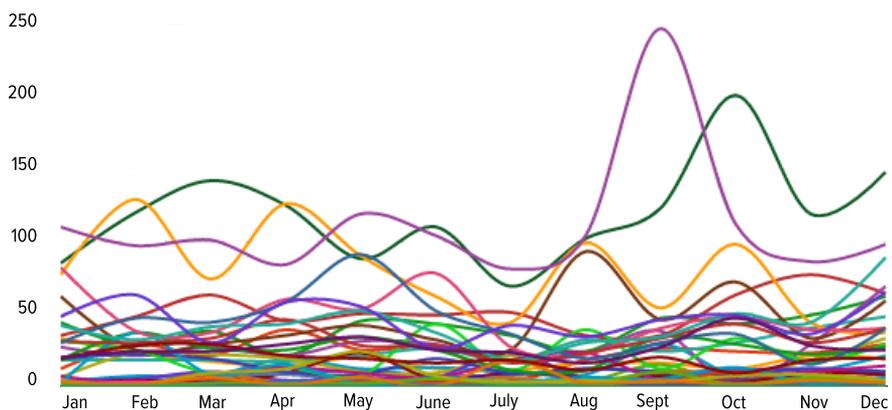
Media Coverage by Month & Sector

By looking at nonprofit media results by month, you can chart when sectors soared and think about what big events might have occurred to drive that coverage. That's rewarding. But looking at the lows can be even more telling than looking at the highs. Why do some sectors dip in coverage around certain times of the year? And what can your nonprofit do to fill the void in those times?

MEDIA HITS BY MONTH FOR SECTORS



MEDIA HITS BY MONTH FOR ALL INDIVIDUAL ORGANIZATIONS



Trends

- **High times.** The International sector honored the one-year anniversary of the Syrian refugee crisis' climax in September. Cultural organizations hit their peak in October with events and new exhibitions. The Social Service sector swells around Thanksgiving in November. Environmental groups gained steam as they resisted Trump in December before he even took office.
 - **Hard times.** Every nonprofit sector got off to a slow start on press results and impact in January. And most saw a mid-year slump in July. In last year's Mediamarks Study, we wondered if maybe there was a lull in news in those months too. But when we looked at individual organizations, January was a high performing press month for groups that were ready to release a study and greet the new year with a bang (and got nearly 100 media hits in one month as a result).
 - **Wax on. Wax off.** We're not saying it's a good or bad strategy. It may even be an accidental strategy. But many of the nonprofits with the most media hits in 2016 alternated between high and low months throughout the year. That downtime may be essential to prepare for the next wave of coverage. Or maybe it's a missed chance for those organizations to make even more impact every month of the year?
-

Outcomes of Media Coverage by Sector: Advocacy, Awareness, Fundraising

So far we've answered "How much?", "Where?", and "When?" Now it's time for the most important question of all—"Why?"—so we can measure what purpose a media hit served for an organization's goals and impact.

There are three common types of media coverage outcomes that we used to categorize press hits in this year's study:

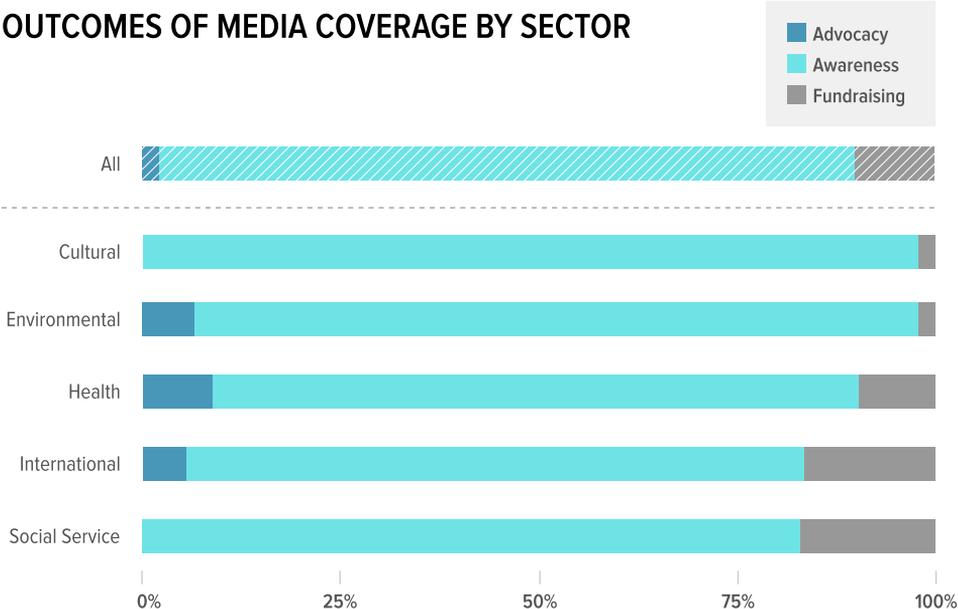
Advocacy: A news story that shines a light on an organization's call to action or cause that is aimed at changing a governmental, corporate, or individual's position or policy.

Awareness: A news story that raises the public's (or a segment of the public's) awareness of an organizational brand, spokesperson, program, or cause.

Fundraising: A news story that directly connects to an organization's fundraising effort or goals. Usually these are about a benefit or disaster support.

Our ability to categorize the outcomes will never be a 100% match for the way nonprofits themselves would mark the outcomes. We don't have the benefit of knowing the strategy and tactics behind the scene. But we're confident in the calls we made because we're reading the articles the way your target audiences read them. So if we're not seeing the advocacy ask or fundraising drive, then it's safe to assume your audience didn't either.

OUTCOMES OF MEDIA COVERAGE BY SECTOR



Trends

- **Awareness is awesome.** Across all sectors, Awareness is the outcome for most nonprofit news stories. The Fundraising drives (4%) and Advocacy articles (2%) were far lower. BUT! Even though it's a more frequent and generic outcome, Awareness stories can be very powerful. They can even be tools for advocacy when given to a senator or sparks for fundraising when a donor sees the work your nonprofit is doing in the news and thinks of you at end-of-year giving

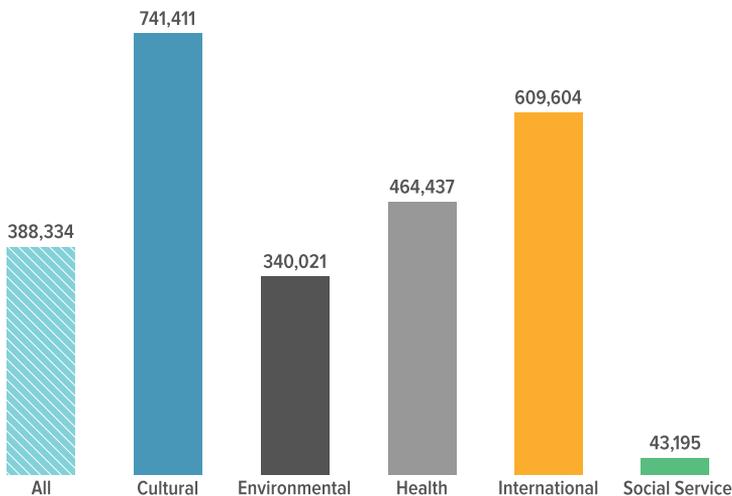
season. We'd love your ideas for how to keep improving the way we measure Awareness outcomes so that this metric can be as useful for you as we want it to be.

- **Green org press is not geared for getting the green.** Only 1-in-100 media hits for Environmental organizations had a direct Fundraising outcome. Compare that to 1-in-4 media hits for Social Service nonprofits and you can see that there is room for Enviro orgs to use the press to raise more money.
- **Cultural Advocacy shift for 2017?** The museums and arts organizations in Mediamarks this year veered clear of Advocacy outcomes. Will that change in 2017 as funding for the humanities comes under attack too?

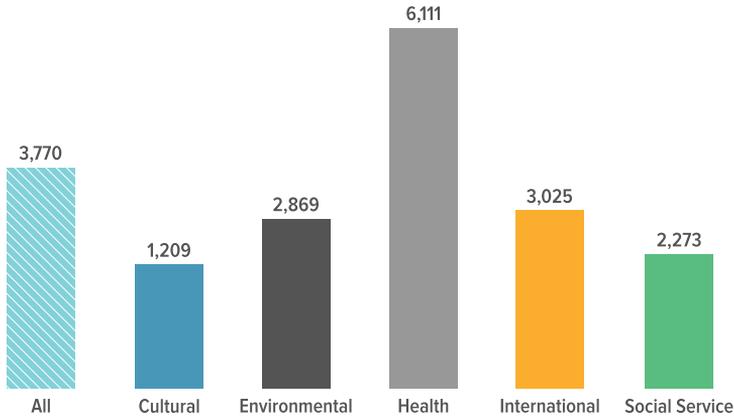
Social Media Reach of Media Hits by Sector

This final data section is new to Mediamarks. Thanks to tools that measure how far news stories are shared on social media, we have a better sense than before about how many people nonprofits reach with media results. We also spotted some trends in what the most shareable news stories have in common that go on to reach the most people and make the most impact.

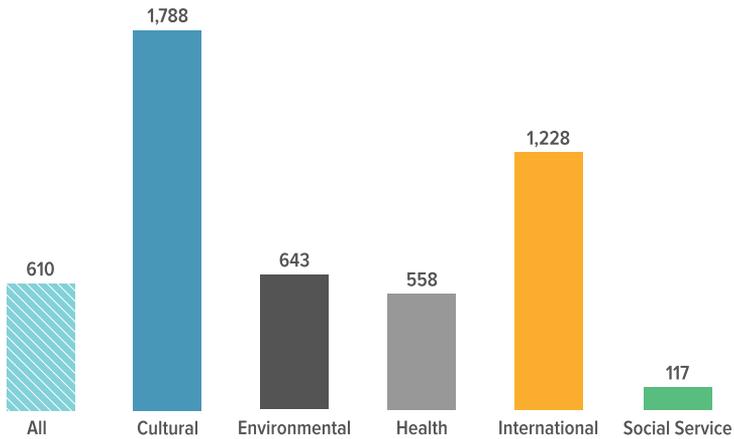
FACEBOOK SHARES BY SECTOR



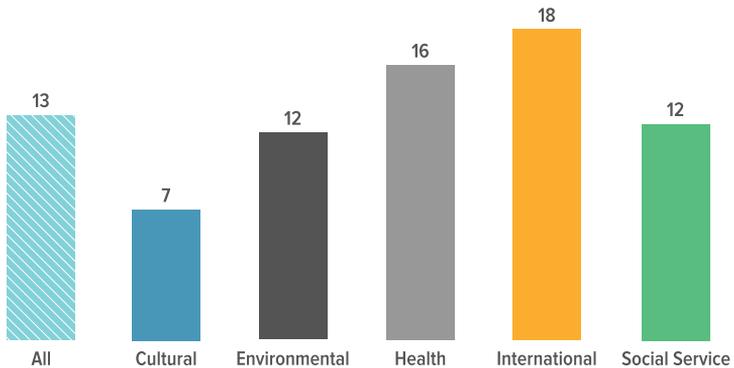
FACEBOOK SHARES PER SECTOR PER ARTICLE



JOURNALIST TWITTER SHARES BY SECTOR



JOURNALIST TWITTER SHARES BY SECTOR PER ARTICLE



Trends

- **Health hath no fury like a new study on Facebook.** With an average of 6,111 public shares on Facebook per article, Health organizations lead the pack on Facebook shares of news articles. Many of these articles are consumer-friendly health studies that give advice, including ones that encourage you to drink wine to lose weight. Facebook gold.
- **Social Service stories need a Facebook boost.** Articles featuring organizations in the Social Service sector were shared less on Facebook than stories from other sectors—an average of 2,273 times per article compared to the overall average of 3,770 times per article. That’s surprising because across sectors, some of the most shared articles on Facebook of the year were human interest stories about helping people.
- **Too much culture?** Cultural organizations had the lowest rate of shares per article by journalists (7) and the public (1,209). Meanwhile, they had the highest total shares of any sector. What gives? Our best guess is that Cultural sector orgs may have reached a point of diminishing social return. When you make that much news, people and reporters can’t post it all. The public already shared articles about the 10 Cultural organizations we studied 741,411 times on Facebook. Not too shabby.

What do the most shared articles across sectors have in common?

Whether they save elephants or artwork, there are a few things that the nonprofits with the most press hits in 2016 have in common:

- **Cute animals.** You know you clicked that link about a panda cub last year. Also, RIP Harambe.
- **Trump.** Sorry. At least articles about Trump’s war on science are raging on Twitter and Facebook and are some of the highest article-share posts of the year that we saw.
- **Listicles** are still a thing and rank among the top shared posts related to media hits.
- **Explainer** articles like, “What President Trump will mean for climate change / health care / equality / Black Lives Matter / refugees / every single important thing ever.”
- **Investigative** stories that exposed corporations behaving badly.
- **Good news.** Yes, there is some left in this world.

For more nonprofit social media data and insights from last year, be sure to check out our companion M+R Benchmarks Study (www.mrbenchmarks.com).



Bless You

It's tough to get press no matter how well known or funded your organization is. Judging by our experience so far in 2017, getting press is also getting tougher as the president's tweets push everything else out of the picture.

Here's the thing. When the going gets tough, the tough find a new angle and try again. Because when you make the news, you're not just making a name for your nonprofit. You're making an impact for your cause.

To create Mediamarks this year, we read 11,610 articles that led to real outcomes for people who need your support. Combined, these stories from 50 nonprofits in 50 news outlets were shared on Facebook 27,864,942 times.

Impact is spreading. Keep going.

If you have questions or ideas about Mediamarks, please reach out to @mrcampaigns or mediamarks@mrss.com.

Glossary of Terms

Broadcast: A news story that appears on television or radio. Even though some Broadcast hits air again on affiliate stations, we only count a Broadcast story once.

Cultural Organizations: Nonprofits that advance arts, music and history that have annual budgets between \$50 million to \$500 million.

Digital: A news outlet that only appears online like Vox.

Environmental Organizations: Nonprofits focused on conserving the Earth and saving us from the perils of climate change that have annual budgets between \$50 million to \$500 million.

Health Organizations: Nonprofits focused on disease and wellness that have annual budgets between \$50 million to \$500 million.

International Organizations: Nonprofits focused on global poverty and development that have annual budgets between \$50 million to \$500 million.

Magazine: An old-fashioned object made out of tree pulp that is usually published less frequently than Newspapers. Again, a “Magazine” media hit likely appeared online, but we only count it once and label it “Magazine.”

Media Coverage: The news articles and broadcast segments that mention or feature organizations. It’s usually expressed as a number in a given amount of time like a month or year.

Media Impact: The difference that a news article or broadcast segment makes in the real world.

Median: The middle value in a range of values.

Mozrank: A popularity score from 0-10 that reflects the importance of web pages on the internet.

M+R Benchmarks Study: A decade-strong annual study that details digital advocacy and fundraising trends among nonprofits. Sister study to Mediamarks.

Newspaper: A media hit is categorized as ‘Newspaper’ in Mediamarks if it appeared

in the classic print version of the outlet. Because it's 2017, the media hit also likely appeared online. But we only count it once and label it "Newspaper." Also, an old-fashioned object made out of tree pulp that inspired the classic Christian Bale film *Newsies*, featuring the underwhelming song 'High Times, Hard Times.'

Outcomes – Advocacy: When a news story shines a light on an organization's call to action or cause that is aimed at changing a governmental, corporate, or individual's position or policy.

Outcomes – Awareness: When a news story raises the public's (or a segment of the public's) awareness of an organizational brand, spokesperson, program, or cause.

Outcomes – Fundraising: When a news story is directly tied to the fundraising effort of an organization. This is often seen after natural disasters but also during key fundraising moments of the calendar year.

Strokkur Geysir: A popular geyser in Iceland that erupts boiling water 60 meters in the air.

Social Service Organizations: Nonprofits focused on domestic poverty, hunger, and inequality that have annual budgets between \$50 million to \$500 million.

Union de Locatarios del Mercado Municipal: World record holders for the largest display of piñatas at an event. They had 504 in Hermosillo, Mexico on April 27, 2008.

Unique Visitors per Month (UVM): The number of people who visit a media outlet's domain a month.

Wire: A news story that is distributed and published at many media outlets at once. Even though many Wire media hits appear syndicated in hundreds of outlets, we only count a Wire story once.

News outlets included in the 2017 Mediamarks Study:

NEWSPAPER	MAGAZINE	BROADCAST	DIGITAL	WIRE
NEW YORK TIMES UVM: 87,022,876 Mozrank: 7.95	PEOPLE UVM: 34,620,111 Mozrank: 7.04	PBS UVM: 87,022,876 Mozrank: 7.95	BUZZFEED UVM: 81,558,254 Mozrank: 7.33	REUTERS UVM: 15,105,884 Mozrank: 7.65
WASHINGTON POST UVM: 86,473,481 Mozrank: 7.59	BLOOMBERG BUSINESSWEEK UVM: 34,132,119 Mozrank: 7.68	FOX NEWS UVM: 75,728,734 Mozrank: 7.25	VICE.COM UVM: 26,915,304 Mozrank: 7.19	ASSOCIATED PRESS UVM: 3,798,565 Mozrank: 7.25
USA TODAY UVM: 55,260,788 Mozrank: 7.57	THE ATLANTIC UVM: 17,459,202 Mozrank: 7.31	CNN UVM: 64,722,325 Mozrank: 7.85	CNN MONEY UVM: 21,320,263 Mozrank: 7.85	MCCLATCHY NEWSPAPERS UVM: 29,680 Mozrank: 5.62
WALL STREET JOURNAL UVM: 37,528,645 Mozrank: 7.78	COSMOPOLITAN UVM: 15,732,615 Mozrank: 6.66	CBS NEWS UVM: 39,023,917 Mozrank: 7.4	MASHABLE UVM: 21,114,728 Mozrank: 7.5	
THE GUARDIAN UVM: 35,247,011 Mozrank: 7.65	NEW YORKER UVM: 13,332,402 Mozrank: 7.31	NPR UVM: 35,319,355 Mozrank: 7.53	SLATE UVM: 21,075,700 Mozrank: 7.28	
LA TIMES UVM: 29,419,430 Mozrank: 7.47	WIRED UVM: 11,791,504 Mozrank: 7.5	NBC NEWS UVM: 35,315,954 Mozrank: 7.28	VOX UVM: 20,184,075 Mozrank: 6.97	
POLITICO UVM: 16,467,643 Mozrank: 7.2	GLAMOUR UVM: 9,873,370 Mozrank: 6.60	ABC NEWS UVM: 21,018,680 Mozrank: 7.89	REFINERY29 UVM: 19,178,097 Mozrank: 6.89	
FINANCIAL TIMES UVM: 15,931,329 Mozrank: 7.19	MOTHER JONES UVM: 7,147,542 Mozrank: 6.85	BBC UVM: 16,128,940 Mozrank: 7.95	QUARTZ UVM: 13,854,690 Mozrank: 6.98	
CHICAGO TRIBUNE UVM: 14,165,799 Mozrank: 7.40	THE ECONOMIST UVM: 4,488,472 Mozrank: 7.25	MSNBC UVM: 9,688,762 Mozrank: 6.9	NATIONAL GEOGRAPHIC UVM: 11,972,773 Mozrank: 7.29	
BOSTON GLOBE UVM: 6,786,731 Mozrank: 6.98	O UVM: 4,076,655 Mozrank: 6.67		NEWSWEEK UVM: 5,783,570 Mozrank: 6.98	
SAN FRANCISCO CHRONICLE UVM: 2,908,475 Mozrank: 6.51	FAST COMPANY UVM: 3,718,928 Mozrank: 7.25		FIVETHIRTYEIGHT UVM: 5,287,689 Mozrank: 6.84	
	THE NEW REPUBLIC UVM: 2,506,046 Mozrank: 6.46		PROPUBLICA UVM: 592,712 Mozrank: 6.5	
	NATIONAL JOURNAL UVM: 170,750 Mozrank: 6.51		GRIST UVM: 71,939 Mozrank: 6.46	
			BLOOMBERG VIEW UVM: 70,556 Mozrank: 6.29	



M + R

MUCK
RACK