

cascade media IMPACTS

help make an impact and shift paradigms

The mission of Cascade Policy Institute is to **foster individual liberty, personal responsibility and economic opportunity** in public policy. A core component of our mission is to **educate individuals** in ideas which expand freedom. Cascade Policy Institute educates the public through **all forms of media**, reaching locally here in Oregon, and also nationally and globally.

cascade's INFLUENCE

media educates minds,
minds inform policy

TRADITIONAL MEDIA: In 2010, Cascade's message was heard in Oregon and nationally more than 15 million times¹ through:

272 NEWSPAPER ARTICLES (Approximately 13,773,683 Impacts)
including Wall Street Journal, The Oregonian, Statesman Journal, Portland Tribune, Portland Business Journal, dozens of community newspapers throughout Oregon

239 RADIO & TELEVISION INTERVIEWS (Approximately 8,454,000 Impacts)
including Lars Larson Show, Victoria Taft Show, local TV news

INTERNET: 331 ONLINE POSTS FEATURING CASCADE (Approximately 52,000 website visits)
in 2010 including reposts of Cascade's articles, references to Cascade's reports or links to Cascade's website on Washington Examiner, National Review Online, Heritage Foundation, OregonLive.com, Oregon Catalyst²

Your INFLUENCE

The contributions from donors make
Cascade's media influence possible:

\$1 CONTRIBUTION=14 media impacts³
\$10 CONTRIBUTION=140 media impacts
\$100 CONTRIBUTION=1,400 media impacts

¹Number of traditional media hits (newspaper articles, television and radio interviews) times the estimated audience
²Calculated with the assistance of Google Alerts.
³Traditional media only, internet media impacts are incalculable