



MUSEUM OF NATURE & SCIENCE

Media report from May 30 news conference announcing the Perot children's gift of \$50 million in honor of their parents, Margot and H. Ross Perot

Overview Report (as of June 3, 2008)

The May 30 news conference – to announce the Perot children's gift of \$50 million in honor of their parents, Margot and H. Ross Perot, to the Museum of Nature & Science – was a resounding success!

- **HUGE COMMUNITY SUPPORT:** Although only 168 people RSVPd to attend the news conference held at the W hotel, almost 300 enthusiastic supporters crowded the room for the announcement.

Many attendees expressed high praise for the event. They found the family's comments meaningful and the video presentation appealing.

- **FRONT-PAGE COVERAGE:** *The Dallas Morning News* ran a front-page story on Saturday, May 31 (60 column inches including a four-color photo of the Perot family).
 - The story also ran on the home page of dallasnews.com. In addition, reporter Michael Granberry ran a short story on the *Over The Top* blog on Guidelive.com on Friday.
 - With knowledge of the pending announcement, *Dallas Morning News* business columnist Robert Miller ran a brief mention in his Sunday column on June 1, 2008.
 - Finally, columnist Alan Peppard mentioned in his Guide Live column on Monday, June 3, that Margot and H. Ross Perot were "still aglow from Friday's announcement that their five children gave \$50 million to the Museum of Nature and Science in their honor."

Other print media attending were *D Magazine* and *Philanthropy World* magazine.

- **ON THE AIRWAVES – 23 TV AND RADIO STORIES:** Broadcast media turned out in force: All six TV stations (Fox 4, NBC 5, WFAA Channel 8, CBS 11, Univision 23 and CW 33) covered the event, along with WBAP-AM and KERA 90.1 (see below to access the video and radio coverage). TXCN also ran WFAA's coverage on its station.

- **NATIONAL ATTENTION.** *Los Angeles Times* reporter Michael Boehm wrote a brief story regarding the announcement that ran in the *Quick Takes* section on Tuesday, June 3, 2008 (it also was posted on the latimes.com website on June 2).

Other print coverage:

- *Chronicle of Philanthropy* posted a brief announcement on its website ... and plans to run a story in the printed edition on June 12.
 - *Rocks and Minerals* magazine will run a column mention in an upcoming issue
- **MAJOR ONLINE SITES** covered the event, including D Magazine (Front Burner blog), Dallas Observer's Unfair Park blog, Pegasus News and many others (see detailed list on following pages).
 - **PR NEWSWIRE COVERAGE.** The story was distributed nationally via PR Newswire (see detailed list of on following pages). A headline from the story and the Museum of Nature & Science also ran on the Times Square sign in New York City (photo is forthcoming from PR Newswire).
 - **OTHER FORTHCOMING COVERAGE:**
 - Rocks and Minerals magazine**



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***May 30 news conference announcing the Perot children's gift of \$50 million
in honor of their parents, Margot and H. Ross Perot***

DETAILED COVERAGE

MAJOR PRINT COVERAGE:

The Dallas Morning News (4)

It will be the Perot Museum of Nature & Science

http://overthetopblog.dallasnews.com/archives/2008/05/it_will_be_the.html

May 30, 2008 11:39 a.m.

**FRONT PAGE: Perot children honor parents with \$50 million gift to
museum**

http://www.dallasnews.com/sharedcontent/dws/ent/stories/DN-museumgift_0531gl.ART.State.Edition2.464a163.html

May 31, 2008

**Robert Miller column: Brierleys donate \$3.4 million to Dallas Center for
Performing Arts**

<http://www.tradingmarkets.com/.site/news/Stock%20News/1643353/>

June 1, 2008

Alan Peppard: Cary Maguire, Fran Drescher, David Sedaris, others

http://www.guidelive.com/sharedcontent/dws/ent/columnists/apeppard/stories/DN-peppard_0602gl.ART.State.Edition1.4634a09.html

June 2, 2008

QuickDFW

**Columnist Alabaster K. Abernather: You haven't gotten the best of me yet,
Perot**

http://www.quickdfw.com/sharedcontent/dws/quick/columnists/alibaster/stories/DN-pg5--alibastercolumn_02ick.ART.State.Edition1.46399de.html

Los Angeles Times (1)

QUICK TAKES: Perots donate for museum

<http://www.latimes.com/entertainment/news/arts/la-et-quick3-2008jun03,0,6274376.story>

BROADCAST COVERAGE:

Here is a summary of the known broadcast coverage (as of June 3, 2008). To view the clips, please go to <http://media.vmsnews.com/MR.pl?id=060208-880572-N001425540>

KRLD's Sunday Morning News
KRLD-AM 1080 (CBS) Dallas/Fort Worth
06/01/2008 07:00 AM - 08:00 AM

La Vida
WFAA-TV CH 8 (ABC) Dallas/Fort Worth
05/31/2008 08:30 AM - 09:00 AM

NBC Five News Saturday
KXAS-TV CH 5 (NBC) Dallas/Fort Worth
05/31/2008 06:00 AM - 07:00 AM

Fox 4 News At Ten
KDFW-TV CH 4 (FOX) Dallas/Fort Worth
05/30/2008 10:00 PM - 10:35 PM

News 8 Update
WFAA-TV CH 8 (ABC) Dallas/Fort Worth
05/30/2008 10:00 PM - 10:35 PM

Fox 4 News At Nine
KDFW-TV CH 4 (FOX) Dallas/Fort Worth
05/30/2008 09:00 PM - 10:00 PM

TXCN Prime
Texas Cable News Network (---)
Dallas/Fort Worth
05/30/2008 09:00 PM - 10:00 PM

News At 9:00
KDAF-TV CH 33 (CW) Dallas/Fort Worth
05/30/2008 09:00 PM - 10:00 PM

The Greg Knapp Experience
WBAP-AM 820 (ABC) Dallas/Fort Worth
05/30/2008 08:00 PM - 09:00 PM

TXA 21 News First In Prime
KTXA-TV CH 21 (IND) Dallas/Fort Worth
05/30/2008 07:00 PM - 09:00 PM

Fox 4 News At Six
KDFW-TV CH 4 (FOX) Dallas/Fort Worth
05/30/2008 06:00 PM - 06:30 PM

NBC Five News
KXAS-TV CH 5 (NBC) Dallas/Fort Worth
05/30/2008 06:00 PM - 06:30 PM

11 News At Six
KTVT-TV CH 11 (CBS) Dallas/Fort Worth
05/30/2008 06:00 PM - 06:30 PM

Fox 4 News At 5:30
KDFW-TV CH 4 (FOX) Dallas/Fort Worth
05/30/2008 05:30 PM - 06:00 PM

News 8 At Five
WFAA-TV CH 8 (ABC) Dallas/Fort Worth
05/30/2008 05:00 PM - 05:30 PM

Fox 4 News At Five
KDFW-TV CH 4 (FOX) Dallas/Fort Worth
05/30/2008 05:00 PM - 05:30 PM

11 News At Five
KTVT-TV CH 11 (CBS) Dallas/Fort Worth
05/30/2008 05:00 PM - 05:30 PM

CBS 11 News At 4 PM
KTVT-TV CH 11 (CBS) Dallas/Fort Worth
05/30/2008 04:00 PM - 04:30 PM

NBC 5 News At Four
KXAS-TV CH 5 (NBC) Dallas/Fort Worth
05/30/2008 04:00 PM - 05:00 PM

Business News
KRLD-AM 1080 (CBS) Dallas/Fort Worth
05/30/2008 03:00 PM - 04:00 PM

TXCN Firstcast
Texas Cable News Network (---)
Dallas/Fort Worth
05/30/2008 02:00 PM - 03:00 PM

News 8 Midday
WFAA-TV CH 8 (ABC) Dallas/Fort Worth
05/30/2008 12:00 PM - 01:00 PM

11 News Early Show
KTVT-TV CH 11 (CBS) Dallas/Fort Worth
05/30/2008 05:00 AM - 06:00 AM

WEBSITE AND BLOG COVERAGE

The following media ran the PR Newswire release or another version of the announcement news release (in addition to PR Newswire, the news release was distributed via email to approximately 300 North Texas media).

PR Newswire clips via MEDIAtlas: (67)

Art News Blog: (Blogs)
Atlanta Business Chronicle
Austin Business Journal
Baltimore Business Journal
Birmingham Business Journal
Bolsamania (Web Financial Group)
Boston Business Journal
Breitbart.com
Business First of Buffalo
Business First of Columbus
Business Journal of Greater Milwaukee
Business Journal of Phoenix
Business Journal of the Greater Triad Area
Business Review (Albany)
Charlotte Business Journal
Cincinnati Business Courier
Dallas Business Journal
Dayton Business Journal
Denver Business Journal
Earth Times
East Bay Business Times
Examiner.com
Forbes.com
Houston Business Journal
Houston Chronicle
Inside Collin County Business
Interest! ALERT
Jacksonville Business Journal
Kansas City Business Journal
KVUE (TX)
Los Angeles Business from bizjournals
Los Angeles Times
MarketWatch
Mass High Tech: The Journal of New England Technology
Memphis Business Journal
Minneapolis / St. Paul Business Journal
National Hispanic Corporate Council: News
NBC6.com (NC)
New Mexico Business Weekly
News Blaze
Orlando Business Journal
Pacific Business News
PCQuote
Philadelphia Business Journal
Pittsburgh Business Times
PNN Online
Portland Business Journal
PR Newswire

PR Newswire SEO

Press Enterprise, The
Puget Sound Business Journal
RBC Dain Rauscher Inc. (fka Dain Rauscher)
RCR Wireless News
Sacramento Business Journal
San Antonio Business Journal
San Francisco Business Times
San Jose Business Journal
South Florida Business Journal
St. Louis Business Journal
Tampa Bay Business Journal
TravelJourno
Triangle Business Journal
Washington Business Journal
Wichita Business Journal
Yahoo!
Yahoo! Canada
Yahoo! UK & Ireland

Media via Google search (26):

Abilene Reporter News
American Trade Fair Guide
Awesometalks.com (*Dallas Morning News* article)
Biloxi Sun Herald – USA
Denton Record Chronicle (*Dallas Morning News* article)
Frontburner (D magazine blog)
GlobeInvestor.com (PRNewswire)
Individual.com (*Dallas Morning News* article)
International Business Times (PRNewswire)
Mineralogy Database www.Mindat.org
Museum Headlines & News www.museumnews.net
paidContent.org
Pegasusnews.com
Philanthropy Today magazine
Skyscraper Page Forum
StreetInsider.com (PRNewswire)
Texas Cable News (TXCN)
Texas Newslite (*Dallas Morning News* article)
Topix
The Raiser's Razor (Blog) <http://theraiser.blogspot.com/>
TradingMarkets.com (PRNewswire)
TXCN.com
Unfair Park (Dallas Observer.com)
Verizon Small Business Center
WBAP News/Talk 820 <http://wbap.com/Article.asp?id=725136&spid=6051>
WFAA.com