

THE STATUE OF LIBERTY-ELLIS ISLAND FOUNDATION, INC.

QUARTERLY REPORT – 4TH QUARTER 2015

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Distribution of this report:

Original to the Director, National Park Service

Copies to: Regional Director, National Park Service

Superintendent, Statue of Liberty National Monument

BBB- Wise Giving Alliance- National Office

Attorney General- New York State

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STATISTICAL REPORT 4th QUARTER 2015

	October	November	December	Q4 Total	Q4 2014
<u>American Family Immigration History Center ® at Ellis Island</u>					
Sessions	4,070	2,784	2,689	9,543	2,747
Searches	12,210	8,352	8,067	28,629	8,241
Total number of visitors	16,280	11,136	10,756	38,172	12,019
Volunteer Hours at Liberty Island	200	155	153	508	410
<u>Ellisland.org / LibertyEllisFoundation.org</u>					
Page Views	1,761,334	1,919,634	1,946,307	5,627,275	5,102,619
Visits	319,879	351,038	348,339	1,019,256	936,392
Unique Visitors	244,347	268,765	264,763	777,875	675,248
<u>Electronic Contacts Received:</u>					
	167	327	628	1,122	1,862
<u>Mail Received:</u>					
	1,390	2,224	1,672	5,286	4,808
<u>Visitors:</u>					
Liberty Island	310,390	230,581	253,884	794,855	735,729
Ellis Island	195,705	138,267	135,420	469,392	421,898
Audio Tours	344,171	251,294	271,930	867,395	852,537

Note 1 - In the September of 2014 all Foundation websites were consolidated into www.libertyellisfoundation.org

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REPORT OF PUBLIC AWARENESS

4th Quarter 2015

(October, November, December)

The Foundation expedited a number of television shoots at Ellis Island. These included an NFL shoot at Ellis Island for inclusion in an NBC "Football Night in America" game, a family heritage segment for anchor Anna Kooiman on "Fox & Friends" and "Fox & Friends First" for Fox News Channel, and the documentary show "NZZ Format" for Swiss Television. The Foundation assisted with pre-production of a segment of TLC's "Who Do You Think You Are?" and will accompany the shoot at Ellis Island early in 2016. The latter three tv shows featured the American Family Immigration History Center®.

Other media coverage for the 4th quarter included 89 internet clips, 225 blogs and 55 print clips.

Social media activity for the 4th quarter continued to grow. The Foundation Facebook page gained 18,231 new likes, had a total reach of 1,296,591, and as of December 31, had 43,883 page likes. This equals an increase of 65% in Facebook page likes since the 3rd quarter.

Twitter had 1,515 followers as of December 31. The Foundation YouTube channel had 1,074 views, 5 likes, and 11 shares. The Foundation Instagram page, now in its third quarter, had 262 followers as of December 31.