

# **THE STATUE OF LIBERTY-ELLIS ISLAND FOUNDATION, INC.**

## **QUARTERLY REPORT – 4th QUARTER 2016**

### **Table of Contents**

- 1. Webtrends and Statistical Report**
- 2. Report of Public Awareness**
- 3. Sample direct mail pieces**

#### **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**

**THE STATUE OF LIBERTY-ELLIS ISLAND FOUNDATION, INC.**  
**STATISTICAL REPORT**  
**4th QUARTER 2016**

	October	November	December	Q4 Total	Q4 2015
<b><u>American Family Immigration History Center @ at Ellis Island</u></b>					
Sessions	4,181	3,361	3,096	10,638	9,826
Searches	12,543	10,083	9,288	31,914	29,478
Total number of visitors	16,724	13,444	12,384	42,552	39,304
Volunteer Hours at Liberty Island	250	195.0	223.5	668	508
<b><u>EllisIsland.org / LibertyEllisFoundation.org</u></b>					
Page Views	1,816,959	1,784,726	1,749,739	5,351,424	5,627,275
Visits	383,226	383,068	361,053	1,127,347	1,019,256
Unique Visitors	297,546	297,576	279,817	874,939	777,875
<b><u>Electronic Contacts Received:</u></b>	244	261	431	936	1,122
<b><u>Mail Received:</u></b>	4,180	1,549	4,046	9,775	5,286
<b><u>Visitors:</u></b>					
Liberty Island	334,237	256,083	266,708	857,028	794,855
Ellis Island	217,544	154,301	150,011	521,856	469,392
Audio Tours	369,598	280,294	292,225	942,117	867,395

**THE STATUE OF LIBERTY-ELLIS ISLAND FOUNDATION, INC.**

**REPORT OF PUBLIC AWARENESS**

**4th Quarter 2016**

**(October, November, December)**

The quarter began with the Statue of Liberty Museum groundbreaking/press conference on October 6 on Liberty Island. The event unveiled the design plans for the museum and featured the project's campaign chair Diane von Furstenberg and NYC Mayor Bill DeBlasio, as well as key contractors for the project. Rubenstein Public Relations was hired to manage publicity, which generated extensive coverage, including print articles in The New York Times, Wall Street Journal, and New York Daily News; online and print coverage via the Associated Press; and local television coverage across the country, including WNBC and News12 The Bronx in the NY metropolitan area.

The Museum groundbreaking/press conference also involved the use of social platforms, such as Facebook Live via Reuters and SOLEIF, and live Tweeting by SOLEIF and guests attending the event.

We produced and hosted the 13<sup>th</sup> annual Ellis Island Family Heritage Awards event, which was held on October 18 at the Ellis Island National Museum of Immigration. The honorees were social justice pioneer and sports icon Billie Jean King, actor and author F. Murray Abraham, architect and designer Daniel Libeskind, and philanthropist Gregory Annenberg Weingarten of the Annenberg Foundation. The event was hosted by analyst and reporter Mary Carillo.

The Awards also involved the use of social platforms, including Facebook Live by SOLEIF and live Tweeting by SOLEIF and invited guests. Photos of the event were carried online by Associated Press and Getty Images.

It was a very busy 4<sup>th</sup> quarter including the following stats that could be documented by our media monitoring service: 478 internet clips, 73 blogs, and 37 print clips.

Social media activity continued to grow. The Foundation Facebook page gained 10,967 new likes, had a total reach of 1,293,588 and, as of December 31, had 90,332 page likes.

The Foundation YouTube channel had 2,498 views in the 4<sup>th</sup> quarter. Twitter had 1,774 followers as of December 31. The Foundation Pinterest page had 292 followers, and our Instagram page had 709 followers as of December 31.