



## Olympia Downtown Alliance 2019 Paid and Earned Media Overview

### **Paid Media:**

Olympian, Sip, Savor & Stroll Ad, September 21, 2019

Thurston Talk, Sip, Savor & Stroll Story, September 14, 2019

<https://www.thurstontalk.com/2019/09/14/those-three-magic-words-sip-savor-stroll/>

Thurston Talk: Olympia Downtown Alliance Kicks off Summer with Block Party and Friends Night Out on Third Thursday, May 9, 2019

<https://www.thurstontalk.com/2019/05/09/olympia-downtown-alliance-kicks-off-summer-with-block-party-and-friends-night-out-on-third-thursday/>

### **Earned Media:**

Thurston Talk: Olympia Downtown Alliance Announces Music in the Park Schedule

<https://www.thurstontalk.com/2019/05/31/olympia-downtown-alliance-announces-2019-music-in-the-park-schedule/>

The Olympian: ODA prepares to relaunch its safety team with new hours, territory, July 5, 2019

<https://www.theolympian.com/news/local/article232319892.html>

The Olympian: Olympia guides hope to make downtown more comfortable for all, July 6, 2019

<https://www.theolympian.com/news/local/article232362987.html>

The Olympian: Dragon mural in downtown Olympia dedicated to early Chinese immigrants, August 24, 2019

<https://www.theolympian.com/entertainment/arts-culture/article234284492.html>

The Olympian: Where once was a vacant window, Olympia Artspace Alliance artists saw a canvas, June 12, 2019

<https://www.theolympian.com/entertainment/arts-culture/article231500808.html>

The Olympian: Concert-goers, rejoice! Music in the Park announces lineup, dates, May 30, 2019

<https://www.theolympian.com/entertainment/article230958763.html>

The Olympian: Olympia makes Thrillist.com's foodie list, December 7, 2018

<https://www.theolympian.com/news/business/article222767700.html>

Q13 Fox News: Olympia business owners tread lightly in homeless debate

<https://q13fox.com/2019/02/25/olympia-business-owners-tread-lightly-in-homeless-debate/>