

2012 Media Report

Media Report Analysis












Prepared: February 6, 2013

Date Range: January 1, 2012 through December 31, 2012

2012 Media Report

Project	# of Articles	Print	Online	Soc. Media	B'cast	Newswires
Media Coverage	74	55	19	0	0	0

Project: Media Coverage

Type	Published Date	Headline Publication / Journalist	Audience	City	DMA Rank	Frequency	Per Column Inch BW Rate	Media Value	State	Tone
Print	12/28/2012	<u>Largest Area Securities Brokerage Firms</u> CHARLOTTE BUSINESS JOURNAL n/a	13,074	CHARLOTTE	n/a	W	195	13,087	NC	
Print	12/27/2012	<u>Raleigh broker expands in West</u> NEWS & OBSERVER David Ranii	129,698	Raleigh	29	D	916	20,156	NC	
Online	12/27/2012	<u>Raleigh brokerage firm's growth spurt has taken them all the way to California</u> North Carolina News Latest RSS Headlines North Carolina Dailycom n/a	8,500	n/a	n/a	n/a	40	40	n/a	
Online	12/25/2012	<u>Raleigh brokerage firm's growth spurt has taken them all the way to California</u> Eastern Wake News (Wendell, NC) n/a	256	ZEBULON	n/a	n/a	40	830	n/a	
Print	12/24/2012	<u>2013 DATABOOK BROKER-DEALERS</u> INVESTMENT NEWS n/a	61,072	NEW YORK	n/a	50Y	362	220,610	NY	
Print	12/21/2012	<u>Largest Triad Securities Brokerages</u> BUSINESS JOURNAL (GREATER TRIAD AREA) n/a	11,604	GREENSBORO	n/a	W	99	7,105	NC	
Print	12/21/2012	<u>SECURITIES BROKERS</u> TRIANGLE BUSINESS JOURNAL n/a	8,841	RALEIGH	n/a	W	152	8,491	NC	
Print	12/19/2012	<u>SECURITIES BROKERS</u> TRIANGLE BUSINESS JOURNAL n/a	8,841	RALEIGH	n/a	W	152	8,794	NC	
Print	12/19/2012	<u>Fiscal Cliff Complicates Tax Planning</u> PILOT David Ranii	15,250	Southern Pines	29	3WK	47	1,559	NC	
Online	12/17/2012	<u>Fiscal Cliff Complicates Year-End Tax Planning</u> Insurance News Net (Hilton Head, SC) David Ranii	58,107	HILTON HEAD	n/a	n/a	40	2,410	n/a	
Print	12/16/2012	<u>'Fiscal cliff' complicates year-end tax planning</u> CHARLOTTE OBSERVER David Ranii and Andrew Dunn	216,862	Charlotte	28	S	1,296	47,952	NC	

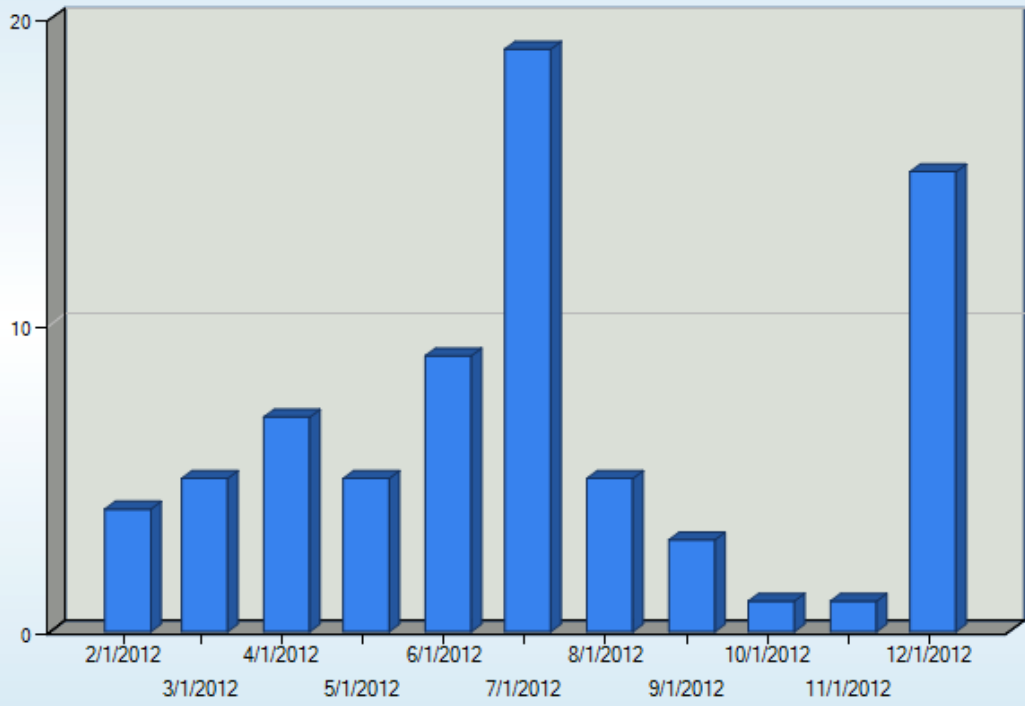
Print	12/16/2012	'Fiscal cliff' complicates year-end tax planning NEWS & OBSERVER <i>David Ranii</i>	196,219	Raleigh	29	S	1,015	34,522	NC	
Online	12/15/2012	Fiscal cliff complicates year-end tax planning Charlotte (NC) Observer <i>David Ranii and Andrew Dunn</i>	970,000	Charlotte	28	n/a	344	10,656	NC	
Online	12/5/2012	Readers' forum Dec. 5, 2012 News of Orange County (The) (Hillsborough, NC) <i>n/a</i>	10,000	HILLSBORO	n/a	n/a	40	1,067	n/a	
Print	12/5/2012	Letter to the Editor NEWS OF ORANGE COUNTY <i>n/a</i>	7,600	Hillsborough	29	W	28	221	NC	
Print	11/16/2012	NONPROFIT NEWS TRIANGLE BUSINESS JOURNAL <i>n/a</i>	8,841	RALEIGH	n/a	W	152	1,061	NC	
Print	10/1/2012	Kudos NEWS & OBSERVER <i>n/a</i>	129,698	Raleigh	29	D	916	687	NC	
Online	9/19/2012	Bill Nicholson, CFP - People " Previous Person 5 of 9 Next " Triangle Business Journal (Raleigh- Durham, NC) <i>n/a</i>	100,000	Raleigh	n/a	n/a	2,178	4,356	NC	
Print	9/12/2012	Investment business honor bestowed EASLEY PROGRESS <i>n/a</i>	8,251	Easley	35	2WK	33	12,885	SC	
Print	9/12/2012	Investment business honor bestowed PICKENS SENTINEL <i>n/a</i>	7,252	Pickens	35	W	33	234	SC	
Print	8/7/2012	Career Moves NEWS & OBSERVER <i>n/a</i>	127,138	Raleigh	29	D	916	19,240	NC	
Online	8/5/2012	Business Milestones Winston-Salem (NC) Journal <i>n/a</i>	215,000	Winston-salem	46	n/a	100	3,510	NC	
Print	8/5/2012	Business Milestones WINSTON-SALEM JOURNAL <i>n/a</i>	74,066	Winston-salem	46	S	375	12,533	NC	
Online	8/2/2012	Wolfe named to council Washington Daily (NC) News <i>Submitted Content</i>	8,000	WASHINGTON	n/a	n/a	40	79	n/a	
Print	8/1/2012	Wolfe named to council WASHINGTON DAILY NEWS <i>n/a</i>	9,459	Washington	103	D	65	483	NC	
Print	7/28/2012	STEELE CREEK Mayfield to host District 3 town hall meeting CHARLOTTE OBSERVER <i>n/a</i>	145,595	Charlotte	28	D	1,191	20,794	NC	
Print	7/26/2012	Capital Investment honors four JOURNAL (THE) <i>n/a</i>	10,702	Seneca	35	D	61	307	SC	

Print	7/20/2012	<u>PEOPLE ON THE MOVE</u> CHARLOTTE BUSINESS JOURNAL <i>n/a</i>	13,103	CHARLOTTE	n/a	W	195	6,836	NC	
Print	7/19/2012	<u>People on the Move</u> BUSINESS JOURNAL (GREATER TRIAD AREA) <i>n/a</i>	11,604	GREENSBORO	n/a	W	99	3,256	NC	
Print	7/16/2012	<u>Business Briefs</u> NEWS & OBSERVER <i>Amy Rue</i>	127,138	Raleigh	29	D	916	10,994	NC	
Print	7/16/2012	<u>President's Council</u> DAILY REFLECTOR <i>n/a</i>	20,752	Greenville	103	D	91	365	NC	
Print	7/13/2012	<u>PEOPLE</u> TRIANGLE BUSINESS JOURNAL <i>n/a</i>	9,115	RALEIGH	n/a	W	152	9,552	NC	
Print	7/11/2012	<u>Local investment firm join forces with Capital Investment Companies</u> ASHEVILLE TRIBUNE <i>n/a</i>	15,000	ASHEVILLE	n/a	W	7	112	NC	
Print	7/11/2012	<u>BUSINESS ACHIEVEMENTS</u> OBSERVER NEWS ENTERPRISE <i>n/a</i>	2,500	Newton	28	D	32	20,547	NC	
Online	7/10/2012	<u>Capital Investment Companies' President's Council awards membership</u> Fuquay-Varina (NC) Independent <i>n/a</i>	7,984	FUQUAY VARINA	n/a	n/a	40	474	n/a	
Online	7/10/2012	<u>Capital Investment Companies' President's Council awards membership</u> Fuquay-Varina (NC) Independent <i>n/a</i>	7,984	FUQUAY VARINA	n/a	n/a	40	474	n/a	
Print	7/8/2012	<u>FINANCIAL ADVISERS HONORED</u> HICKORY DAILY RECORD <i>n/a</i>	18,775	Hickory	28	S	87	957	NC	
Print	7/6/2012	<u>Hickory financial group merges with Raleigh firm</u> OBSERVER NEWS ENTERPRISE <i>n/a</i>	2,500	Newton	28	D	32	221	NC	
Print	7/5/2012	<u>Local man honored as top financial advisor</u> SOUTH CHARLOTTE WEEKLY <i>n/a</i>	32,001	Charlotte	28	W	44	174	NC	
Print	7/4/2012	<u>Capital Investment Companies' President's Council awards membership</u> FUQUAY-VARINA INDEPENDENT <i>n/a</i>	3,900	Fuquay Varina	n/a	W	54	592	NC	
Online	7/2/2012	<u>High Interest: June 30</u> Times-News (Hendersonville,NC) <i>n/a</i>	145,000	HENDERSONVILLE	n/a	n/a	40	187	n/a	
Print	7/1/2012	<u>Business Briefs</u> NEWS & RECORD <i>n/a</i>	86,465	Greensboro	46	S	413	26,461	NC	
Print	7/1/2012	<u>Career Almanac</u> CHARLOTTE OBSERVER <i>n/a</i>	212,318	Charlotte	28	S	1,296	31,104	NC	
Print	7/1/2012	<u>BUSINESS PEOPLE</u>								

		ASHEVILLE CITIZEN-TIMES <i>n/a</i>	49,537	Asheville	35	S	401	7,222	NC	
Print	6/30/2012	High Interest TIMES-NEWS <i>Leigh Kelley</i>	12,459	Hendersonville	35	D	81	483	NC	
Online	6/28/2012	Dunn Man Named To President's Council Daily Record (The) (Dunn,NC) <i>n/a</i>	14,903	DUNN	n/a	n/a	40	119	n/a	
Print	6/25/2012	Gaddy honored with award MOUNTAINEER <i>n/a</i>	8,593	Waynesville	35	3WK	48	238	NC	
Online	6/24/2012	Gastonia man makes investment group's President's Council Gaston Gazette (Gastonia,NC) <i>n/a</i>	152,000	Gastonia	28	n/a	47	140	NC	
Print	6/24/2012	Financial advisor receives award GASTON GAZETTE <i>n/a</i>	25,200	Gastonia	28	S	168	503	NC	
Print	6/17/2012	Easley investment firm ex-manager charged POST AND COURIER <i>n/a</i>	95,379	Charleston	104	S	604	52,312	SC	
Print	6/4/2012	PEOPLE INVESTMENT NEWS <i>n/a</i>	61,391	NEW YORK	n/a	50Y	362	7,970	NY	
Online	6/3/2012	People on the move: June 4 Investment News (New York,NY) <i>n/a</i>	51,000	New York	1	n/a	229	650	NY	
Online	6/3/2012	People on the move: June 4 Investment News (New York,NY) <i>n/a</i>	51,000	New York	1	n/a	229	2,980	NY	
Print	5/23/2012	Financial advisor opens new office in Hickory OBSERVER NEWS ENTERPRISE <i>n/a</i>	2,500	Newton	28	D	32	158	NC	
Print	5/20/2012	Mumy Financial Advisors opens HICKORY DAILY RECORD <i>n/a</i>	18,775	Hickory	28	S	87	435	NC	
Print	5/10/2012	BANKING & FINANCE Credit unions, banks eyeing key legislation GREATER WILMINGTON BUSINESS JOURNAL <i>n/a</i>	9,900	WILMINGTON	n/a	BW	54	2,989	NC	
Print	5/8/2012	Vidant Health announces new board members ROANOKE-CHOWAN NEWS-HERALD <i>n/a</i>	7,300	AHOSKIE	n/a	3WK	32	644	NC	
Online	5/5/2012	Capital Investment opens Wilmington office Greater Wilmington Business Journal (Wilmington,NC) <i>n/a</i>	4,384	WILMINGTON	n/a	n/a	40	395	n/a	
Print	4/27/2012	People on the move CHARLOTTE BUSINESS JOURNAL <i>n/a</i>	13,103	CHARLOTTE	n/a	W	195	2,149	NC	
Print	4/23/2012	PEOPLE INVESTMENT NEWS	61,391	NEW YORK	n/a	50Y	362	7,970	NY	

		n/a									
Print	4/23/2012	<u>Top independent broker-dealers</u> INVESTMENT NEWS n/a	61,391	NEW YORK	n/a	50Y	362	226,769	NY		
Print	4/22/2012	<u>Brokerage Firms</u> GSA BUSINESS Beverly Barfield	8,157	GREENVILLE	n/a	BW	85	4,831	SC		
Online	4/7/2012	<u>Capital Investment Companies opens office here</u> Greater Wilmington Business Journal (Wilmington,NC) n/a	4,384	WILMINGTON	n/a	n/a	40	4	n/a		
Print	4/5/2012	<u>Largest Triad Securities Brokerages</u> BUSINESS JOURNAL (GREATER TRIAD AREA) n/a	11,604	GREENSBORO	n/a	W	95	6,452	NC		
Online	4/5/2012	<u>Tri-Pillar Investments raises \$1.47M for Facebook investment</u> Triangle Business Journal (Raleigh- Durham, NC) n/a	2,416,947	Raleigh	n/a	n/a	2,178	4	NC		
Print	3/25/2012	<u>BUSINESS PEOPLE</u> ASHEVILLE CITIZEN- TIMES n/a	49,537	Asheville	35	S	401	4,413	NC		
Online	3/23/2012	<u>Asheville area business people</u> Asheville (NC) Citizen- Times n/a	246,283	Asheville	35	n/a	100	798	NC		
Print	3/23/2012	<u>PEOPLE</u> TRIANGLE BUSINESS JOURNAL n/a	9,115	RALEIGH	n/a	W	146	4,517	NC		
Print	3/16/2012	<u>Largest Area Securities Brokerage Firms</u> CHARLOTTE BUSINESS JOURNAL n/a	13,103	CHARLOTTE	n/a	W	190	11,188	NC		
Print	3/2/2012	<u>PEOPLE ON THE MOVE</u> CHARLOTTE BUSINESS JOURNAL n/a	13,103	CHARLOTTE	n/a	W	190	14,631	NC		
Print	2/17/2012	<u>PEOPLE ON THE MOVE</u> CHARLOTTE BUSINESS JOURNAL n/a	13,103	CHARLOTTE	n/a	W	190	1,138	NC		
Print	2/15/2012	<u>Zimmerman joins NBT</u> FRANKLIN PRESS n/a	8,600	Franklin	35	2WK	50	299	NC		
Print	2/5/2012	<u>Area team joins broker-dealer</u> HICKORY DAILY RECORD n/a	18,775	Hickory	28	S	87	348	NC		
Print	2/1/2012	<u>All that counts</u> BUSINESS NORTH CAROLINA Spencer Campbell	26,413	CHARLOTTE	n/a	M	120	1,793	NC		

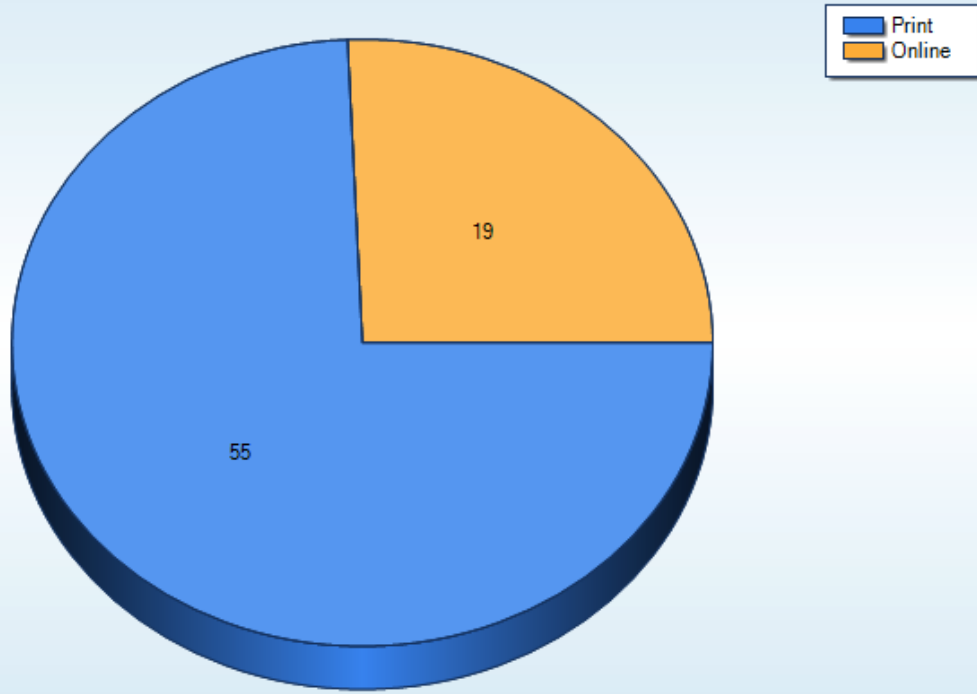
Articles over Time



Articles Over Time

2/1/2012	3/1/2012	4/1/2012	5/1/2012	6/1/2012	7/1/2012	8/1/2012	9/1/2012	10/1/2012	11/1/2012	12/1/2012
4	5	7	5	9	19	5	3	1	1	15

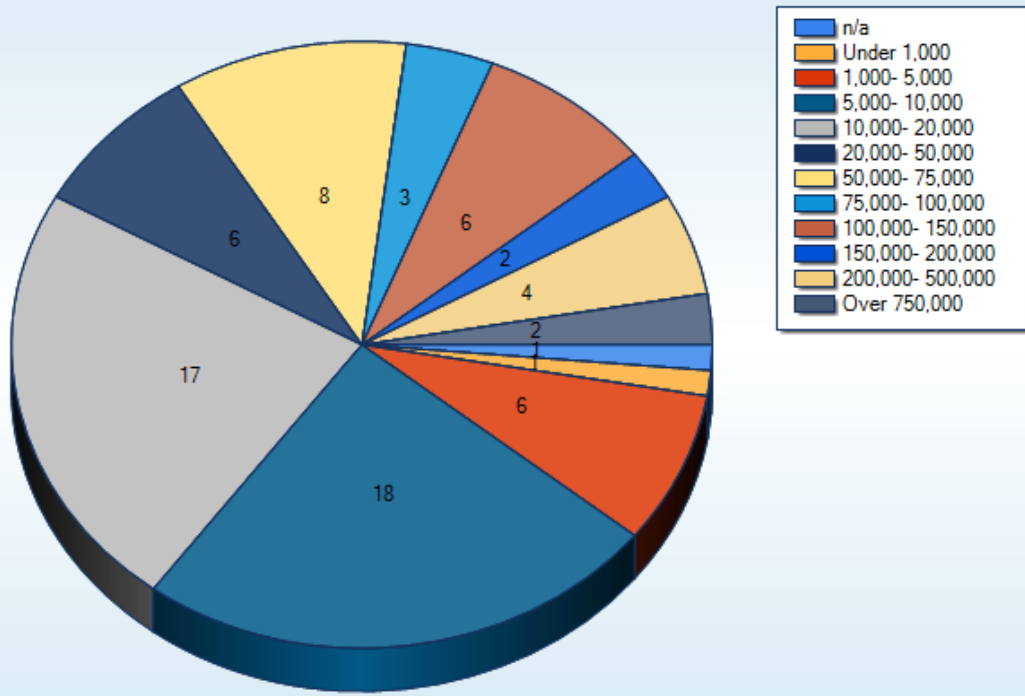
Articles by Media Type



Articles By Media Type

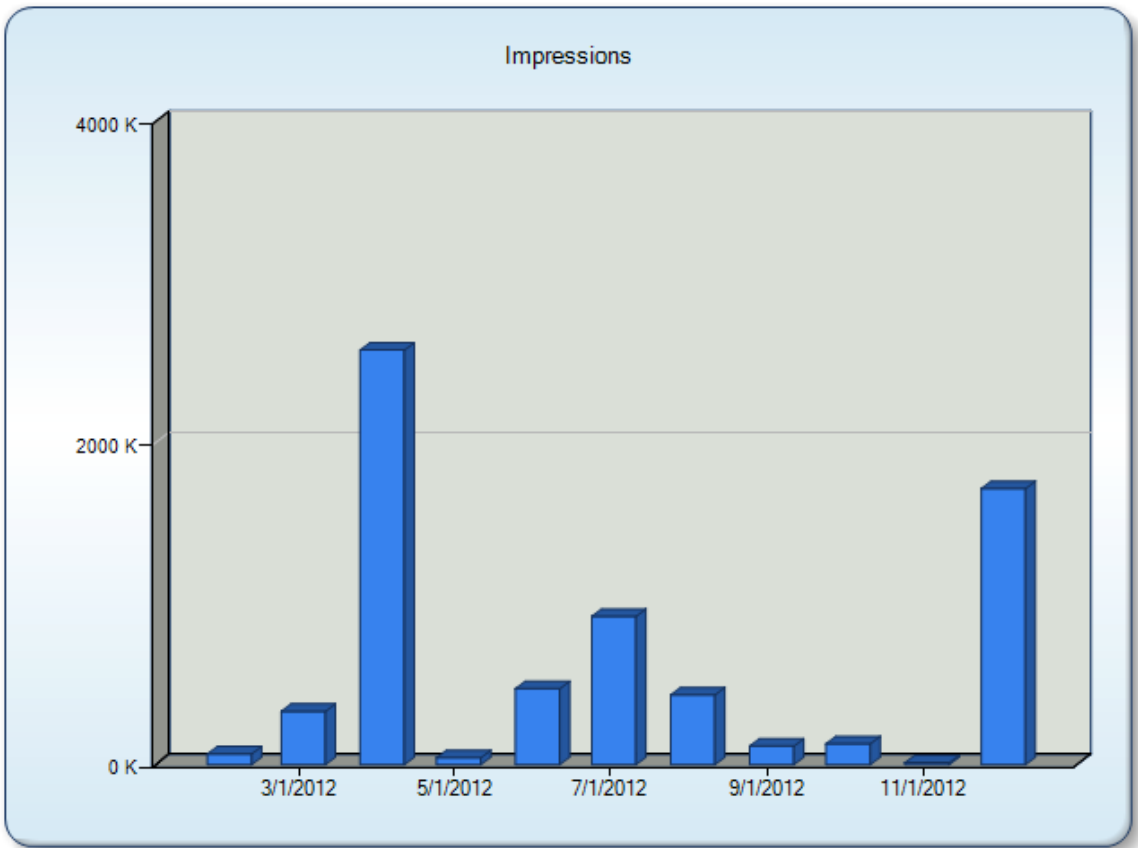
Online	Print
19	55

Audience

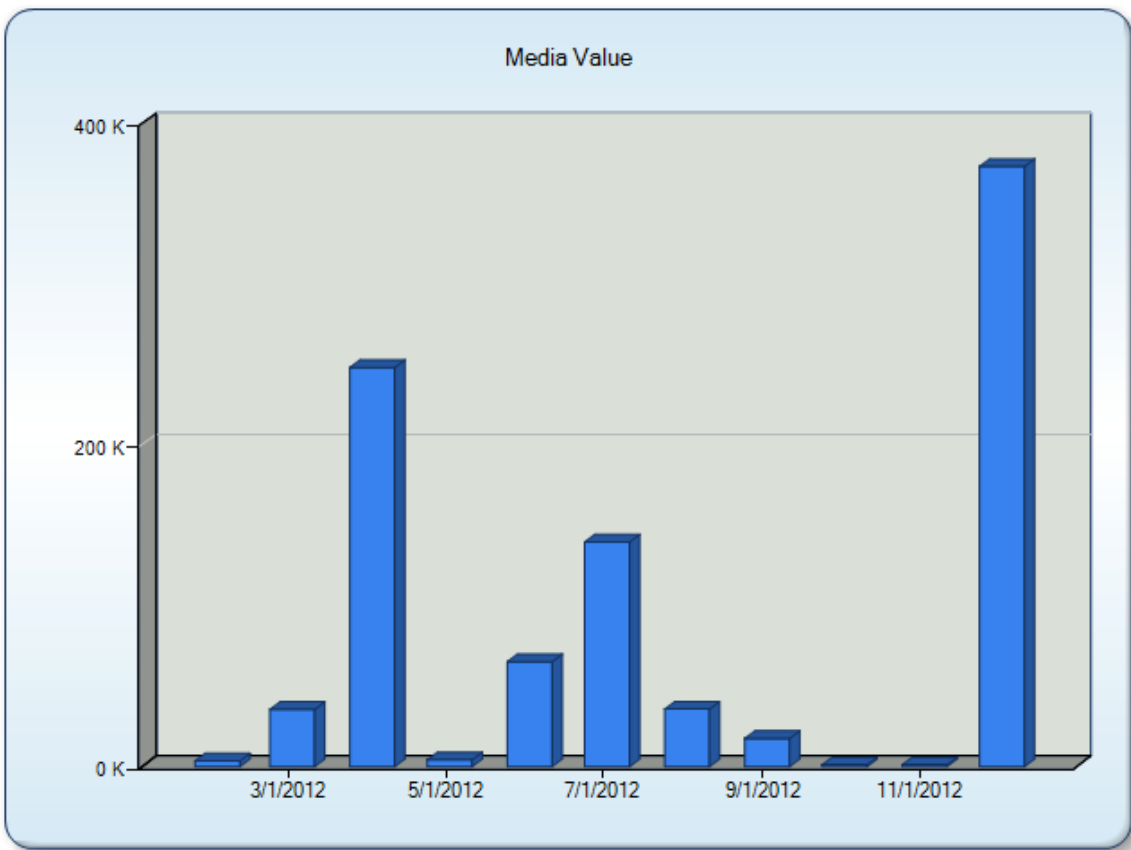


Articles By Circulation

n/a	Under 1,000	1,000- 5,000	5,000- 10,000	10,000- 20,000	20,000- 50,000	50,000- 75,000	75,000- 100,000	100,000- 150,000	150,000- 200,000	200,000- 500,000	Over 750,000
1	1	6	18	17	6	8	3	6	2	4	2

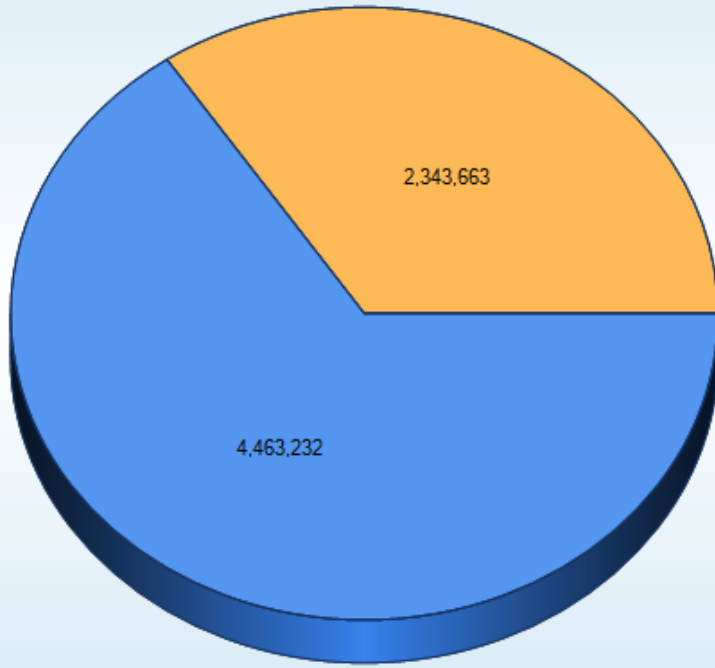
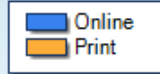


Impressions	
Total Articles	74
Total Impressions	6,815,395



Media Value	
Total Articles	74
Total Impressions	6,815,395
Total Media Value	\$930,515

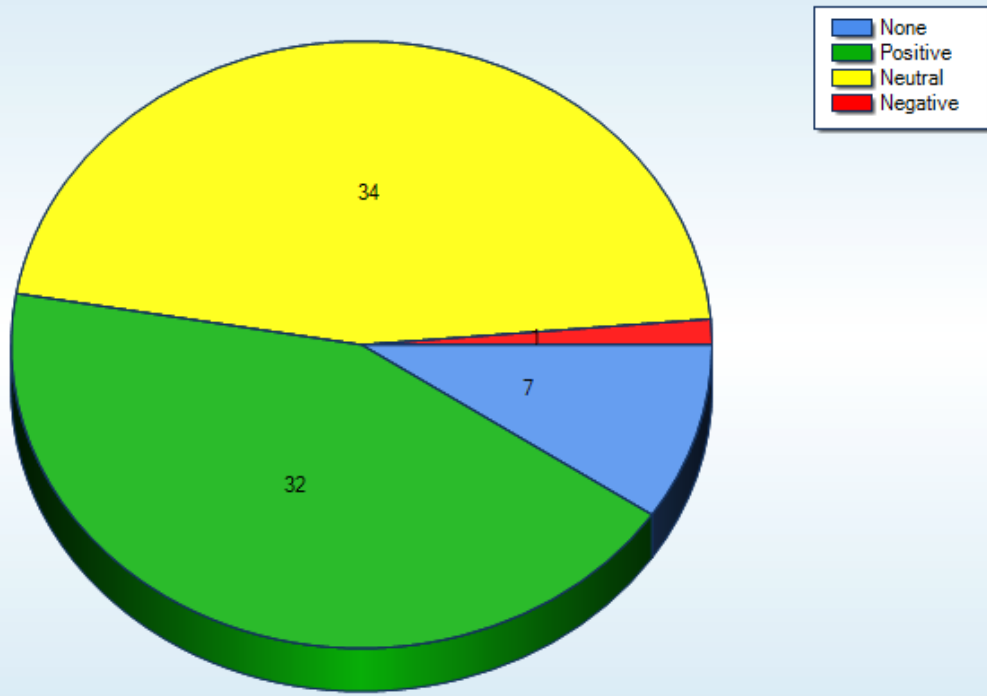
Impressions by Media Type



Impressions By Media Type

Online	Print
4,463,232	2,343,663

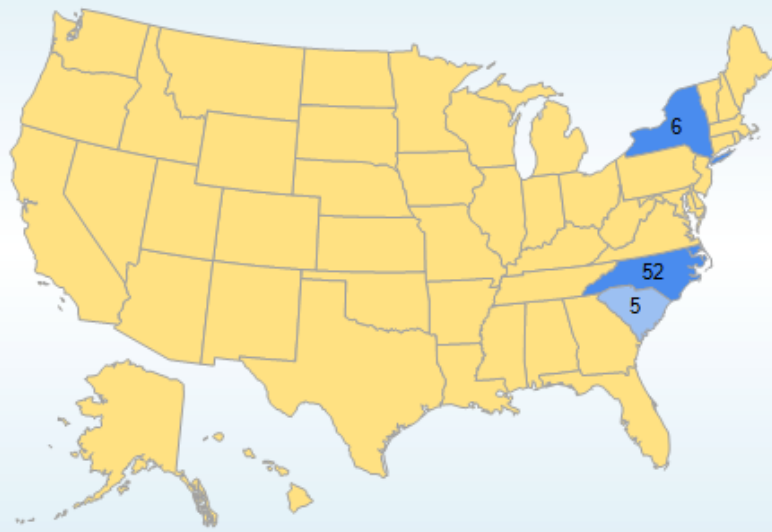
Tonality - 3-Tone Scale























































Articles By Tone

Negative	Neutral	None	Positive
1	34	7	32

Article Map



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