



## MUSEUM OF NATURE & SCIENCE

### ***Media report from September 17, 2009 news conference unveiling the schematic designs and building model for the Perot Museum of Nature & Science at Victory Park***

#### **Overview Report (as of October 7, 2009)**

The September 17 news conference – to unveil the schematic designs and building model for the Perot Museum of Nature & Science at Victory Park – was an exciting day for the Museum and everyone involved!

- **COMMUNITY SUPPORT:** It was a standing-only room for the news conference held at the Museum Construction Center.
- **FRONT-PAGE COVERAGE:** *The Dallas Morning News* ran a front-page story in the main section on Thursday, September 17 (70 column inches including a schematic design on the second page).
  - The story and video of the images also ran on the home page of dallasnews.com and was picked up on local and national websites including wfaa.com, dentonrc.com, architectureweek.com and others.
- An editorial ran in the September 27 Sunday edition of *The Dallas Morning News* in the Points section.
- David Dillon wrote a piece for *The Dallas Morning News* on the Arts District and mentioned the Perot Museum of Nature & Science.  
<http://www.dallasnews.com/sharedcontent/dws/news/localnews/stories/092709dngdapac.4065fb7.html>
- Other print media attending were the *Dallas Observer* and *Downtown Business News*. Several online/print publications requested photos including *AIArchitect*, *Bloomberg*, *Building Design+Construction*, *Urban Land Magazine*, *Architectural Record*, *Civil Engineering* magazine, *Leisure Opportunities*, *Museum Practice Magazine*, *PaperCity Magazine*, *Turtle Creek News*, *Dallas Business Journal*, *Advocate Magazines* and *Dallas Art News*.
- **ON THE AIRWAVES – 17 TV AND RADIO STORIES:** Fox 4, WFAA Channel 8, CBS 11 and TXA 21 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.** *Building Design+Construction* magazine posted a story online and will include an article with photos in their October issue.

GlobeSt.com also posted a story online.

*Bloomberg's* architecture critic James Russell traveled to Dallas for a design briefing on October 2.

*GA Architecture* plans to run something in their October issue.

Other print coverage:

- *PaperCity* magazine ran a blurb with a schematic design in their October issue.
- *Advocate Magazine* plans to run an article with images in an upcoming issue.

- **MAJOR ONLINE SITES** covered the event, including *Dallas Observer's* Unfair Park blog, Kera.org, Pegasus News, Nbcdfw.com, GlobeSt.com, Bdcnetwork.com, Metropolismag.com,

Oldwestnewwest.com (*Travel & History Magazine*) a story in their October eZine. They average about 300,000 hits a month.

<http://www.oldwestnewwest.com/places-to-visit/museums/dallas-gears-up-for-new-world-class-nature-and-science-museum.html>

See detailed list on following pages.

- **PR NEWSWIRE COVERAGE.** The story was distributed nationally via PR Newswire. A headline stating "Pritzker Prize Laureate Thom Mayne Unveils Designs For Dallas Science Museum" ran a total of 31 times between September 17 – 20 on the Reuters sign at New York's Times Square and the Clear Channel sign at the Las Vegas Fashion Show Mall. Below are the specific times it ran:

### NEW YORK'S TIMES SQUARE/LAS VEGAS' FASHION SHOW MALL

#### New York Times Square

September 17 4:23 p.m.  
September 18 4:28 p.m.

#### Las Vegas Fashion Show Mall:

September 18 8:56 p.m.  
8:58 p.m.  
10:56 p.m.  
10:58 p.m.

September 19 12:56 p.m.  
12:58 p.m.  
2:56 p.m.  
2:58 p.m.  
4:56 p.m.  
4:58 p.m.  
6:56 p.m.  
6:58 p.m.  
8:56 p.m.  
8:58 p.m.  
10:56 p.m.  
10:58 p.m.

September 20 12:56 a.m.  
12:58 a.m.  
10:56 a.m.  
12:56 p.m.  
12:58 p.m.  
2:58 p.m.  
4:56 p.m.  
4:58 p.m.  
6:56 p.m.  
6:58 p.m.  
8:56 p.m.  
8:58 p.m.  
10:57 p.m.

- **FORTHCOMING COVERAGE.** Although this is not directly related to the unveiling, *The Dallas Morning News*' business columnist Robert Miller plans to run a fundraising story for a mid-October column.

*Leisure Opportunities* (based in UK) requested high-resolution interior and exterior images. The managing editor was reviewing and would contact if further info was needed.

David Dillon at *Architectural Record* magazine wrote a story online complete with a slideshow of schematic designs. A print story will also run, most likely in November.

*AIArchitect* is writing a story and had a 30-minute phone interview with Thom Mayne.

*Civil Engineering* magazine will run a story most likely in November (December at the latest).

*Museum Practice Magazine* (quarterly magazine for museum professionals in the UK and Europe and published by the UK Museums Association <http://www.museumsassociation.org/publications>) will run a short news piece on the preview pages of issue #48.

*Urban Land Magazine* plans to run a piece in their December issue.



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**DETAILED COVERAGE**

**MAJOR PRINT/ONLINE COVERAGE:**

***The Dallas Morning News***

**FRONT-PAGE STORY: A bold look for science museum**

<http://www.dallasnews.com/sharedcontent/dws/ent/performingarts/stories/091709dnmetperotmuseum.432f49b.html>

September 17, 2009

**SUNDAY EDITORIAL: Perot Museum should be a beacon of inspiration**

[http://www.dallasnews.com/sharedcontent/dws/dn/opinion/editorials/stories/DN-newmuseum\\_27edi.State.Edition1.224d378.html](http://www.dallasnews.com/sharedcontent/dws/dn/opinion/editorials/stories/DN-newmuseum_27edi.State.Edition1.224d378.html)

September 27, 2009

***Dallas Observer***

**Unfair Park Blog: Next Stop on the Mayor's Dallas Makeover Tour, the Perot Museum of Nature & Science**

[http://blogs.dallasobserver.com/unfairpark/2009/09/today\\_at\\_the\\_unveiling\\_of\\_the.php#](http://blogs.dallasobserver.com/unfairpark/2009/09/today_at_the_unveiling_of_the.php#)

September 17, 2009

***Dallas Business Journal***

**Dallas' \$354 million AT&T Performing Arts Center gets ready for its close-up (*front-page jump to page 7* – Competing for funds: Perot Museum of Nature & Science)**

***GlobeSt.com***

**Dallas Renderings Unveiled for \$185M Museum**

[http://www.globest.com/news/1497\\_1497/dallas/181096-1.html](http://www.globest.com/news/1497_1497/dallas/181096-1.html)

September 17, 2009

***Building Design+Construction Magazine (bdcnetwork.com)***

*Story and images set for October print issue*

**Thom Mayne unveils 'floating cube' design for the Perot Museum of Nature and Science in Dallas**

<http://www.bdcnetwork.com/article/CA6697648.html?desc=topstory>

September 18, 2009

**Morphosis Does Dallas**

<http://www.metropolismag.com/pov/20090921/morphosis-does-dallas>

September 21, 2009

**Papercity**

**(Very) good nature**

October 2009 issue

**BROADCAST COVERAGE:**

Here is a summary of the known broadcast coverage (as of September 18, 2009). To view the clips, please go to <http://media.vmsnews.com/MR.pl?id=091809-3265325-N002055235>

**Fox 4 News At Nine**

**KDFW-TV CH 4 (FOX) Dallas/Fort Worth**

**09/17/2009 09:00 PM - 10:00 PM**

**Good Day**

**KDFW-TV CH 4 (FOX) Dallas/Fort Worth**

**09/18/2009 05:00 AM - 06:00 AM**

**Good Day**

**KDFW-TV CH 4 (FOX) Dallas/Fort Worth**

**09/18/2009 06:00 AM - 07:00 AM**

**Good Day**

**KDFW-TV CH 4 (FOX) Dallas/Fort Worth**

**09/18/2009 07:00 AM - 08:00 AM**

**Morning News**

**KRLD-AM 1080 (CBS) Dallas/Fort Worth**

**09/17/2009 08:00 AM - 09:00 AM**

**The Dorsey Gang**

**KSCS-FM 96.3 Dallas/Fort Worth**

**09/17/2009 07:00 AM - 08:00 AM**

**CBS 11 News This Morning**

**KTVT-TV CH 11 (CBS) Dallas/Fort Worth**

**09/17/2009 05:00 AM - 06:00 AM**

**CBS 11 News At Six**

**KTVT-TV CH 11 (CBS) Dallas/Fort Worth**

**09/17/2009 06:00 PM - 06:30 PM**

**CBS 11 News At Ten**

**KTVT-TV CH 11 (CBS) Dallas/Fort Worth**

**09/17/2009 10:00 PM - 10:35 PM**

**CBS 11 News This Morning**

**KTVT-TV CH 11 (CBS) Dallas/Fort Worth**

**09/18/2009 06:00 AM - 07:00 AM**

**TXA 21 News First In Prime**  
**KTXA-TV CH 21 (IND) Dallas/Fort Worth**  
**09/17/2009 07:00 PM - 09:00 PM**

**TXCN Evening News**  
**Texas Cable News Network**  
**Dallas/Fort Worth**  
**09/17/2009 09:00 PM - 10:00 PM**

**The WBAP Morning News**  
**WBAP-AM 820 (ABC) Dallas/Fort Worth**  
**09/17/2009 07:00 AM - 08:00 AM**

**The Mark Davis Show**  
**WBAP-AM 820 (ABC) Dallas/Fort Worth**  
**09/17/2009 09:00 AM - 10:00 AM**

**News 8 Daybreak**  
**WFAA-TV CH 8 (ABC) Dallas/Fort Worth**  
**09/17/2009 06:00 AM - 07:00 AM**

**News 8 Midday**  
**WFAA-TV CH 8 (ABC) Dallas/Fort Worth**  
**09/17/2009 12:00 PM - 01:00 PM**

**News 8 At Five**  
**WFAA-TV CH 8 (ABC) Dallas/Fort Worth**  
**09/17/2009 05:00 PM - 05:30 PM**

#### ***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 over 400 North Texas media).

#### **PR Newswire clips via MEDIAtlas: (190)**

AlphaTrade Finance  
AOL Money News  
ArchitectureWeek  
Arizona Republic  
Bizjournals.com, Inc.  
Bolsamania (Web Financial Group)  
Breitbart.com  
Building Design & Construction  
Construction Writers Association  
Dallas Business Journal  
Dallas Morning News  
Earth Times  
Elevator World  
Examiner.com  
Forbes.com  
Globe Investor/Toronto Globe and Mail  
Globe St.com  
Hoover's (61,000 visitors/day)  
Inside Collin County Business (24,000 visitors/day)  
Interest! ALERT  
IT Industry Today (4,000 visitors/day)  
KAIT ABC-8 (Jonesboro, AR) (7,000 visitors/day)  
KATC ABC-3 (Lafayette, LA) (9,000 visitors/day)  
KAZT IND-7 (Phoenix/Prescott, AZ)

KCAU ABC-9 (Sioux City, IA)  
KCBA-TV FOX-35 (Salinas, CA)  
KCBD NBC-11 (Lubbock, TX) (7,000 visitors/day)  
KCOY CBS-12 (Santa Maria, CA)  
KDBC CBS-4 (El Paso, TX)  
KESQ ABC-3 (Palm Desert, CA) (1,000 visitors/day)  
KFDA CBS-10 (Amarillo, TX) (3,000 visitors/day)  
KFJX-TV FOX-14 (Pittsburg, KS)  
KFVE MyNetworkTV-5 (Honolulu, HI)  
KFVS CBS-12 (Cape Girardeau, MO) (4,000 visitors/day)  
KGUN ABC-9 (Tucson, AZ)  
KHNL NBC-8 (Honolulu, HI) (5,000 visitors/day)  
KHQ-TV NBC-6 (Spokane, WA) (5,000 visitors/day)  
KIFI-TV ABC-8 (Idaho Falls, ID) (3,000 visitors/day)  
KION CBS-46 (Salinas, CA)  
KIVI-TV ABC-6 (Boise, ID) (1,000 visitors/day)  
KJCT-TV ABC-8 (Grand Junction, CO)  
KKFX FOX-11 (Santa Maria, CA)  
KLFY  
KLFY CBS-10 (Lafayette, LA)  
KLKN ABC-8 (Lincoln, NE)  
KLTV ABC-7 (Tyler, TX)  
KMEG-TV CBS-14 (Sioux City, IA)  
KMIR NBC-6 (Palm Desert, CA)  
KMPH-TV FOX-26 (Fresno, CA)  
KMTV-TV CBS-3 (Omaha, NE)  
KNDO-TV NBC-3 (Yakima, WA)  
KNDU-TV NBC (Kennewick, WA)  
KNOE-TV CBS-8 (Monroe, LA)  
KOAM-TV CBS-7 (Pittsburg, KS)  
KOLD CBS-13 (Tucson, AZ)  
KOTA ABC-3 (Rapid City, SD)  
KOTV-TV CBS-6 (Tulsa, OK)  
KPLC NBC-7 (Lake Charles-Lafayette, LA)  
KPSP CBS-2 (Thousand Palms, CA)  
KPTH-TV FOX-44 (Dakota Dunes, SD)  
KPTM-TV FOX-42 (Omaha, NE)  
KPVI-TV NBC-6 (Pocatello, ID)  
KQCW CW-12/19 (Tulsa, OK)  
KRDO-TV ABC-13 (Colorado Springs, CO)  
KRHD-TV ABC-40 (Bryan-College Station, TX)  
KRIS NBC-6 (Corpus Christi, TX)  
KRNV CBS-4 (Reno, NV)  
KSBY-TV NBC-6 (San Luis Obispo, CA)  
KSCW-TV CW-33 (Wichita, KS)  
KSLA CBS-12 (Shreveport, LA)  
KSWO-TV ABC-7 (Lawton, OK)  
KSWT-TV CBS-13 (Yuma, AZ)  
KTEN NBC-10 (Denison, TX)  
KTIV NBC-4 (Sioux City, IA)  
KTNV-TV ABC-13 (Las Vegas, NV)  
KTRE ABC-9 (Lufkin, TX)  
KTRV-TV FOX-12 (Nampa, ID)  
KTTC NBC-10 (Rochester, MN)  
KTVG-TV FOX-17 / KSNB-TV FOX-4 (Kearney, NE)  
KTVN-TV CBS-2 (Reno, NV)  
KTVZ-TV NBC-21 (Bend, OR)  
KVBC NBC-3 (Las Vegas, NV)  
KVBC-TV  
KVIA ABC-7 (El Paso, TX)  
KVOA NBC-4 (Tucson, AZ)  
KWCH-TV CBS-12 (Wichita, KS)

KWES-TV NBC-9 (Midland, TX)  
KWQC NBC-6 (Davenport, IA)  
KWTW-TV CBS-9 (Oklahoma City, OK)  
KWWL  
KXLT FOX-47 (Rochester, MN)  
KXLY 920-AM (Spokane, WA)  
KXLY ABC (Spokane, WA)  
KXVO-TV CW-15 (Omaha, NE)  
KXXV-TV ABC-25 (Waco, TX)  
KYTX CBS-19 (Tyler, TX)  
Los Angeles Times  
MarketWatch  
Michigan Live  
Montana's News Station (Butte, MT)  
National Hispanic Corporate Council: News  
NBC6.com (NC)  
NebraskaTV (Kearney, NE)  
News Blaze  
PR Newswire  
PR Newswire SEO  
Press Enterprise, The  
RBC Dain Rauscher Inc. (fka Dain Rauscher)  
Reuters  
SYS-CON Media  
Technology Today  
TravelJourno  
WAAY-TV ABC-31 (Huntsville, AL)  
WAFB 9  
WAFB CBS-9 (Baton Rouge, LA)  
WAFF  
WAFF NBC-48 (Huntsville, AL)  
WALB NBC-10 (Albany, GA)  
WAND-TV NBC-17 (Decatur, IL)  
WAOW (WI)  
WAVE NBC-3 (Louisville, KY)  
WBAY ABC-2 (Green Bay, WI)  
WBCB-TV CW-21 (Youngstown, OH)  
WBOC CBS-16 (Salisbury, MD)  
WBTW CBS-3 (Charlotte, NC)  
WCAX CBS-3 (Burlington, VT)  
WCSC CBS-5 (Charleston, SC)  
WCWG-TV CW-20 (Greensboro, NC)  
WDAM NBC-7 (Hattiesburg-Laurel, MS)  
WDBJ CBS-7 (Roanoke, VA)  
WDRB  
WDRB FOX-41 (Louisville, KY)  
WECT NBC-6 (Wilmington, NC)  
WFFF-TV FOX-44 (Colchester, VT)  
WFIE  
WFIE NBC-14 (Evansville, IN)  
WFLX FOX-29 (West Palm Beach, FL)  
WFMJ-TV NBC-21 (Youngstown, OH)  
WFTX-TV FOX-4 (Cape Coral, FL)  
WFXG-TV FOX-54 (Augusta, GA)  
WGBA NBC-26 (Green Bay, WI)  
WHBF  
WHBF CBS-4 (Rock Island, IL)  
WIS 10  
WISTV NBC-10 (Columbia, SC)  
WKBT-TV CBS-8 (La Crosse, WI)  
WKRN ABC-2 (Nashville, TN)  
WLBT NBC-3 (Jackson, MS)

WLEX NBC-18 (Lexington, KY)  
WLNS CBS-6 (Lansing, MI)  
WLOX ABC-13 (Biloxi, MS)  
WMBF NBC-32 (Myrtle Beach, SC)  
WMC NBC-5 (Memphis, TN)  
WOI ABC-5 (West Des Moines, IA)  
WOIO CBS-19 (Cleveland, OH)  
WOITV  
WQOW (WI)  
WR Hambrecht & Co.  
WREX-TV, Rockford  
WRIC ABC-8 (Richmond, VA)  
WSFA NBC-12 (Montgomery, AL)  
WSFX-TV FOX-26 (Wilmington, NC)  
WSJV-TV FOX-28 (South Bend, IN)  
WTEN ABC-10 (Albany, NY)  
WTHR NBC-13 (Indianapolis, IN)  
WTNZ  
WTNZ FOX-43 (Knoxville, TN)  
WTOC CBS-11 (Savannah, GA)  
WTOL CBS-11 (Toledo, OH)  
WTVF NewsChannel 5 TV - Nashville, TN: News  
WTVF-TV CBS-5 (Nashville, TN)  
WTVM ABC-9 (Columbus, GA)  
WTXL ABC-27 (Midway, FL)  
WUPV-TV CW-65 (Ashland, VA)  
WVIR-TV NBC-29 (Charlottesville, VA)  
WVNY-TV ABC-22 (Colchester, VT)  
WVVA NBC-6 (Bluefield, WV)  
WWBT NBC-12 (Richmond, VA)  
WWSB ABC-7 (Sarasota, FL)  
WXIX FOX-19 (Cincinnati, OH)  
WXOW ABC-19 (La Crosse, WI)  
WXTX-TV FOX-54 (Columbus, GA)  
WXVT-TV CBS-15 (Greenville, MS)  
Yahoo!  
Yahoo! Canada  
Yahoo! Finance  
Yahoo! UK & Ireland

**Media via Google search (35+):**

Architectureupdate.com  
Archdaily.com  
Archtracker.com  
Artforum.com  
Artinamericamagazine.com  
Businessweek.com  
Christopherwestpresents.blogspot.com  
Cnadallas.com (Cedar Neighborhood Association)  
Consulting4architects.wordpress.com  
Dailyicon.com  
Dallasartnews.com  
Dallasbusinessjournal.com  
DallasObserver.com (Unfair Park)  
Dentonrc.com  
Designscene.net  
Dezignare.com  
Downtownuptownblogspot.com  
Emeraldcityfence.com  
Dallascfa.com (Dallas Center for Architecture)  
Facebook.com (Dallas Center for Architecture page)

Forum.skyscraperpage.com  
Globalspec.com  
Kera.org  
Metropolismag.com  
Morphomedia.com  
Nbcdfw.com <http://www.nbcdfw.com/around-town/real-estate/Museum-of-Nature-and-Science-Unveils-Designs-59650047.html>  
Newsblaze.com  
Oldwestnewwest.com <http://oldwestnewwest.com/places-to-visit/museums/dallas-gears-up-for-new-world-class-nature-and-science-museum.html>  
Pegasusnews.com  
She-draws.blogspot.com  
Silverlight-travel.com  
Txcn.com  
Txnewsline.com (*Dallas Morning News* article)  
Texas.realestatecenterblog.com  
TXCN.com  
WBAP.com <http://wbap.com/Article.asp?id=1507276&spid=>  
WFAA.com  
WorldArchitectureNews.com  
Worldinteriordesignnetwork.com  
Wn.com (World News)