



Legal Voice[™]
Toward Justice & Gender Liberation.

Campaign Report

Legal Voice Coverage

Presented by

the Vida
AGENCY

Goal & Messaging

Campaign Goal

- To generate local and national awareness of the first-in-nation lawsuit against the State of Idaho.

Key Messaging

- Legal Voice, advocates for justice and gender liberation, filed a groundbreaking lawsuit against the State of Idaho, alleging that the recently passed 'Abortion Travel Ban', §18-623, offends both the First Amendment, the Fourteenth Amendment due process clause, and the right to travel within and between states.
- Idaho, known for some of the strictest abortion laws in the Nation, is now the first state to make it illegal for an adult to help a minor obtain an abortion across state lines.
- Legal Voice, along with Stoel Rives, and The Lawyering Project, are representing the Northwest Abortion Access Fund (NWAAF), the Indigenous Idaho Alliance (IIA), and one individual plaintiff, Lourdes Matsumoto, in the lawsuit.

Global Reach

Article Reach:

673,129,968

Press Release Pickup

Total Pick up 393

Total Potential Audience 195,071, 811

Hits 1940

Priority Media List

Full Pitch List - [HERE](#)

Embargo Pitch List

Sarah Varney, KFF.org and PBS NewsHour

Bryan Clark, Idaho Statesmen

Alison Saldanha, Seattle Times

Kelcie Moseley-Morris, Idaho Capital Sun

Pitch List by Outlet

- HuffPost
- Forbes
- New York Times
- The Guardian
- ABC News
- NBC News
- CNN
- TIME
- Bloomberg Law
- Reuters
- Politico
- KUOW
- CNBC
- MSNBC
- US News & World Report
- AP News
- Washington Post
- The Inlander
- Tacoma News Tribune
- Spokesman Review
- USA Today
- The Atlantic
- King 5
- Elle Magazine
- Public News Service
- Montana Free Press
- Flathead Beacon
- MT State News Bureau
- Alaska Beacon
- Anchorage Daily News
- Oregon Capital Chronical
- Substack
- Willamette Week
- The Wall Street Journal
- Politifact
- Self
- Crosscut
- The Cut WNBC-TV, NBC News
- Jezebel
- KFF Health News
- Sojourners
- The Daily Beast
- Delaware County Daily Times
- Primetimer, Extra Hot Great
- The Nation
- The Health 202 - The Washington Post
- News From The States
- The Daily Caller
- VIA Magazine, VIA Online
- Bizwoman
- Axios

Media Coverage



The Guardian

Idaho sued over law banning adults from helping minors get abortions

- Article Reach: 86,045,403
- Social Reach: 218,861



PBS NewsHour

July 12, 2023 - PBS NewsHour Full episode

- Article Reach: 13.14M
- Social Reach: 1.2M



US News & World Report

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: 34,829,608
- Social Reach: 173,120

Bloomberg Law

Bloomberg Law

Idaho Sued over Abortion Travel Assistance Ban for Minors

- Article Reach: 1.2M
- Social Reach: 149K



Law.com

Constitutionality of Idaho 'Abortion Trafficking' Law Targeting Teens

- Article Reach: 1M
- Social Reach: 59.61K



Idaho Press

Advocacy group files lawsuit challenging Idaho's 'abortion trafficking' law

- Article Reach: -
- Social Reach: 17,412



KTVB Segment

Idaho sued over law making it a crime to help minors get an abortion without parental consent

- Article Reach: 825,365
- Social Reach: 111,153



The Hill

Advocacy groups sued Idaho over 'abortion travel ban'

- Article Reach: 18,209,460
- Social Reach: 4,460,064



The Messenger

Idaho Sued Over Parental Consent Abortion Law

- Article Reach: -
- Social Reach: 37,241

NYToday News

Idaho Sued Over Banning Adults From Helping Minors Get Abortions

- Article Reach: -
- Social Reach: -



Newsnet

Idaho Sued Over Banning Adults From Helping Minors Get Abortions

- Article Reach: 481
- Social Reach: 643

Media Coverage

AP

Associated Press

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: 155,535,344
- Social Reach: 3,584

Sampling of AP News story syndication

ABC News

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: 27.62M
- Social Reach: 17.8M

MSN.com

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: 178M
- Social Reach: 233K

KMOV TV

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: 1.3M
- Social Reach: -

WashingtonPost.com

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: 56.22M
- Social Reach: 20.04M

CNN

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: -
- Social Reach: 61.56M

SFGate

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: 18.55M
- Social Reach: 498K

The State

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: -
- Social Reach: 112K

Washington Times

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: 1.9M
- Social Reach: 453K

KREM2

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: 588K
- Social Reach: 71.25K

KXLY

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: 570K
- Social Reach: 63.28K

WCSC

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: 880K
- Social Reach: -

Media Coverage

CenLANow

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: -
- Social Reach: -

The Independent

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: 1.1K
- Social Reach: 3.6M

KKTV

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: 1.4M
- Social Reach: 101K

WLOX

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: 458K
- Social Reach: -

NBC Nebraska

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: -
- Social Reach: -

KVVU

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: 1.6M
- Social Reach: 314K

Spectrum News

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: 1.3M
- Social Reach: 39.93K

Media Coverage

KFF Health News

KFF Health News

Idaho sued over law making it a crime to help minors get abortions without parental consent

- Article Reach: 683,980
- Social Reach: 63

Syndication of KFF Story

Seattle Times

Groups sue to overturn Idaho 'abortion Trafficking law targeting teens

- Article Reach: 6,481,777
- Social Reach: 713,031

California Healthline

Groups sue to overturn Idaho 'abortion Trafficking law targeting teens

- Article Reach: 27,201
- Social Reach: 11,167

Lawton Constitution

Groups sue to overturn Idaho 'abortion Trafficking law targeting teens

- Article Reach: 40,655
- Social Reach: 3,904

Union-Bulletin

Groups sue to overturn Idaho 'abortion Trafficking law targeting teens

- Article Reach: 87,686
- Social Reach: 3,874

Biloxi News

Groups sue to overturn Idaho 'abortion Trafficking law targeting teens

- Article Reach: -
- Social Reach: -

Williston Herald

Groups sue to overturn Idaho 'abortion Trafficking law targeting teens

- Article Reach: 48,851
- Social Reach: 4,164

Gwinnett Daily Post

Groups sue to overturn Idaho 'abortion Trafficking law targeting teens

- Article Reach: 630,898
- Social Reach: 47,268

Brunswick News

Groups sue to overturn Idaho 'abortion Trafficking law targeting teens

- Article Reach: 172,000
- Social Reach: 4,337

Medical Marketing + Media

Groups sue to overturn Idaho 'abortion Trafficking law targeting teens

- Article Reach: -
- Social Reach: -

Media Coverage

Idaho Capital Sun

Idaho Capital Sun

Advocacy groups file lawsuit against Idaho's 'abortion trafficking' law

- Article Reach: -
- Social Reach: 5,313

Syndication of Idaho Capital Sun Story

News from the States

Advocacy groups file lawsuit against Idaho's 'abortion trafficking' law

- Article Reach: -
- Social Reach: 15,830

East Idaho News

Advocacy groups file lawsuit against Idaho's 'abortion trafficking' law

- Article Reach: 1.1M
- Social Reach: 11.43K

Democratic Underground

Advocacy groups file lawsuit against Idaho's 'abortion trafficking' law

- Article Reach: -
- Social Reach: -

Oregon Capital Chronical

Advocacy groups file lawsuit against Idaho's 'abortion trafficking' law

- Article Reach: -
- Social Reach: -

Boise State Public Radio

Advocacy groups file lawsuit against Idaho's 'abortion trafficking' law

- Article Reach: 59,649
- Social Reach: 8,147

Louisiana Illuminator

Advocacy groups file lawsuit against Idaho's 'abortion trafficking' law

- Article Reach: 39.76K
- Social Reach: 6K

Idaho 6 News

Advocacy groups file lawsuit against Idaho's 'abortion trafficking' law

- Article Reach: -
- Social Reach: -
-

Spokesman Review

Advocacy groups file lawsuit against Idaho's 'abortion trafficking' law

- Article Reach: 1.4M
- Social Reach: 64.86K

Idaho Statesman

Idaho Statesman

Suits against Idaho's abortion travel ban shows it's vague, punitive and ineffective

- Article Reach: 671,170
- Social Reach: 93,611

Syndication of Idaho Statesman Story

Yahoo! News

Suits against Idaho's abortion travel ban shows it's vague, punitive and ineffective

- Article Reach: 59,984,680
- Social Reach: 1,076,367

Interviews



PBS News Hour/KFF Health News

- Friday July 7th
- Sarah Varney
- Wendy and Lourdes interviewed 7/7

Idaho Capital Sun

Idaho Capital Sun

Kelcie Moseley-Morris

kmoseley@statesnewsroom.com

- Wendy interviewed 7/7
- Lourdes to do interview 7/10
- Requested Embargoed copy of complaint (Ready by Monday am)

The Seattle Times

The Seattle Times

Alison Saldanha

asaldanha@seattletimes.com

- Wendy connected on 7/7
- Lourdes to do interview 7/10 at 1:00

Idaho Statesman

Part of the McClatchy Media Network

Idaho Statesman

Bryan Clark

Brclark@idahostatesman.com

- Monday July 10th
- Interview with Wendy on Monday at 11:00



KTVB

Tuesday July 11th

Lourdes, Zoom interview
12:30 MST



The Guardian

Lourdes and Wendy H. interviewed.



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Global Reach - Editorial Coverage & Newswire

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Janine Worthington

Director of Strategic Communications
and Media Relations

Janine@thevidaagency.com

Phone | 206 -850-5704