



Lifeline Children's Services Media Report

(January 2022 - March 2022)

Prepared by

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Overview

Press Releases	2
Top 25 Print & Digital Mentions	180,043 Estimated Views 3,842 Social Shares
Op-Eds: 10	59,017 Estimated Views 7,179 Social Shares

Press Releases

[March for Life Press Release](#)

- January 19, 2022

[Lancet Report](#)

- February 25, 2022

Op-eds Published: (10)

ERLC The Light Magazine: [There are no mere mortals](#)

- January 2022 - Herbie Newell
- Est. Coverage Views: 524
- Social Media Shares: 4

Charisma News: [3 Challenges the Church Faces in a post-Roe World](#)

- February 10, 2022 - Herbie Newell
- Est. Coverage Views: 1.11K
- Social Media Shares: 33

Christian Post: [If we want to celebrate Black History, we need to protect black families](#)

- February 28, 2022 - Pastor Alton Hardy
- Est. Coverage Views: 4.71K
- Social Media Shares: 881

Orlando Sentinel: [Olympics Put Spotlight on Chinese Children Waiting for Adoption](#)

- February 17, 2022 - Herbie Newell
- Est. Coverage Views: 11.4K
- Social Media Shares: 2.52k
- Also printed in hard copy paper - February 18, 2022

Christian Post: [If we want to celebrate Black History, we need to protect black families](#)

- February 28, 2022 - Pastor Alton Hardy
- Est. Coverage Views: 4.71K
- Social Media Shares: 881

Christian Post: [19 years ago, God called me to Ukraine. Today I pray I can return.](#)

- March 6, 2022 - Dr. Rick Morton
- Est. Coverage Views: 5.95K
- Social Media Shares: 1.81K

Christian Post: [Honor women by lifting up biblical womanhood](#)

- March 8, 2022 - Herbie Newell
- Est. Coverage Views: 4.77K
- Social Media Shares: 924

Townhall: [I'm a Father to 3 Ukrainian Children. Putting is Robbing Ukraine's Orphans of a Hope for a Better Life.](#)

- March 23, 2022 - Dr. Rick Morton
- Est. Coverage Views: 22.6K

ERL: [Christians, remember the vulnerable children of Ukraine](#)

- March 23, 2022 - Dr. Rick Morton
- Est. Coverage Views: 653
- Social Media Shares: 98

Christian Headlines: [If We Want to Prevent Human Trafficking, We Need to Focus on Older- Child Adoptions](#)

- March 25, 2022 - Herbie Newell
- Est. Coverage Views: 2.59K
- Social Media Shares: 28

Top 25 Media Mentions

CBS News: [How religious organizations are helping Ukraine's orphans escape the Russian onslaught](#)

- March 25, 2022 - Dr. Rick Morton
- Est. Coverage Views: 34.2K
- Social Media Shares: 58

Deseret News: [How religious organizations are helping Ukraine's orphans escape the Russian onslaught](#)

- March 11, 2022 - Maya Jaradat
- Est. Coverage Views: 30.2K
- Social Media Shares: 56

Uber Turco News: [Herbie Newell on We Can Honor Women by Lifting Up Biblical Womanhood](#)

- March 9, 2022 - (Picked up and reposted original Christian Post Op-ed)
- Est. Coverage Views: 25.7K

Birmingham Business Journal: [Meet the BBJ'S Who's Who in Nonprofits 2022](#)

- March 8, 2022 - Joshua Mann
- Est. Coverage Views: 14.3K

PennLive.com: [Central Pa. couple work to get Ukrainian orphans safe passage to America](#)

- March 25, 2022 - Charles Thompson
- Est. Coverage Views: 12.1K
- Social Media Shares: 38

Newsmax: [National Report Interview w/Dr. Rick Morton](#)

- March 14, 2022
- Est. Coverage Views: 11K

National Review: [Twelve Adoption/Foster-Care/Child-Welfare Things That Caught My Eye](#)

- February 18, 2022 - Kathryn Jean Lopez (Picked up from original Orlando Sentinel Op-ed)
- Est. Coverage Views: 10.3K
- Social Media Shares: 21

CBN Prayer Link: [Dr. Rick Morton](#)

- March 22, 2022
- Est. Coverage Views: 8.39K
- Social Media Shares: 2.14K

CBN News: [Faith Nation - Dr. Rick Morton](#)

- March 21, 2022
- Est. Coverage Views: 6.44K
- Social Media Shares: 679

Bham Now: [9 unique ways locals are responding to events in Ukraine](#)

- March 3, 2022 - Sharron Swain
- Est. Coverage Views: 5.42K
- Social Media Shares: 223

WBMA ABC 33/40: ['I had to fight for food': Ukrainian American recalls time in orphanage](#)

- February 25, 2022
- Est. Coverage Views: 4.37K
- Social Media Shares: 76

WTVC ABC 9: ['Helpless': Conflict in Ukraine stalls international adoptions. Tennessee families attest](#)

- March 2, 2022 - Jamya Reed
- Est. Coverage Views: 4.35K
- Social Media Shares: 46

Press of Atlantic City: [If Roe is overturned, children, women and science will be respected once again](#)

- March 23, 2022 - Alison Centofante & Lauren Enriquez
- Est. Coverage Views: 3.41K

Faith Radio: [Mornings with Carmen LaBerge - Dr. Rick Morton](#)

- February 28, 2022
- Est. Coverage Views: 2.2K
- Social Media Shares: 18

Truth Network: [Kingdom Pursuits: Lifeline Children's Services, Let's Do It - Herbie Newell](#)

- February 5, 2022
- Est. Coverage Views: 2.17K

Baptist Press: ['Very chaotic' for perhaps 180,000 traumatized orphans in Ukraine](#)

- March 28, 2022 - Diana Chandler
- Est. Coverage Views: 1.48K
- Social Media Shares: 127

Madison County Record: [Heritage student Maelin-Kate Carlson relates her adoption, transplant on 'Today'](#)

- January 19, 2022 - Gregg Parker
- Est. Coverage Views: 1.23K
- Social Media Shares: 156

The Alabama Baptist: [Waiting families: International adoptions process slowed by global events](#)

- March 23, 2022 - Lannell Downs Smith
- Est. Coverage Views: 606
- Social Media Shares: 125

ERLC - Capitol Conversations: [Dr. Rick Morton on how the Russian invasion of Ukraine impacts vulnerable children](#)

- March 24, 2022
- Est. Coverage Views: 529
- Social Media Shares: 7

The Alabama Baptist: [Rashional Thoughts: How should people of faith describe the 'pro-life' stance](#)

- January 11, 2022 - Jennifer Davis Rash
- Est. Coverage Views: 408
- Social Media Shares: 55

Black Christian News: [Herbie Newell on We Can Honor Women by Lifting Up Biblical Womanhood](#)

- March 7, 2022
- Est. Coverage Views: 399
- Social Media Shares: 1

Kentucky Today: [Pro-life Christians urged to remain hopeful at ERLC event](#)

- March 6, 2022 - Tom Strode
- Est. Coverage Views: 310
- Social Media Shares: 37

Life Today TV: [Saving Our Children - Dr. Rick Morton](#)

- March 7, 2022 - Randy Robison
- Est. Coverage Views: 244
- Social Media Shares: 9

Kentucky Today: ['Very chaotic' for perhaps 180,000 'traumatized' orphans in Ukraine](#)

- March 18, 2022
- Est. Coverage Views: 214
- Social Media Shares: 22

Family Life Radio: [Ep. 118 Helping Ukraine's Children - Dr. Rick Morton](#)

- March 17, 2022
- Est. Coverage Views: 73

Notable Mentions:

Human Coalition March for Life Livestream with Benjamin Watson

- January 21, 2022 - Herbie Newell

Black News Channel Interview

- March 17, 2022 - Dr. Rick Morton

Unconventional Ministry Podcast

- March 15, 2022 - Herbie Newell