



## **Lifeline Children's Services Media Report**

(July 2022 - September 2022)

Prepared by

**Pinkston.**

## Overview

<b>Press Releases: 2</b>	
<b>Top 40 Print &amp; Digital Mentions:</b>	352,289 K Estimated Views 2,495 K Social Shares
<b>Op-Eds: 7</b>	113K Estimated Views 875 Social Shares

## Press Releases

[Lifeline Children's Services Welcomes Chelsea Patterson Sobolik as Senior Director of Policy and Advocacy](#)

- July 5, 2022

[Lifeline Children Services President Herbie Newell on the Women's Protection Health Act](#)

- July 15, 2022

## Op-eds Published:

The Western Journal: [There's a Roadmap for Dads Everywhere in the Bible.](#)

- June 19, 2022 - Herbie Newell
- Est. Coverage Views: 28.5K
- Social Media Shares: 315

Birmingham Business Journal: [President of Birmingham-based nonprofit turned global weighs in on Magic City operations](#)

- June 27, 2022 - Herbie Newell
- Est. Coverage Views: 12.5K

Townhall: [Kansas Shows Us Future of the Pro-Life Battle](#)

- August 1, 2022 - Herbie Newell
- Est. Coverage Views: 22.5K
- Social Media Shares: 81

Washington Stand: [Abortion isn't just a "women's" issue. It harms men too.](#)

- August 26, 2022 - Herbie Newell
- Est. Coverage Views: 1.1K
- Social Media Shares: 98

The Western Journal: [A powerful response to abortion culture starts with godly men.](#)

- August 28, 2022 - Herbie Newell
- Est. Coverage Views: 31.6K
- Social Media Shares: 180

Birmingham Business Journal: [Three lessons learned as president of Birmingham Nonprofit](#)

- September 15, 2022 - Herbie Newell
- Est. Coverage Views: 12.9K

The Christian Post: [It's Time to Talk to Our Kids About Sex Ethics](#)

- September 22, 2022 - Herbie Newell
- Est. Coverage Views: 3.96K
- Social Media Shares: 201

## **Top 40 Media Mentions**

Dawn and Steve in the Mornings: [Hour 1 - Herbie Newell](#)

- September 12, 2022
- Est. Coverage Views: 52.9K
- Social Media Shares: 54

The Patch: [West Alabama Women's Director Talks About the Impact of Roe](#)

- July 28, 2022
- Est. Coverage Views: 38.2K
- Social Media Shares: 2

America Unhinged: [Dr. John Diamond ft. Bill Cortese & Dr. Rick Morton](#)

- September 28, 2022
- Est. Coverage Views: 36.6K

Let's Talk America: [Dr. Alan Keyes ft. Dr. Rick Morton](#)

- Est. Coverage Views: 34.8K
- Social Media Shares: 201

Real America's Voice News: [Herbie Newell breaks down all of the pro-life options women have when unexpectedly pregnant](#)

- June 28, 2022
- Est. Coverage Views: 21.8K

PBS News Hour: [Faith leaders discuss how their religions approach the divisive issue of abortion](#)

- August 11, 2022 - Chelsea Sobolik
- Est. Coverage Views: 18.8K
- Social Media Shares: 1.16K

News Nation Now: [How will Supreme Court abortion decision impact adoption?](#)

- June 27, 2022
- Est. Coverage Views: 17K
- Social Media Shares: 29

Birmingham Business Journal: [Magic City Newsmakers](#)

- June 6, 2022
- Est. Coverage Views: 12.5
- Social Media Shares: 201

EWTN Global Catholic Television Network: [Pro-life Weekly](#)

- June 23, 2022 - Herbie Newell
- Est. Coverage Views: 11.7K

Alabama's Morning News with JT: [Herbie Newell](#)

- Est. Coverage Views: 7.32K

Bham Now: [24 Events for a great September](#)

- August 19, 2022
- Est. Coverage Views: 6.91K

Cradle My Heart with Kim Ketola: [Herbie Newell - Does adoption really make abortion obsolete?](#)

- August 8, 2022
- Est. Coverage Views: 6.6K

Bham Now: [6 can't-miss weekend events](#)

- September 8, 2022
- Est. Coverage Views: 6.59K

CBS 19 Huntsville: [Adoption agencies could see increase in demand after Supreme Court ruling](#)

- June 24, 2022
- Est. Coverage Views: 6.32K

Real America's Voice News: [Herbie Newell Joins American Sunrise](#)

- September 7, 2022
- Est. Coverage Views: 6.12K

WAFF 48: [Scotus decision may impact adoptions](#)

- June 24, 2022
- Est. Coverage Views: 5.12K
- Social Media Shares: 48

Smart Talk with Trey Graham: [Herbie Newell of Lifeline Children's Services](#)

- July 4, 2022
- Est. Coverage Views: 5.07K

WSFA 12 NBC: [Foster care and adoption interest rises following Alabama abortion ban](#)

- July 4, 2022
- Est. Coverage Views: 4.67K
- Social Media Shares: 24

The Topeka Capital-Journal: [Amid Kansas amendment debate, crisis pregnancy centers oppose abortion](#)

- July 25, 2022
- Est. Coverage Views: 4.28K

WORLD: [The call to foster care](#)

- August 16, 2022
- Est. Coverage Views: 4.04K

Baptist Messenger of Oklahoma: [Kendrick Brothers' 'Lifemark' spotlights beauty of adoption](#)

- September 6, 2022
- Est. Coverage Views: 4.01K
- Social Media Shares: 8

WBMA ABC 33/40: [Adoption, foster care agencies prepare for influx of expectant mothers](#)

- June 28, 2022
- Est. Coverage Views: 3.98K
- Social Media Shares: 445

The Christian Post: [Planned Parenthood can't hide its problem with adoption](#)

- September 19, 2022
- Est. Coverage Views: 3.84K
- Social Media Shares: 115

Spot on Alabama: [Lifeline Children's Services hosting 7th annual fundraiser](#)

- July 13, 2022
- Est. Coverage Views: 3.52K

The Daily Signal: [How Men Can Play Irreplaceable Role in Creating Culture of Life](#)

- September 28, 2022
- Est. Coverage Views: 3.47K
- Social Media Shares: 54

WBRC Fox 6: [Adoptions could rise after U.S. Supreme Court overturns Roe v. Wade](#)

- June 28, 2022
- Est. Coverage Views: 3.39K
- Social Media Shares: 22

Church Leaders: [Ministry by Churches Crucial in Post-Roe World, Advocates Say](#)

- July 13, 2022
- Est. Coverage Views 2.96K
- Social Media Shares: 4

WAAY ABC 31: [Overturning Roe v. Wade could mean more babies in foster care. Is Alabama ready?](#)

- July 13, 2022
- Est. Coverage Views 2.71K
- Social Media Shares: 115

Valley-Times News: [West Point Teen hosts 8th annual fundraiser, raises \\$6,500 for Lifeline Children Services](#)

- August 23, 2022
- Est. Coverage Views 2.65K
- Social Media Shares: 72

Christian Daily: ['We Will Adopt Your Baby' Trends On Twitter Days After Roe Is Overturned](#)

- June 29, 2022
- Est. Coverage Views 2.19K

Baptist Press: [Ministry by churches crucial in post-Roe world, advocates say](#)

- July 12, 2022
- Est. Coverage Views 1.98K
- Social Media Shares: 61

Baptist Press: [House passes abortion bills in defiance of court, states](#)

- July 15, 2022
- Est. Coverage Views 1.97K
- Social Media Shares: 49

Baptist Press: [SBC DIGEST: Author, Bible scholar Ed Hindson dies; Chelsea Sobolik joins Lifeline](#)

- July 6, 2022
- Est. Coverage Views 1.95K
- Social Media Shares: 38

Elk Valley Times: [Always Endure Mission to build House of Hope](#)

- August 3, 2022
- Est. Coverage Views 1.88K
- Social Media Shares: 56

Tennessee Star: [President of Lifeline Children's Services Herbie Newell Talks Importance of Adoption and Helping Women in the Pro-Life Movement](#)

- June 17, 2022
- Est. Coverage Views 1.14K
- Social Media Shares: 23

Tennessee Star: [Rick Morton of Lifeline Children's Services Talks Calling to Adopt Children and Human Cost of Ukraine Conflict](#)

- June 19, 2022
- Est. Coverage Views 1.11K
- Social Media Shares: 2

LIFE Today Live with Randy Robison: [After Roe v Wade - Herbie Newell](#)

- June 6, 2022
- Est. Coverage Views 932

The Nonprofit Times: [Diminished Commercial Real Estate Demand Opens Deals For NPOs](#)

- June 2022 Print & Online Version
- Est. Coverage Views 745

Pregnancy Help News: [Abortion isn't just a 'women's' issue. It harms men too.](#)

- August 30, 2022 - Republished op-ed from Washington Stand
- Est. Coverage Views 522