



**Lifeline Children's Services Media Report**  
(October 2022 - December 2022)

Prepared by

**Pinkston.**

## Overview

<b>Press Releases &amp; Media Advisories:</b>	<b>2</b>
<b>Top Print &amp; Digital Mentions:</b>	352,916K Estimated Views 1,302 K Social Shares
<b>Op-Eds: 7</b>	138,620 K Estimated Views 880 Social Shares

## Press Releases

### [Lifeline Children's Services Receives Child Placement Agency Licensure in Oklahoma](#)

- November 7, 2022

## Media Advisories

### [Lifeline Celebrates Grand Opening of International Headquarters in Birmingham, AL](#)

- December 7, 2022

## Op-eds Published:

Washington Examiner: [Rep. Cori Bush's story shows how the abortion industry neglects women](#)

- November 28, 2022 - Herbie Newell & Jeff Bradford
- Est. Coverage Views: 37.9K
- Social Media Shares: 176

The Western Journal: [Considering Adoption? Start with Prayer, And Follow God Wherever He May Lead](#)

- November 2, 2022 - Dr. Rick Morton
- Est. Coverage Views: 31.4K
- Social Media Shares: 136

Washington Examiner: [Don't be scared by the cost of adoption](#)

- December 3, 2022 - Herbie Newell
- Est. Coverage Views: 28.8K
- Social Media Shares: 47

Townhall: [The Abortion Lobby Wants You to Think Adoption Isn't a 'Replacement' for Abortion. Don't Believe Them.](#)

- November 20, 2022 - Herbie Newell
- Est. Coverage Views: 19.9K
- Social Media Shares: 87

The Federalist: [We Must Change How We Think About Adoption And Foster Care](#)

- November 10, 2022 - Herbie Newell
- Est. Coverage Views: 14K
- Social Media Shares: 222

The Christian Post: [The true essence of Christmas generosity](#)

- December 22, 2022 - Herbie Newell
- Est. Coverage Views: 4.18K
- Social Media Shares: 198

ChurchLeaders: [Joseph's Example of How to Show the Love of Christ to Vulnerable Women and Children](#)

- December 21, 2022 - Herbie Newell
- Est. Coverage Views: 2.44K
- Social Media Shares: 14

## **Top Media Mentions**

Fox News: [Adoption services president pushes back against media abortion narrative: 'We've got to do something tangible](#)

- November 3, 2022
- Est. Coverage Views: 246K
- Social Media Shares: 178

The Epoch Times: [Experts Say Churches, Faith-Based Social Service Agencies and Businesses Threatened by 'Respect for Marriage' Act](#)

- November 19, 2022
- Est. Coverage Views: 36.3K
- Social Media Shares: 384

The Epoch Times: [Mississippi Governor Proposes Funding to Arm Teachers, to Combat Divisive Ideologies With Patriotic Curriculum](#)

- November 19, 2022
- Est. Coverage Views: 35.8K
- Social Media Shares: 19

Birmingham Business Journal: [2022 BBJ CEO AWARDS: Herbie Newell, Lifeline Children's Services](#)

- December 13, 2022
- Est. Coverage Views: 14.5K

CBN: ['The Church Has Been Serving Women for Decades': Pro-Life Groups Respond to Accusations They Only Care About Political Wins](#)

- October 18, 2022
- Est. Coverage Views: 5.26K
- Social Media Shares: 94

The Washington Times: [No baby boom expected for adoption agencies after Roe v. Wade reversal](#)

- November 23, 2022
- Est. Coverage Views: 4.89K
- Social Media Shares: 53

Valley Times-News: [Meet Springwood School's 2022 homecoming queen](#)

- October 1, 2022
- Est. Coverage Views: 4.49K
- Social Media Shares: 63

Newsmax: [November is National Adoption Month | National Report](#)

- November 1, 2022
- Est. Coverage Views: 1.61K
- Social Media Shares: 117

Washington Watch with Tony Perkins: [Travis Weber, Janice Hisle, Cole Muzio, Herbie Newell, David Closson](#)

- December 2, 2022
- Est. Coverage Views: 719

YES! Weekly: [Paving the way on the road to adoption](#)

- December 2, 2022
- Est. Coverage Views: 412
- Social Media Shares: 29

LifeNews.com: [Abortion Clinics Just Sell Abortions While Pregnancy Centers Actually Help Women](#)

- November 28, 2022
- Est. Coverage Views: 2.57K

Family Radio: [Community Bridge](#)

- November 20, 2022
- Est. Coverage Views: 365