

2025 COVERAGE REPORT

JDA was honored to provide public and media relations support to IRF Summit 2025. In the lead-up to the Summit, JDA distributed press releases, pitched and booked interviews for Summit co-chairs and plenary stage and breakout speakers, edited and got published editorials focused on IRF issues, credentialed 120+ media to attend the Summit in person, and facilitated on-site media engagement of Summit speakers and activities, including a marquee speech delivered by U.S. Vice President J.D. Vance. Coverage of VP Vance's speech fueled much of the attention, but a significant amount also focused on diverse facets of the Summit.

IRF Summit blanketed major outlets such as New York Times, Daily Mail, CNN, NPR, FOX News, MSN, U.S. News & World Report, The Epoch Times, Newsweek, Associated Press, National Review, The Christian Post, Newsmax and many others, garnering an advertising equivalency value of over \$34M.

The metrics reflected here are an educated estimation using data from a third party tool. We believe these metrics are a very conservative estimation of the value of coverage.

467

TOTAL MENTIONS

Web **378** TV **19**

3.72B

TOTAL REACH

\$34.4M

TOTAL AVE



FEATURED MENTIONS

MSN.com • Tad Watch
News | US | Feb 11 - 9:44 PM
'The Office' star Rann Wilson speaks against religious persecution, for 'constructive resilience'
before sharing an inspiring story about the members of his persecuted faith at **IRF Summit 2025**. He thought, for example, that his own "

Associated Press
News | US | Feb 3 - 1:01 AM
'Faith Under Fire' Documentary on Christian Persecution in Pakistan to Premiere at IRF Summit
to inspire meaningful action toward creating a more inclusive society." The **IRF Summit**, an annual gathering of policymakers, advocates, and

MSN.com
News | US | Feb 11 - 4:56 PM
Nairobi to host Africa's first International Religious Freedom Summit
D.C. Former US ambassador-at-large for international **religious freedom Sam Brownback** said that while the situation in Africa is dire, "there

MSN.com • Lauren Green
News | US | Feb 16 - 9:46 AM
Reporters Notebook: Ukrainian spiritual leader says Russian Orthodox Church extension of Kremlin
A delegation from the OCU was in the United States recently for the **International Religious Freedom Summit** in Washington, D.C. The group was

U.S. News & World Report • Associated Press
News | US | Feb 6 - 8:22 AM
A Short Honeymoon for Catholics in D.C. as Vice President Vance Clashes With Bishops on Migration
liberty is a liberal concept," he said at the **International Religious Freedom Summit** in Washington. "But we know that religious freedom

Associated Press
News | US | Feb 10 - 8:06 AM
Creative Society President Attends IRF Summit in Washington, D.C. to Advocate for Global Human Rights
they become an unstoppable force for liberty," she said. The **IRF Summit** is a crucial gathering for those who believe in the fundamental

Newsweek • Aviva Klompas
News | US | Jan 20 - 8:00 AM
Religious Persecution in Burma Is Becoming a Regional Crisis | Opinion

The New York Times • Elizabeth Dias
Premium | US | Feb 15 - 10:28 AM
In Trump's Cuts to Aid and Refugees, a Clash Over Christian Values

MSN.com
News | US | Feb 5 - 3:55 PM
Panelists at IRF Summit urge Trump admin. to champion religious freedom worldwide

The Epoch Times
News | US | Feb 5 - 3:46 PM
US Committed to Advancing Religious Liberty Around the World, Vance Says

Newsmax • Jim Morley
News | US | Feb 1 - 10:55 AM
Sam Brownback to Newsmax: Religious Freedom Is a Human Right
Sam Brownback to Newsmax: **Religious Freedom** is a Human Right

The Daily Wire • Leif Le Mahieu
News | US | Feb 5 - 5:23 AM
Vance Says Securing Religious Freedom Will Be Top Priority Of Trump Admin
Vance made the comments during a speech at the **International Religious Freedom Summit** at the Washington Hilton, where he highlighted

Deseret News
News | US | Feb 4 - 10:53 AM
'So, you're a real live apostle': Baptist minister, Latter-day Saint leader chat at religion forum

National Review • Kathryn Jean Lopez
News | US | Feb 10 - 6:30 AM
The Persecuted Must Survive the Wrecking Ball

LiveNOW from FOX
News | US | Feb 5 - 10:22 AM
VP JD Vance speaks at Intl. Religious Freedom Summit

TOP LOCATIONS



TOP KEYWORDS



TOP PUBLICATIONS

