

Coverage at a Glance

TOTAL PLACEMENTS

37

13 Print & Online · 24 Broadcast

PRINT AND ONLINE STORY SENTIMENT

13

Positive

0

Neutral

0

Negative

TOTAL AVE

\$83,631

Earned Media Value

TOTAL PRINT AND BROADCAST AUDIENCE

4,774,909

TOTAL UVM

9,028,077

UVM

TOTAL REACH

13,802,986

Total Print and Broadcast Audience + UVM

Print & Online Coverage

WALLYHOOD

August at WCSC | Wallyhood

Aug. 1, 2026 By Deborah Barnes **Positive**

4,080 **\$38**
UVM AVE

MOHAI Outing Thursday, August 6 9:30 am to 12:30 pm The Museum of History and Industry is one of only eight venues across the country that will host the Freedom Plane National Tour: Documents That Forged a Nation this summer, in celebration of the nation's 250th anniversary. ... Join us to ex...

THE SEATTLE TIMES

Nation's Founding Documents Live and Breathe With All of Us

Aug. 1, 2026 By Melissa Davis **Positive**

209,166 **4,251,626** **\$37,491**
AUDIENCE UVM AVE

That's the term people used this week to describe the stunning exhibit now at MOHAI, "Freedom Plane National Tour: Documents That Forged a Nation." ... The dignitaries and sponsors who spoke at the Freedom Plane's landing at Boeing Field on Monday, and the curators and organizers at the museum midweek...

TRI-CITY HERALD

Nation's Founding Documents Live and Breathe With All of Us

Aug. 1, 2026 By Melissa Davis **Positive**

14,125 **227,955** **\$2,299**
AUDIENCE UVM AVE

That's the term people used this week to describe the stunning exhibit now at MOHAI, "Freedom Plane National Tour: Documents That Forged a Nation." ... The dignitaries and sponsors who spoke at the Freedom Plane's landing at Boeing Field on Monday, and the curators and organizers at the museum midweek...

THE OLYMPIAN

Nation's Founding Documents Live and Breathe With All of Us

Aug. 1, 2026 By Melissa Davis Positive

10,147 141,760 \$1,920
AUDIENCE UVM AVE

The word kept coming up over and over: living." That's the term people used this week to describe the stunning exhibit now at MOHAI, "Freedom Plane National Tour: Documents That Forged a Nation." The dignitaries and sponsors who spoke at the Freedom Plane's landing at Boeing Field on Monday, and the...

THE COLUMBIAN

Nine Historic Documents Arrive at Seattle's Museum of History & Industry

Aug. 2, 2026 Positive

48,078 437,923 \$4,051
AUDIENCE UVM AVE

News / Northwest Traveling exhibition from National Archives in Washington, D.C., has visited eight cities By Nicole Pasia, The Seattle Times Published: August 2, 2026, 2:23pm Facebook X (formerly Twitter) Threads Linkedin Pinterest Text message The "Freedo...

EVER OUT SEATTLE

The Top 37 Events in Seattle This Week: Aug 3–9, 2026

Aug. 3, 2026 By Janey Wong, Langston Thomas, Shannon Lubetich Positive

200,337 \$1,853
UVM AVE

LT (Pier 62, Downtown, Tuesday–Wednesday) EXHIBIT Freedom Plane: Documents That Forged a Nation Remind Like List For someone who's always fantasized about stealing the Declaration of Independence like Nic Cage, this exhibit might be the closest I'll ever get...

CITY CAST

City Cast: Seattle Your Daily Guide

Aug. 4, 2026 Positive

139,003 \$1,286
UVM AVE

Hi Seattle! Liam in your inbox today. I spent some of Saturday at MOHAI looking at some original copies of documents that played a big role in the founding of our nation, and I think it's a good opportunity to reflect on how far we've come and how far we still have to go! Check it out if you can.

WORLD AIRNEWS MAGAZINE

BOEING'S FREEDOM PLANE COMPLETES a FOUR-MONTH, EIGHT-STATE TOUR WITH a FINAL EXHIBITION in the CITY WHERE the COMPANY BEGAN

Aug. 5, 2026 Positive

2,062 \$18
UVM AVE

The founding-era documents carried across the United States by the Freedom Plane are on display at Seattle’s Museum of History and Industry until 16 August, concluding a tour spanning eight states in four months — and ending in the city where Boeing was founded 110 years ago. ... The building — the Re...

GREATER SEATTLE ON THE CHEAP

Freedom Plane National Tour at MOHAI

Aug. 5, 2026 By Sarah Baird Positive

8,171 \$76
UVM AVE

As the final stop on the national tour, MOHAI will host the Freedom Plane National Tour from July 30 through August 16, 2026, offering a once-in-a-generation opportunity for the Pacific Northwest to experience these original records before they return to the National Archive vaults.

EVER OUT SEATTLE

The Top 43 Events in Seattle This Week: Aug 10–16, 2026

Aug. 10, 2026 By Janey Wong, Langston Thomas, Shannon Lubetich Positive

200,337 \$1,853
UVM AVE

For someone who’s always fantasized about stealing the Declaration of Independence like Nic Cage, this exhibit might be the closest I’ll ever get. Not to steal it, but to see it in person as part of America’s 250th birthday celebration. With Freedom Plane: Documents That Forged a Nation, the Museum ...

KING-TV (SEATTLE, WA)

Freedom Plane, Seattle Tattoo Expo and 'The Rivals of Amziah King' - Evening Magazine | Full Episode

Aug. 12, 2026 Positive

1,698,084 \$16,130
UVM AVE

and welcome to evening magazine. and welcome to the unmistakable moai, the museum of history and industry. and there is areason all of those fine folks are lined uere waiting to see documents. not just any documents against the documents that forgeda nation. the last stop on the national freedom pla...

KING-TV (SEATTLE, WA)

Founding Documents Now on Display at MOHAI - New Day NW

Aug. 24, 2026 Positive

1,698,084 \$16,130
UVM AVE

Through August 16, the Museum of History & Industry is showcasing rare, irreplaceable documents that helped forge the nation.

GIG HARBOR NOW

Day Tripper | MOHAI Hosted Historic Documents for America’s 250th

Aug. 25, 2026 By Mary Williams Positive

18,655 \$173
UVM AVE

Arts & Entertainment I didn’t expect to be back at Seattle’s Museum of History and Industry at the south end of Lake Union quite so soon. We were just there in December. I concluded that story by guaranteeing I’d be back, but I hadn’t expected it to be this summer. I recently realized that I should ...

BROADCAST COVERAGE

TV & Radio Clips

Seafair Weekend: Air Show/ Hydro Races

Fox 13+
Television · MNT · Aug. 2, 2026, 3:17 PM

1,392 \$8
AUDIENCE AVE

...take an opportunity right now as it flies overhead, shows off its stunning profile for us to go ahead and get us started. >> yeah. joining us now is bill mcsherry, vice president of state advocacy and global engagement for the boeing company. thank you so much for joining us here on the set, bill, and for being here as the national archives freedom plane makes its pass. how cool is that? how special is that? yeah. this is a unique flyover and the only year we'll see. see it here at seafair. t...

Seafair Weekend: Air Show/ Hydro Races

KCPQ-TV (Seattle, WA)
Television · FOX · Aug. 2, 2026, 3:22 PM

8,874 \$31
AUDIENCE AVE

>> i mean, the air show every year is so cool. this one in particular is special. the unique mission of the freedom plane, the fact that the plane was built just down the lake here in renton, and now it's on this amazing mission to bring history alive to americans all over the place. it's proud, humbling, awesome. just super exciting. it's it's great not only for all of us that are here, but for all of our employees. >> where did you grow up? >> i grew up in renton, just down the way. okay. >> s...

ARC Seattle

KUNS-TV (Bellevue, WA)
Television · CW · Aug. 3, 2026, 7:12 AM

143 \$1
AUDIENCE AVE

>> some of america's most significant founding documents have arrived in seattle as part of the national archives freedom plane tour. the exhibit is open at the museum of history and industry, giving the public a rare opportunity to see original documents that helped shape our nation. >> yeah, this is big. the exhibit is open now through august 16th. admission is free. that's key to know. i spoke with leonard garfield, executive director at mohai, and patrick madden, ceo of the national archives...

ARC Seattle
KUNS-TV (Bellevue, WA)
Television · CW · Aug. 3, 2026, 8:12 AM

141

\$1

AUDIENCE

AVE

>> some of america's most significant founding documents have arrived in seattle as part of the national archives freedom plane tour. the exhibit is open at the museum of history and industry, giving the public a rare opportunity to see original documents that helped shape our nation. >> yeah, this is big. the exhibit is open now through august 16th. admission is free. that's key to know. i spoke with leonard garfield, executive director at mohai, and patrick madden, ceo of the national archives...

ARC Seattle
KUNS-TV (Bellevue, WA)
Television · CW · Aug. 3, 2026, 9:12 AM

1,186

\$10

AUDIENCE

AVE

>> some of america's most significant founding documents have arrived in seattle as part of the national archives freedom plane tour. the exhibit is open at the museum of history and industry, giving the public a rare opportunity to see original documents that helped shape our nation. >> yeah, this is big. the exhibit is open now through august 16th. admission is free. that's key to know. i spoke with leonard garfield, executive director at mohai, and patrick madden, ceo of the national archives...

KUOW-FM (Seattle, WA)
Radio · NPR · Aug. 5, 2026, 5:55 PM

427,800

AUDIENCE

...happens, the room where it happens now, before we let you go. And coming off another election day, here's a note for history buffs and Hamilton fans. Concerning how our Democratic experiment got started, Seattle's Museum of History and industry is hosting a traveling national archives exhibition this month. The Freedom plane national tour documents that forged a nation. Through August 16, nine of the nation's most significant historical documents will be on display. They include an engraving ...

New Day Northwest
KING-TV (Seattle, WA)
Television · NBC · Aug. 10, 2026, 11:20 AM

10,271

\$47

AUDIENCE

AVE

...right now there's an incredible exhibit at the musof history. >> and industry in. seattlrough august 16th. it's your chance to see irreplaceable documents that help forge our nat and here to tell us more isve director. leonard garfield. thank you uch for being here. it's. >> great to be here. i can't wait to talk about this. so let's get right in and tell everyone abouts incredible exhibit. this is an extraordinary. opportunity to. >> see the founding. documents of. >> our nation. the declara...

New Day Northwest

KONG-SEA

Television · Aug. 10, 2026, 12:25 PM

1,762 **\$10**
AUDIENCE AVE

...seattle rough august 16th. it's your chance to see irreplaceable doments that help forge our natio and here to tell us moresve director. leard garfield. thank you souch for being here. it's. >> great to be her i can't wait to talk about this. so let's get right in and tell everyone about thiincredible exhibit. thiss an extraordinary. opportunity to. >> see the founding. documents of >> our nation. the declaration . independence. the constitution, the. bill of. >> rights up close and personal....

August 5, 2026: KVI Ari Hoffman Interview

Radio · Aug. 6, 2026, 12:00 AM

39,900
AUDIENCE

1:50:15 - 1:59:00. i am here with leonard garfield, who is the curator of the museum of history and industry. i used to come here allthe time with my kids. i came for the baseball exhibit when you guys had the one would be for the all-star game i came here forthat one. i love this museum, but yes,...

KING 5 News at 9:00am

KONG-SEA

Television · Aug. 11, 2026, 9:25 AM

6,357 **\$46**
AUDIENCE AVE

...seattle rough august 16th. it's your chance to see irreplaceable doments that help forge our natio and here to tell us moresve director. leard garfield. thank you souch for being here. it's. >> great to be her i can't wait to talk about this. so let's get right in and tell everyone about thiincredible exhibit. thiss an extraordinary. opportunity to. >> see the founding. documents of >> our nation. the declaration . independence. the constitution, the. bill of. >> rights up close and personal....

Northwest News Radio

Radio · ABC · Aug. 11, 2026, 3:35 PM

231,500
AUDIENCE

...down to the final days that freedom play national tour is. in seattle we get more from north-west news radio's denise whitaker. the boeing 737 freedom plane delivered historic documents, giving you a once in a lifetime or once in a generation chance to see them. the bill of rights clearly showcasing the progression of our? racy being defined where you can see people actually making edits right on the document, and then, of course, the bill of rights, which were the first amendments to the con...

Northwest News Radio

Radio · ABC · Aug. 11, 2026, 5:36 PM

231,500
AUDIENCE

...we're getting down to the final days that freedom play national tour. is in seattle? we get more from north-west news radio's denise whitaker. the boeing seven 37 freedom plane delivered historic documents giving you a once in a lifetime or once in a generation chance to see them. the bill of rights clearly showcasing the progression of our democracy being defined where you can see people actually making edits right on the document, and then, of course, the bill of rights, which were the firs...

Evening Magazine- KING 5

Television · NBC · Aug. 12, 2026, 12:00 AM

10,407 \$80
AUDIENCE AVE

...hey, it's chris cashman at the museum of history and industry, where an impressive line is forming for their latest exhibit document yes, seemingly ordinary paper. but these documents forged a nation. documents. so impressive. we can't even shin our light on them. it's a different temperature in there. we'll get into it tonight

Evening Magazine August 13 Replay

Television · NBC · Aug. 24, 2026, 4:02 PM

10,407 \$80
AUDIENCE AVE

...and welcome to evening magazine. and welcome to the unmistakable moai, the museum of history and industry. and there is areason all of those fine folks are lined uere waiting to see documents. not just any documents against the documents that forgeda nation. the last stop on the national freedom plane tour. extraordinary. this is a once in a generation opportunity to see thedocuments that shaped our country from the very beginning. so we're talking about the declaration of independence, th...

88.5 KNKX

Radio · NPR · Aug. 12, 2026, 6:30 AM

277,000
AUDIENCE

You still have a few days to catch the Freedom plane national tour at Seattle's Museum of History and industry on Lake Union. This is the last stop for the exhibit Documents that forged a nation. It features documents from the national archives curated to celebrate America's 250th birthday. Learn more@KNKX.org six 30.

Seattle Sports

Radio · · Aug. 14, 2026, 8:51 AM

250,200
AUDIENCE

...speaking of Lake Union, try to pop by Mo hi. This is the last weekend for the Freedom plane national tour. So they've got an original copy of the Bill of rights, a printing of the Constitution in draft form, A lot of founding documents of this nation through this weekend. They might already be sold out, but definitely check it out, definitely worth it. Thanks for the heads up on, yeah, Paul Holden.

KIRO Newsradio 97.3 FM

Television · · Aug. 14, 2026, 8:53 AM

1,259,265
AUDIENCE

...speaking of lake union, try to pop by mo hi. this is the last weekend for the freedom plane national tour. so they've got an original copy of the bill of rights, a printing of the constitution in draft form, a lot of founding documents of this nation through this weekend. they might already be sold out, but definitely check it out, definitely worth it. thanks for the heads up on, yeah, paul holden. thank you. it's time to check traffic. we do that

Northwest News Radio

Radio · ABC · Aug. 15, 2026, 11:40 AM

231,500

AUDIENCE

...opening press thing, press thing and the party patrick matt from the national archives, said, asked me about the math on the back of the deck. i had no idea what he was talking about. okay, that's fine, all right. so moving on from there's no. there is not a map, so you would have us believe yeah, just making sure no map on the back of okay. you'll enjoy the movie. it's a good movie. i recommend you check it out. second one, not so great. anyway, getting back to this, it's not the actual decl...

Northwest News Radio

Radio · ABC · Aug. 15, 2026, 3:40 PM

231,500

AUDIENCE

...anyway, getting back to this, it's not the actual declaration of independence. that's here's something else. why you tell us about it? yeah, well, this is a really interesting thing. the original declaration of which a few hand-made copies. exists was so faded in the national archives in the early 18 th century that john quincy adams decided we really need to have a more permanent copy that will withstand the test of time. so they engaged an engraver named william stone. and he made. 50 copie...

Northwest News Radio

Radio · ABC · Aug. 15, 2026, 6:40 PM

231,500

AUDIENCE

...all right. so moving on from there's no, there is not a map, so you would have us believe yeah, just making sure a no map on the back of it okay. you'll enjoy the movie it's a good movie. i recommend you check it out. second one, not so great anyway. getting back to this, it's not the actual declaration of independence. that's here's something else. you tell us about it. yeah, well, this is a really interesting thing. the original declaration, of which a few hand-made copies exist, was so fad...

Northwest News Radio

Radio · ABC · Aug. 15, 2026, 9:40 PM

231,500

AUDIENCE

...back. okay? you'll enjoy the movie. it's a good movie. i recommend you check it out. second one, not so great. anywho getting back to this. it's not the actual declaration of independence that's here, it's something else. won't you tell us about it? yeah, well, this is a really interesting thing. the original declaration, of which a few hand-made copies. exists. we're so. faded in the national archives. in the early 18 th century. that? john quincy adams decided we really need to have a more ...

Northwest News Radio

Radio · ABC · Aug. 16, 2026, 7:13 AM

231,500

AUDIENCE

...of the museum of history and industry, and i used to come here all the time with my kids. i came for the baseball exhibit when you guys had the one before the all-star game. i came here for that one. i love this museum, but something very special that's on display right now. tell us about it. ari, it's kind of amazing. we have something called the freedom claim documents that forge a nation these are the foundational documents that shape american democracy. they really have established the ri...

Northwest News Radio

Radio · ABC · Aug. 16, 2026, 2:40 PM

231,500

AUDIENCE

...zach. we're just riffing here, but did you come on wednesday to the opening party? i came for the opening press thing, press thing and the party. patrick, man from the national archives said asked me about the mac on the back of the deck. i had no idea what he was talking about. okay, that's fine, all right. so moving on from there's no, there is not a map, so you would have us believe yeah, just making sure no map on the back. okay. you'll enjoy the movie. it's a good movie. i recommend you ...

Freedom Plane National Tour

Monocle Daily

Radio · Aug. 18, 2026, 3:09 AM

336,288

AUDIENCE

38:10.150 --> 38:22.897 You're with Monocle Radio. 38:22.897 --> 38:30.719 Now over the weekend, a six-month tour in the United States wrapped up, bringing out crowds by the tens of thousands. 38:30.719 --> 38:37.020 This was no pop star, but rather a traveling exhibition of nine of the founding documents of the U.S. 38:37.020 --> 38:40.461 as part of the America 250 celebrations. 38:40.461 --> 38:50.383 On loan from the National Archives for the first time, the precious paper tra...

KEY DEFINITIONS

UVM: Article online reach or the sum of unique devices visiting this publication's domain in a month · **AVE (Advertising Value Equivalency):** A media outlet's default AVE in Muck Rack is calculated using the industry standard formula of a Media Outlet's SimilarWeb UVM × .025 × \$0.37 · **Print Audience/Audience:** Total print distribution for the media outlet · **Broadcast Audience/Local Audience:** Viewership or listenership in a designated market area · **National Audience:** Viewership or listenership nationwide