PR IS AN INTEGRAL PART OF BUSINESS SUCCESS

And the best way to prove it is through the outcomes of your activities and their impact on organizational goals. **Today's PR pros need to be able to:**

Discover and connect with journalists and influencers

Amplify their message to get it in front of the right audience

Monitor what's being said about their brand, industry, and competitors

Measure outcomes to prove PR's impact

THE SAVVY PR PRO CAN DO IT ALL WITH AGILITY'S TOP-RATED PR PLATFORM.

Solana Pyne
Executive Producer
ACTIONS ▼ 5*

The New York Times

◀◀ BACK TO SEARCH

Editorial Profile
Solana Pyne is an Executive Producer at The New York Times. She previously worked as a Producer at Quartz, GlobalPost and NOVA. Please contact Solana via email.

Job Roles
EDITORIAL - Producer

🌐 http://www.solanapyne.com
✉ solana.pyne@nytimes.com
in https://www.linkedin.com/in/solana-pyne-0b95801
🐦 solanapyne
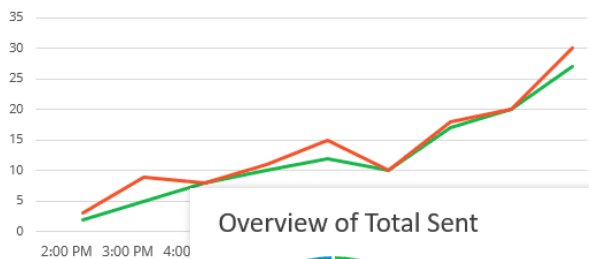f solana.pyne

Outlet Address
620 Eighth Avenue
New York, New York
10018

Audience Reach
119,146,649   Unique Visitors
360,01
142,27
49,754

The New York Times
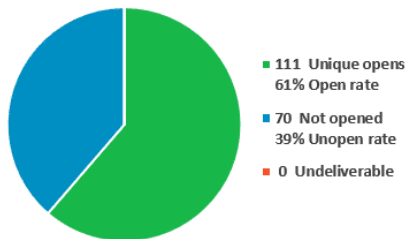Print,Online / Digital - National

EXPAND PROFILE ▶▶

EDITORIAL PROFILE ⌃
The New York Times (sometimes abbreviated as NYT) is an American newspaper based in New York City with worldwide influence and readership. It is a daily newspaper that covers the latest news and information in the United States. Readership profile: Residents of the New York metropolitan area: College-educated, often with advanced degrees and interested in the range of stories and opinions offered by The New YorkTimes.

SUBJECTS ⌃
Automation and instrumentation
Automation
Building, construction and materials
Physical infrastructure and planning policy, Building and construction
Business, management and industry
Corporate health, Business
Catering, food, beverages and tobacco
Hotels, Food, Tobacco industry
Culture
The Arts, Actors and acting
Defense and armed forces
Homeland security, Security Services
Education, teaching and schools
Education
Electrical and electronics
Consumer electronics and radio
Environment, pollution and water
Sustainability

AGILITY OUTREACH

Agility Outreach includes a database of over 1 million unique contacts and media outlets that's carefully and meticulously maintained by a global team of researchers. Find your ideal influencers, connect and build relationships with them, and send captivating pitches with the built-in email outreach function.

FIND INFLUENCERS
Search Agility's global database for journalists and outlets by beat, keyword, media type (including print, broadcast, online, social, and podcast), or region.

CREATE CUSTOM LISTS
Use the intuitive search function to compile contact lists and save search criteria so lists are automatically updated.

SEND PITCHES
Connect with the right contacts by sending emails directly in the platform using modern content creation tools for distribution.

Unique Opens and Link Clicks

Overview of Total Sent

- **111** Unique opens
  61% Open rate
- **70** Not opened
  39% Unopen rate
- **0** Undeliverable

TRACK ENGAGEMENT

See who opened emails and what they clicked on, right from the platform. Use engagement tracking to optimize your follow-up.

ORGANIZE LIVE SOCIAL STREAMS

Create live streams of influencer tweets by keyword or contact list to see the latest social conversations, gain insights, and identify new influencers.

MAKE YOUR STORY DISCOVERABLE

Get long-term visibility and give your story a SEO boost by posting in the Agility newsroom.

AGILITY MONITORING

Agility Monitoring is an intuitive media monitoring solution that allows you to easily navigate and organize your media coverage, gain the insights necessary to inform your campaign, and prove the true worth of your PR efforts.

LISTEN FAR AND WIDE

Monitor topics wherever you need, with a broad content coverage of online, print, broadcast, podcasts, and social media.

SEARCH LIKE A PRO

The search feature allows you to conduct an advanced-level search without in-depth knowledge of Boolean logic.

ENJOY QUICK SETUP

With intuitive, easy-to-set up monitoring, and personalized client onboarding, you can focus on your monitoring results and waste no time getting set up.

STAY ON TOP OF COVERAGE

Always have eyes on your coverage with automated email alerts that inform you when there are mentions.
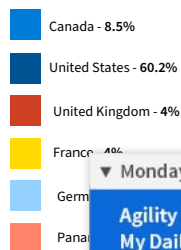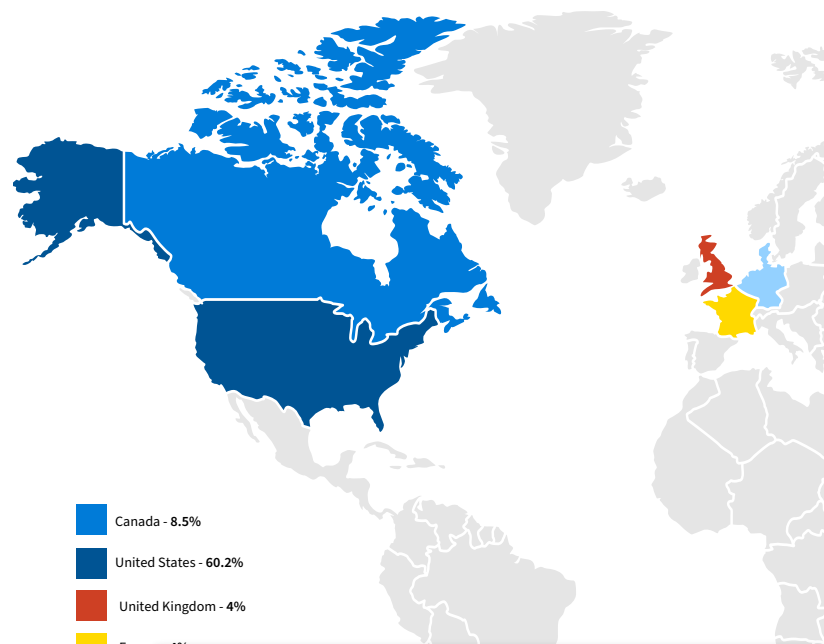
MONITOR BEYOND TEXT

AI-powered image search allows you to track images associated with your organization to see how compelling, shareable, and on-brand your earned media really is.

SHARE YOUR RESULTS

Organize and share collections of coverage to keep your stakeholders up to date by email or RSS feed. Curate your briefings manually, automatically or a little bit of both.

BUILD EASY REPORTS

Dive deeper into your coverage with executive interactive reports that can be put together in as little as two clicks, or take a more tailored approach and create custom reports.

- Canada - **8.5%**
- United States - **60.2%**
- United Kingdom - **4%**
- France - **4%**
- Germ...
- Pana...

▼ Monday

Agility Alert
My Daily Brand Mentions   8:00 AM
Brand mentions from the past 24 hours in online, print, broadcast and social ...

▼ Friday

Emily Stevens
Product Launch Press Release   6:55 PM
Here is the final copy of the finalized press release for our product launch ...

Jonathan Andrews
Re: Tuesday Press Event   5:43 PM
That sounds wonderful. I'll be at the venue early to get everything set up and ...

AGILITY NEWSWIRE

Establish your brand and reach a broader audience with a flat-fee newswire service.

REACH A BROAD AUDIENCE

Distribute to a broad range of outlets and newsrooms to get the pickup your story deserves. Extend your reach beyond traditional media houses and local outlets to get as many eyes on your news as possible.

TRACK ENGAGEMENT AND PICKUP

Get insight into how your release is performing with detailed reports monitoring interaction and outlet pickup.

TAILOR YOUR APPROACH

Newswire is directly integrated with the Agility global media database. With one-time outreach you can even send your press release to a curated list minus the long-term database contract.

CREATE OPTIMIZED STORIES

Use the AI-powered news release assistant to create stories optimized for maximum open rates.

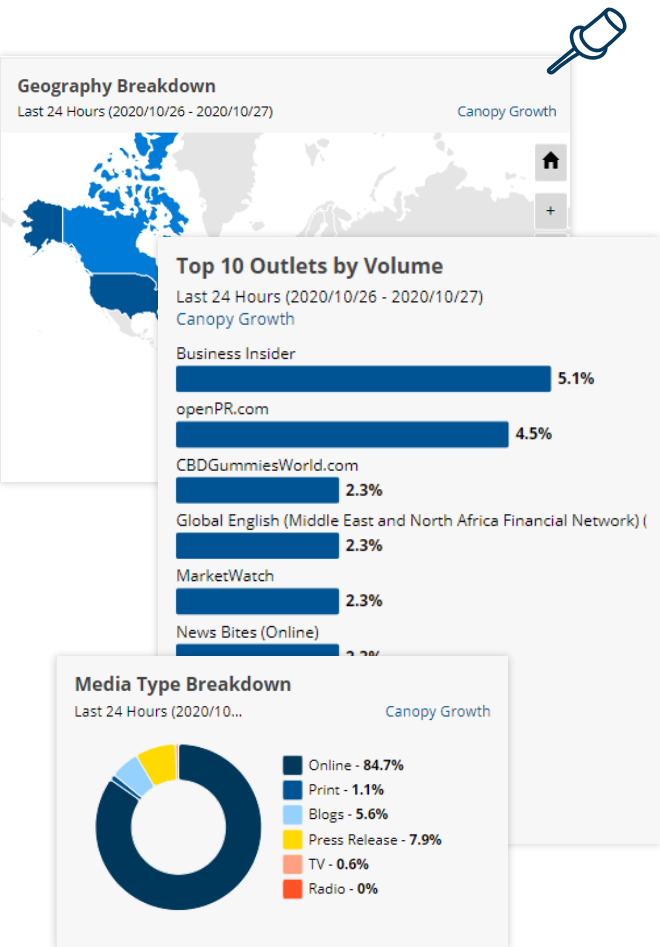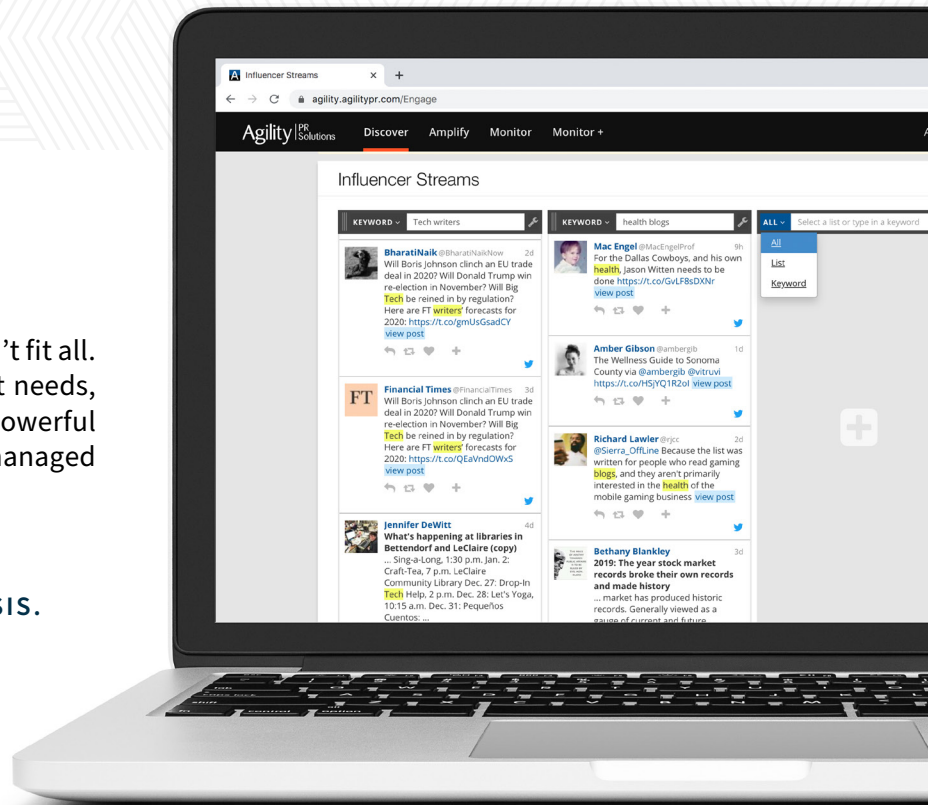### SAY EVERYTHING YOU NEED TO SAY

Make your press release your own. All wires are one flat cost for unlimited words. Plus, add multimedia content to maximize open rates and boost visibility.

NEWSWIRE HELPS FIGHT FAKE NEWS AS A TRIED, TESTED, AND TRUE METHOD OF OUTREACH.

Agility | PR Solutions

agilitypr.com

AGILITY MEDIA INTELLIGENCE SERVICES

As every organization is unique, one solution doesn't fit all. If you have complex monitoring and measurement needs, then Agility Media Intelligence Services—a mix of powerful monitoring tools and human-augmented, fully managed services—could be right for you.

CAPTURING YOUR MEDIA DATA IS A MUST.
BUT THE REAL VALUE COMES FROM ITS ANALYSIS.

Geography Breakdown
Last 24 Hours (2020/10/26 - 2020/10/27)   Canopy Growth

Top 10 Outlets by Volume
Last 24 Hours (2020/10/26 - 2020/10/27)
Canopy Growth

Outlet	%
Business Insider	5.1%
openPR.com	4.5%
CBDGummiesWorld.com	2.3%
Global English (Middle East and North Africa Financial Network) (	2.3%
MarketWatch	2.3%
News Bites (Online)	2.3%

Media Type Breakdown
Last 24 Hours (2020/10...   Canopy Growth

- Online - **84.7%**
- Print - **1.1%**
- Blogs - **5.6%**
- Press Release - **7.9%**
- TV - **0.6%**
- Radio - **0%**

THE PERSONAL PRO

Every client has a dedicated media analyst who manages your account, curating all briefs and reports to make sure that only relevant pieces of coverage are included and that you're delighted with the results.

THE HUMAN TOUCH

Your analyst is also responsible for determining the tone or sentiment of coverage. Understanding the intricacies and nuances of language, and, most importantly, the context of the mention means much more accurate sentiment measurement.

THE MADE TO ORDER REQUEST

Whatever you need to succeed, Agility can do it. The Agility team can build media quality scoring systems and apply them to your coverage, provide extensive social media analytics, and design and deliver customer reports whenever you need them.

Agility's top-rated support team is always ready to help—and can be reached via chat, email, or phone—so your media outreach, monitoring, and reporting is always quick and easy.