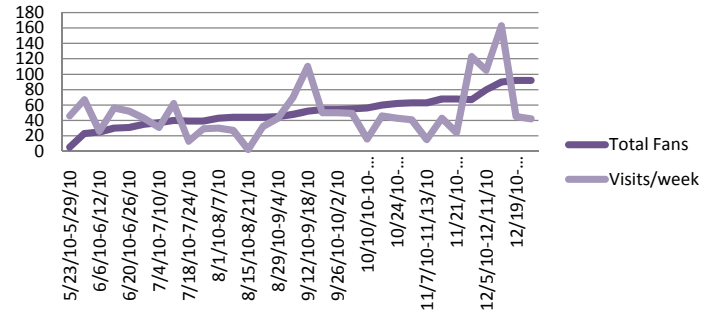




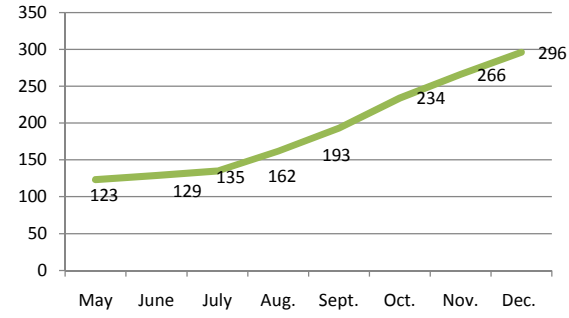
ECHO SCORECARD Results January-December 2010

Facebook Fans & Visits



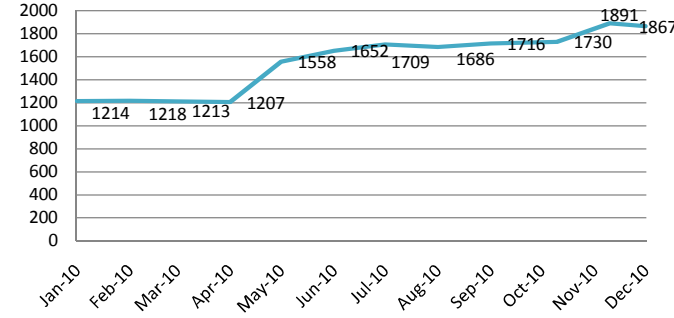
There is a notable drop of visits to ECHO's facebook page over the holidays in December - this is not unusual. ECHO's facebook landing page was revamped over the holidays as well.

Twitter Followers

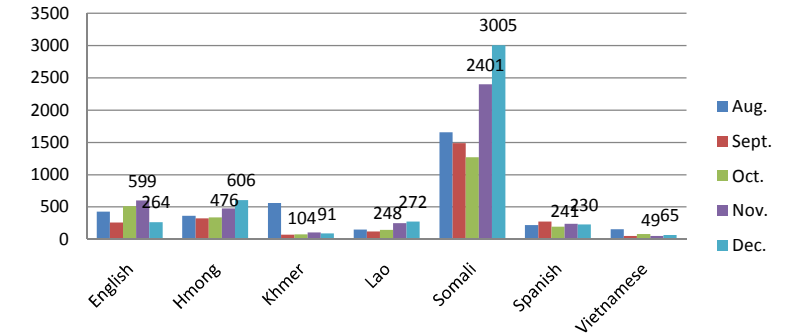


Twitter followers are increasing, as are retweets, in Dec. we saw a total of 9 RTs reaching a total of 7,137 people.

E-Subscribers

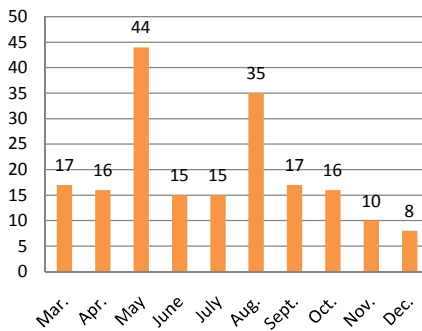


YouTube Full-Length Program Views by Language & Month



Data labels indicate the number of views in both November and December for each language.

Calls to ECHO Phone



ECHO phone remains fairly flat. Dec's topic was "Snow Safety" and "Extreme Cold Safety".

Visits to echominnesota.org



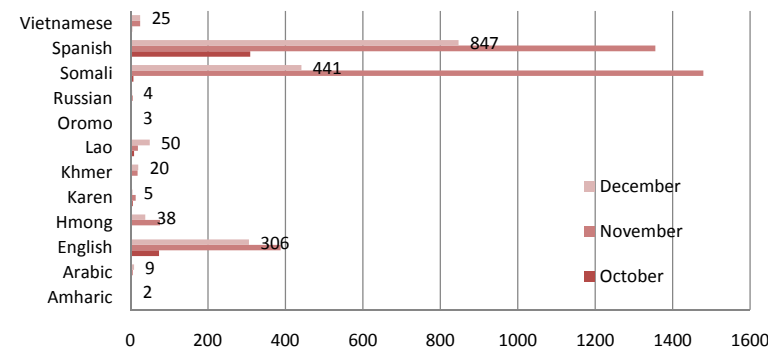
There were a total of 2588 visits to the website in November. This chart depicts daily visits.

Visitors viewed an av. of 3.31 pages before leaving the site. Of these visitors 69% were new.

The most trafficked page was Somali breast cancer at 823 views.

Traffic was down in December - as expected due to the holidays.

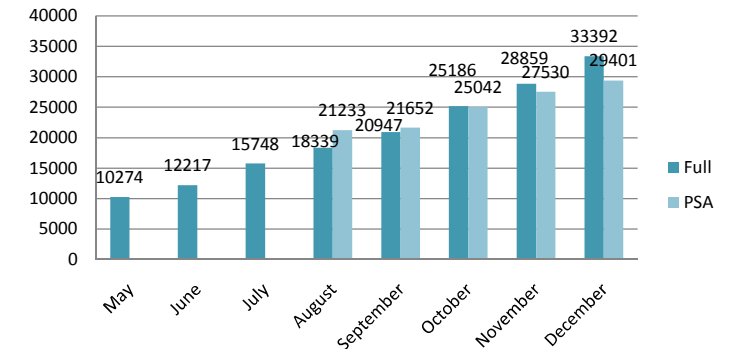
YouTube PSA Views by Language and Month



Spanish PSA views far outnumber the rest due to the popularity of the STD PSA at 14,500 views.

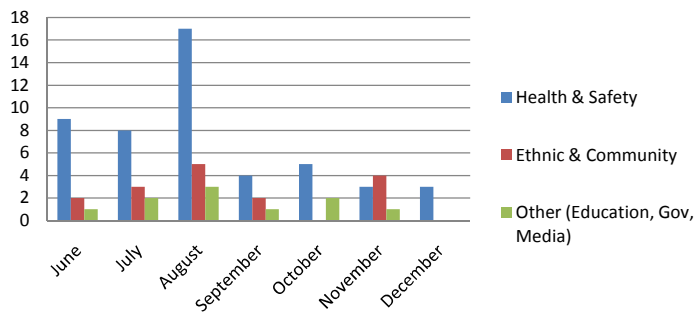
Data labels indicated views in December

Cumulative YouTube Views for PSAs and Full-Length Programs



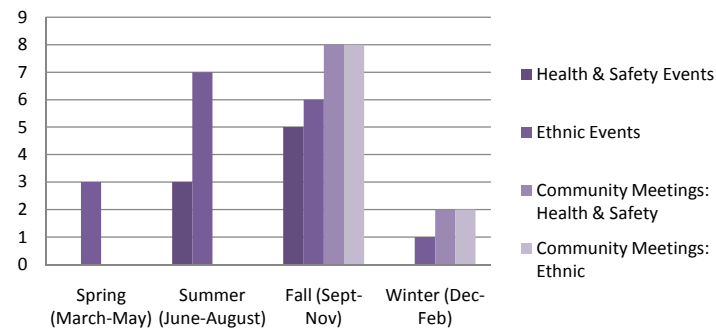
ECHO PSAs are as popular as programs.

New ECHO Partners

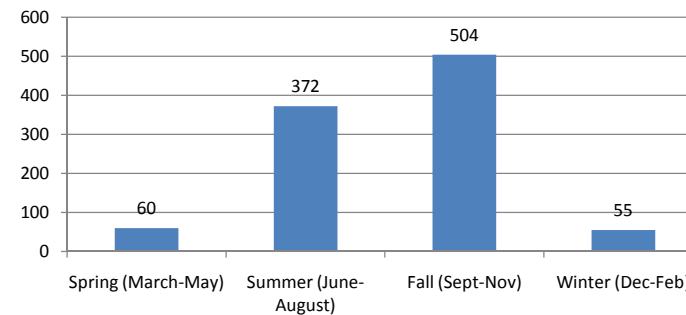


A total of 92 potential partners across all areas have been contacted YTD.

Outreach Events Attended

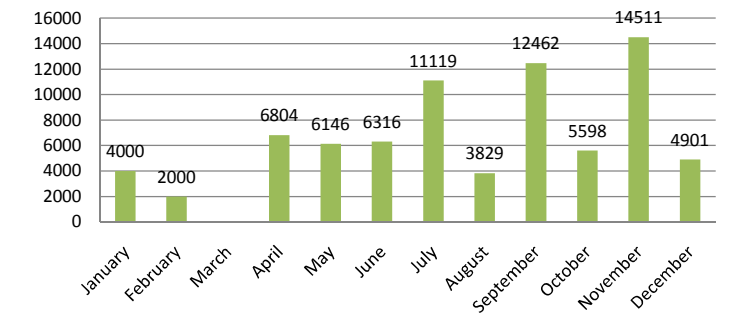


DVD Distribution via Outreach



*Note that this does not include the 1000 DVDs distributed for each program produced.

Views on tptLIFE thru Dec.



tptLIFE is trackable and aired ECHO programs 8 times that had a total of 4901 viewers. Averaging 613 viewers/program.