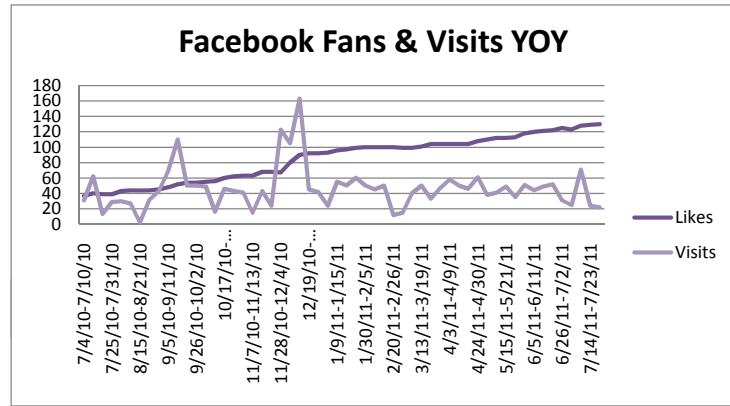


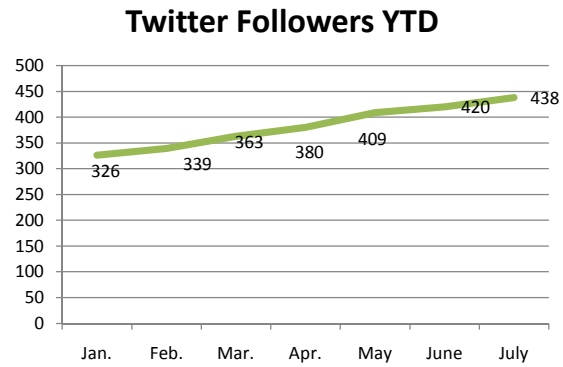


BE HEALTHY. BE SAFE. BE READY.

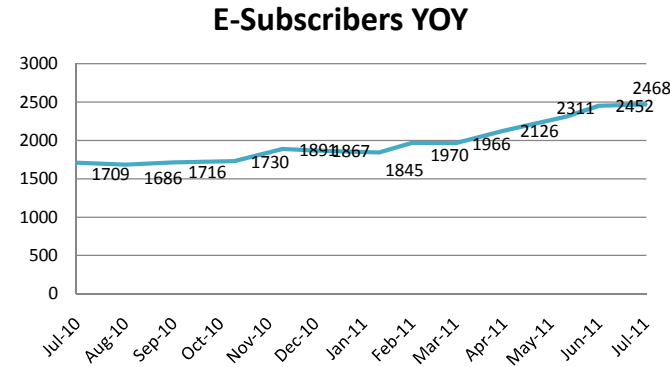
ECHO SCORECARD Results Through July 2011



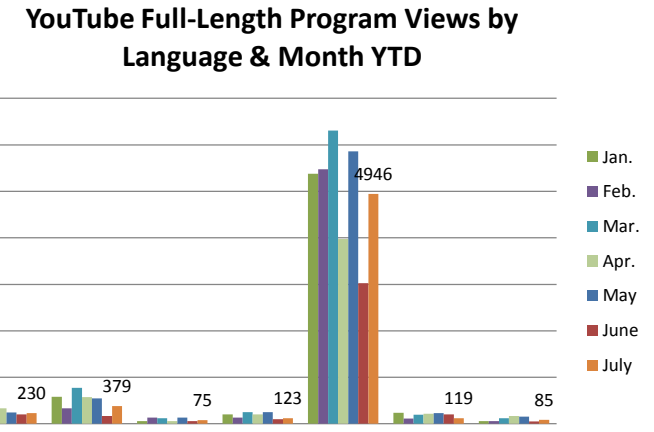
ECHO had 130 fans by the end of July 2011.



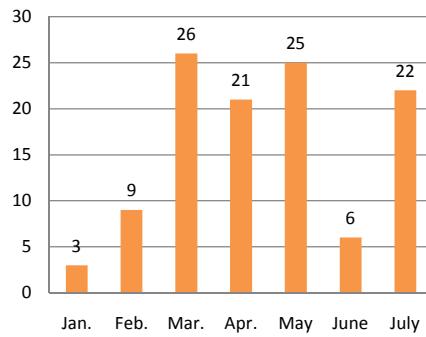
Twitter followers are increasing, as are retweets, in July we saw a total of 1 Mention and 1 RT reaching a total of **548** people. ECHO's Klout at the end of July was **17**.



ECHO sent **6** emails in July to a total of **6084** people. **13%** of these emails were opened and **198** links were clicked.

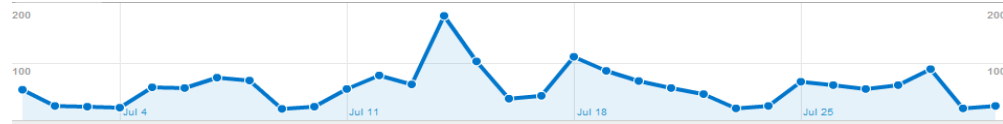


Calls to ECHO Phone YTD



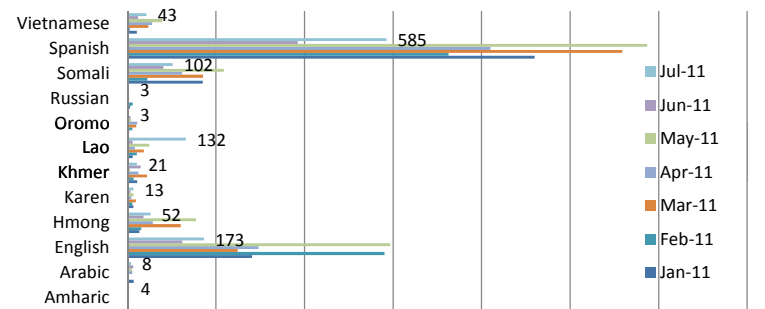
Call volume increased July when the topics were: Child and Teen Checkups, West Nile, and MN Government Shutdown. a total of **27** minutes.

Visits to echominnesota.org



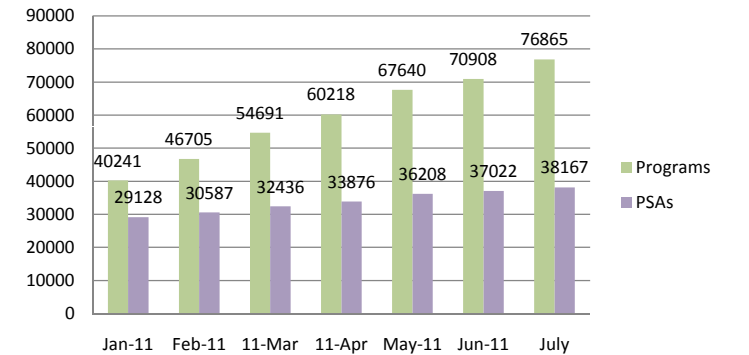
There were a total of **1795** visits to the website in July
Visitors viewed an av. of **3** pages before leaving the site. Of these visitors **69%** were new.
The most trafficked pages, aside from the homepage, was "MN Government Shutdown and You"

YouTube PSA Views by Language and Month YTD

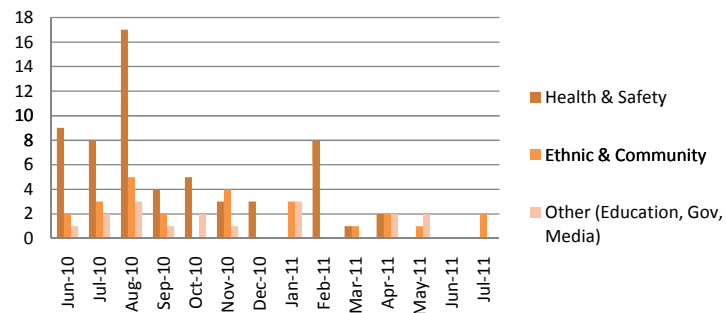


Spanish PSA views far outnumber the rest due to the popularity of the STD PSA at **20,000** views.

Cumulative YouTube Views for PSAs and Full-Length Programs

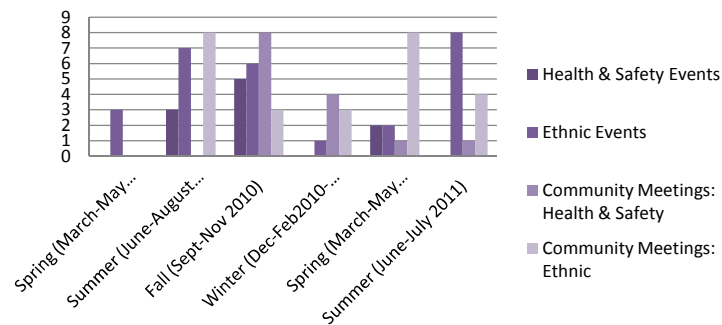


New ECHO Partners

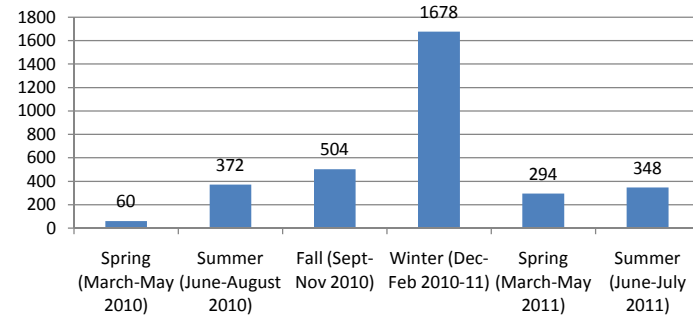


A total of **92** potential partners across all areas have been contacted YTD.

Outreach Events Attended

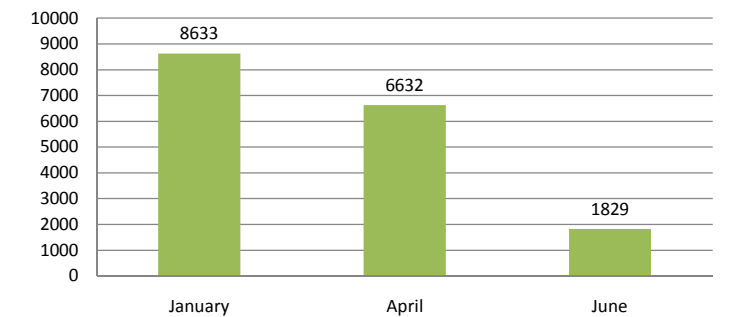


DVD Distribution via Outreach



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

Views on tptLIFE thru June



Only **tptLIFE** is trackable and aired ECHO program "Mass Evacuation" 4 times in July, it had a total of **1829** viewers. Averaging **450** viewers/program.