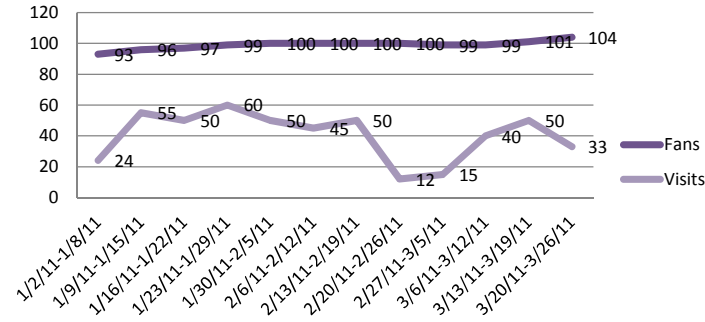




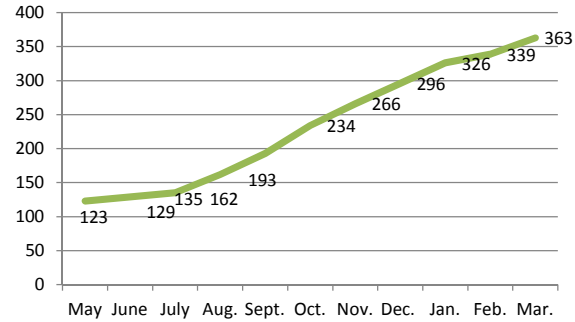
ECHO SCORECARD Results Through February 2011

Facebook Fans & Visits



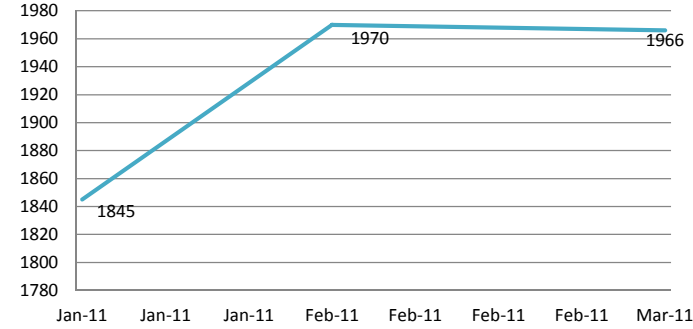
Fans rise slowly. There is a direct correlation between ECHO's facebook activity and the number of visits to the page.

Twitter Followers



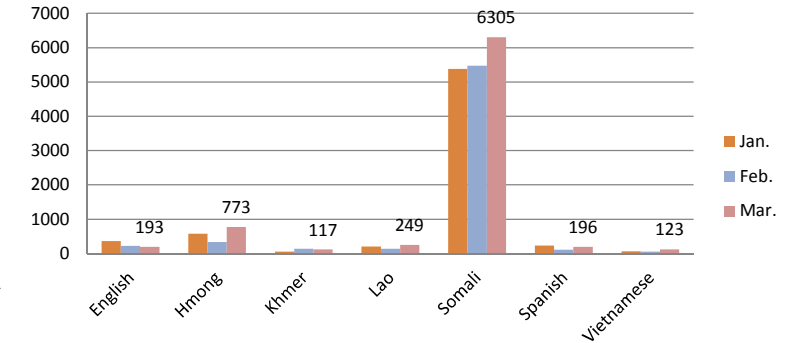
Twitter followers are increasing, as are retweets, in March we saw a total of **8** RTs reaching a total of **3,247** people. ECHO's Klout at the end of March was **25**.

E-Subscribers YTD

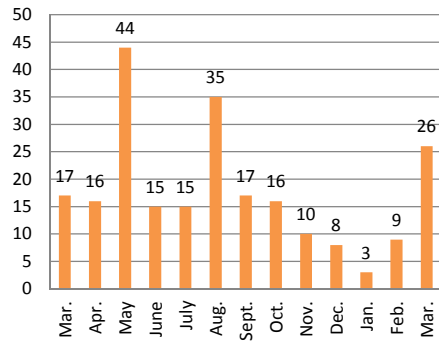


New Partners were loaded in February, a few unsubscribed in March. ECHO sent **5** emails in March: a news release for the carbon program, Eye on ECHO, and 3 measles messages. The measles messages were opened 850 times with 250 links clicked.

YouTube Full-Length Program Views by Language & Month YTD

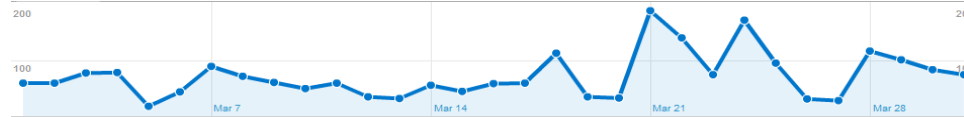


Calls to ECHO Phone YOY



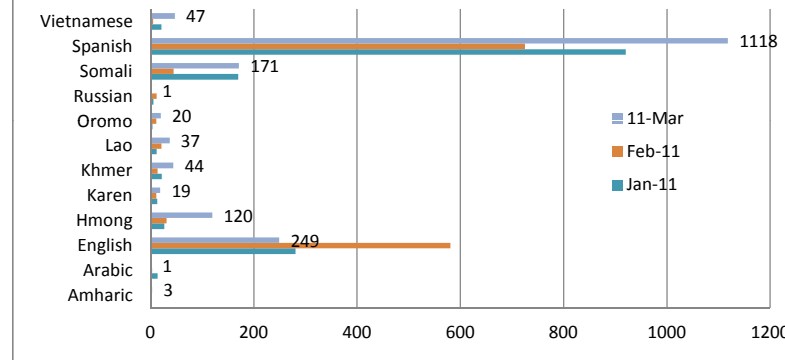
Call volume increased in March when the topics were: Nutrition and Exercise and Flooding. Callers spent a total of **37** minutes on the line.

Visits to echominnesota.org



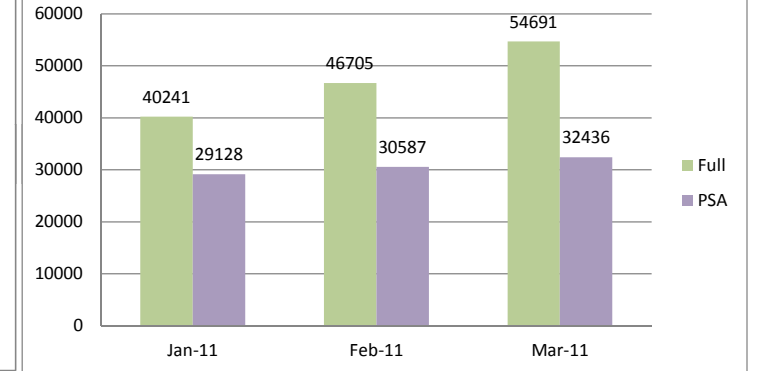
There were a total of **2257** visits to the website in March. This chart depicts *daily* visits. Visitors viewed an av. of **4.6** pages before leaving the site. Of these visitors **65%** were new. The most trafficked page, aside from the homepage, was "about ECHO" **1439** views. The second was the measles pages with **974** visits over **12** days.

YouTube PSA Views by Language and Month YTD

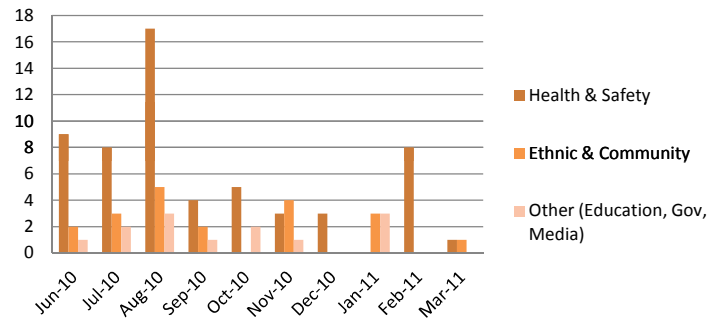


Spanish PSA views far outnumber the rest due to the popularity of the STD PSA at **1,715** views.

Cumulative YouTube Views for PSAs and Full-Length Programs

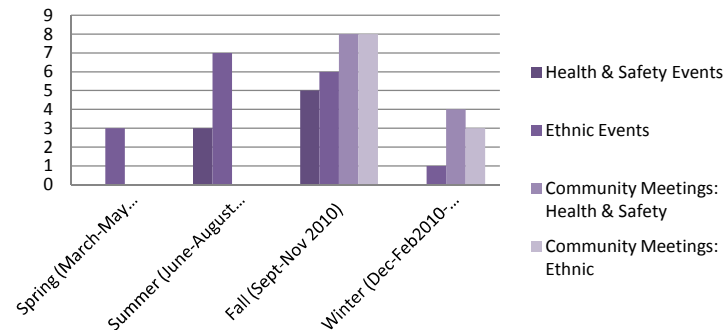


New ECHO Partners

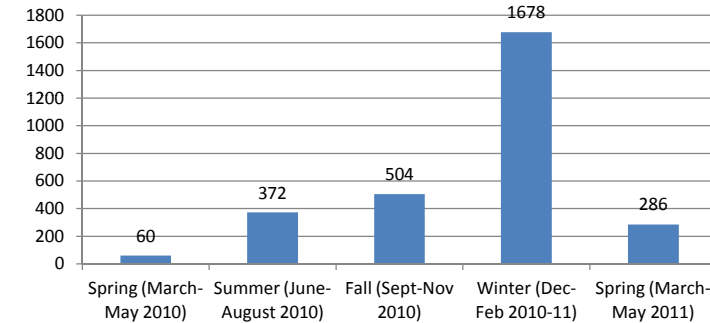


A total of **92** potential partners across all areas have been contacted YTD.

Outreach Events Attended

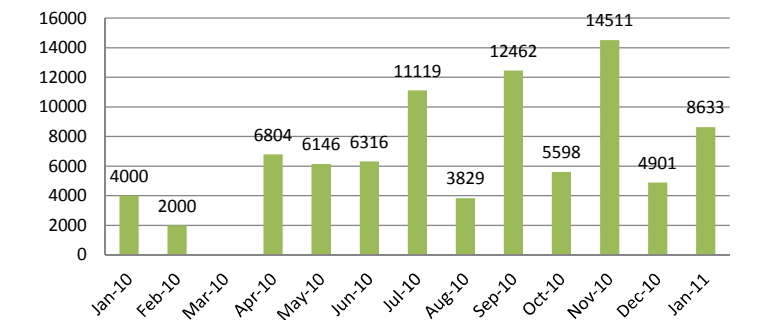


DVD Distribution via Outreach



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

Views on tptLIFE thru Dec.



tptLIFE is trackable and aired ECHO programs **8** times that had a total of **8633** viewers. Averaging **1080** viewers/program.