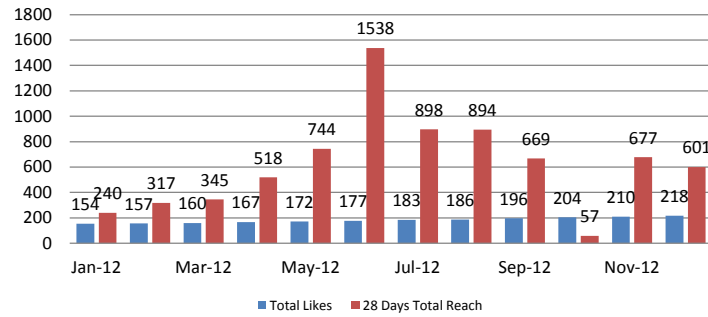




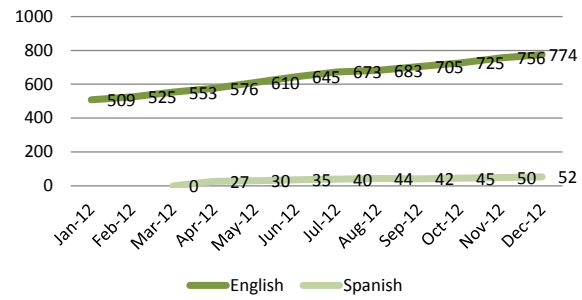
ECHO SCORECARD Results Through December 2012

Facebook Likes and Visits



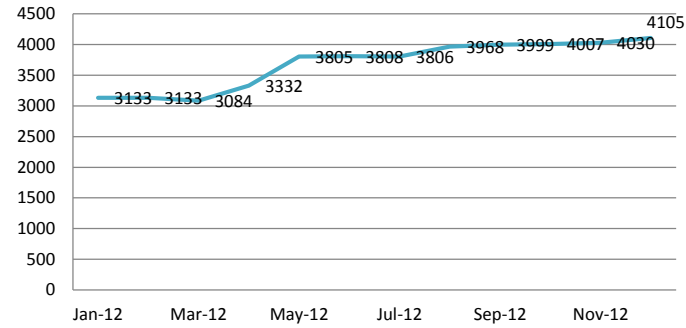
ECHO grew Facebook followers by **71%** in 2012 and averaged a monthly reach of **622** people.

Twitter Followers



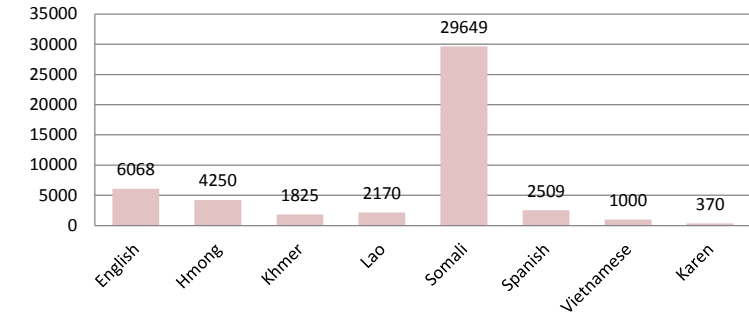
ECHO grew English Twitter followers by **66%** in 2012. ECHO had **209** retweets and mentions that reached **285,482** people.

E-Subscribers



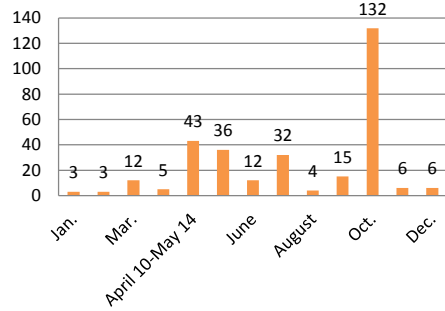
ECHO sent **58** emails in 2012 to a total of **105,056** people. The average open rate was **15.3%**.

YouTube Program Views by Language



ECHO's full-length programs received a total of **47,841** views in 2012 on YouTube. Somali was the most popular with nearly **62%** of the total views. Second most popular was English with **13%** of the total views.

Calls to ECHO Phone



ECHO Phone received a total of **309** calls in 2012. These callers listed to ECHO information for over 3 hours all together.

Visits to echominnesota.org



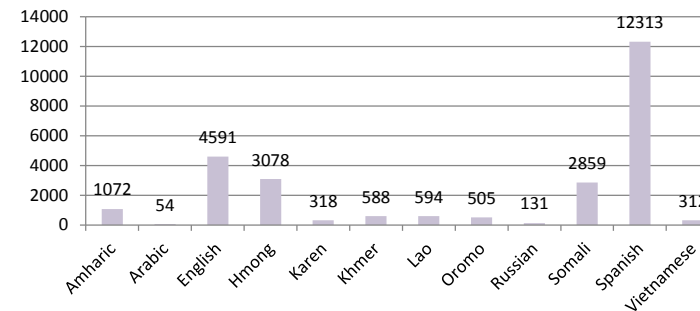
There were a total of **28,050** visits to the website. Of these 71% were NEW visits.

Visitors viewed an av. of **3** pages before leaving the site.

The most trafficked pages were:

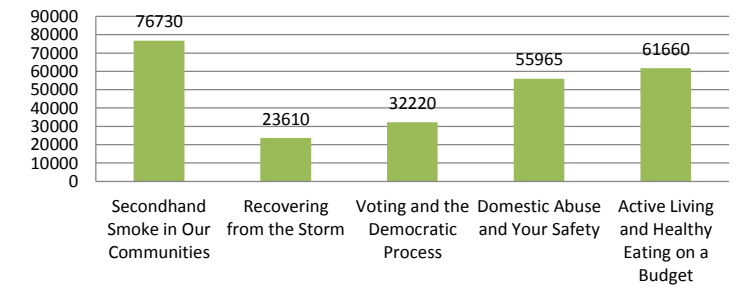
1. Homepage (14% of pageviews)
2. Cultural Toolkits (3.4% of pageviews)
3. About ECHO (3.3% of pageviews)
4. Health and Safety Topics (2.3% of pageviews)
5. ECHO TV (1.6% of pageviews)
6. Emergency Topics (1.6% of pageviews)

YouTube PSA Views by Language



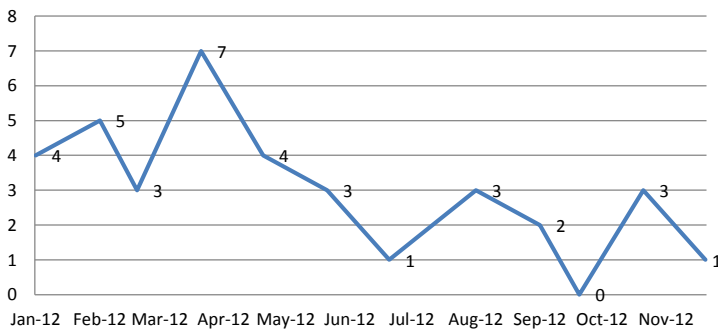
ECHO's short PSAs and Videos received a total of **26,415** views in 2012. Spanish was the most popular with nearly **47%** of total views. Second most popular was English with **17%** of total views.

TV Viewership, 2012



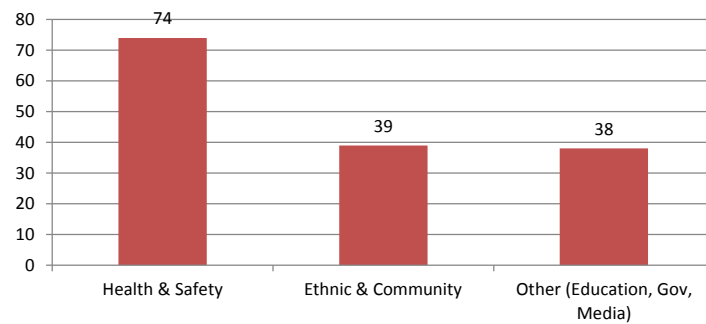
ECHO programs played **1,256** times on tptLIFE and tptMN in 2012. ECHO averaged **2,116** viewers PER language program broadcast. We can estimate that ECHO programs were potentially viewed by **2,657,696** households state-wide in 2012.

New Partners

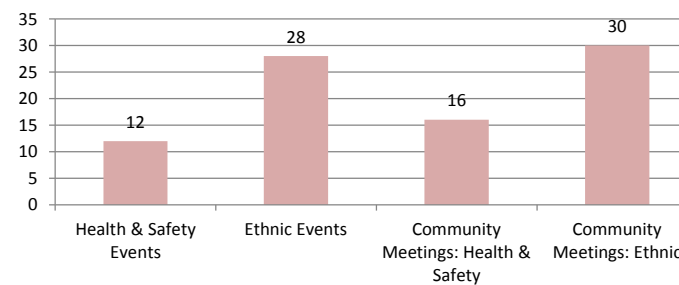


Total ECHO Partners: **151**

Total Partners by Type

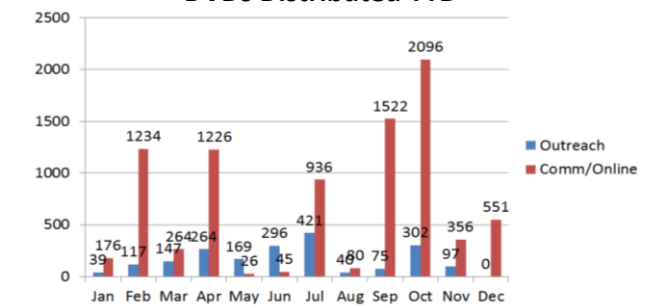


Events Attended in November



ECHO attended a total of **86** events in 2012.

DVDs Distributed YTD



ECHO distributed a total of **10,479** DVDs in 2012. **19%** of these DVDs were distributed via outreach events. **81%** of these DVDs were distributed via communications/online orders.