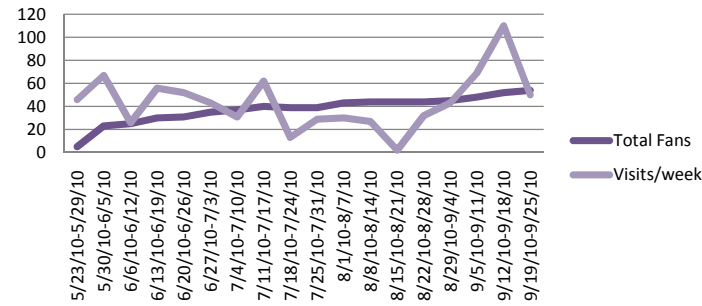




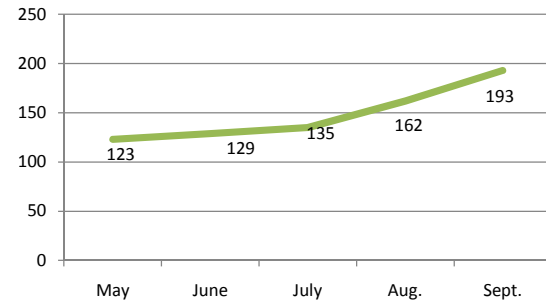
## ECHO SCORECARD Results Jan-September 2010

### Facebook Fans & Visits



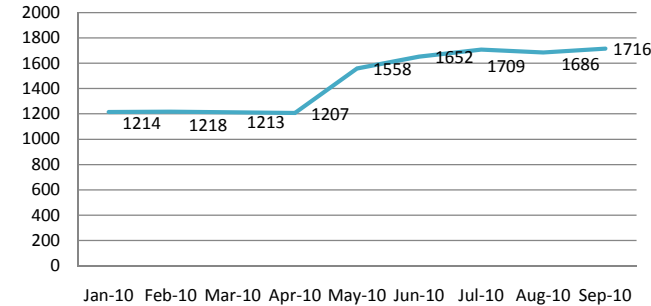
Facebook fans continue to increase slowly. We saw a peak in mid-Sept in page visits when breast cancer survivor interviews were promoted.

### Twitter Followers



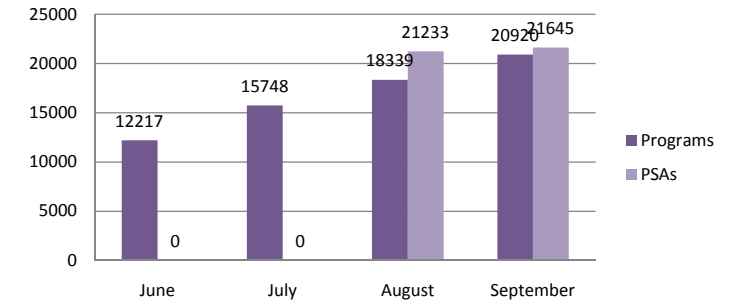
Twitter followers are increasing, as are RTs, in Sept. we saw a total of 9 RTs reaching a total of 5000 ppl

### E-Subscribers



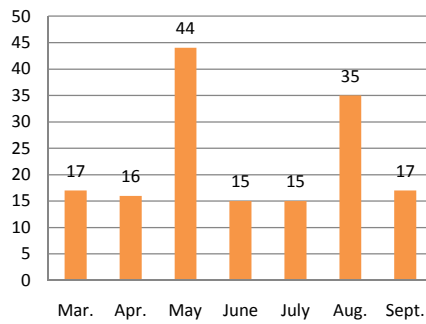
Email subscribers increase as we continue to add more partners. Open rate averages at about 15% and link clicks seem to be increasing incrementally.

### Total YouTube Views



This is a cumulative look at YouTube views, you can see an incremental lift month over month. PSAs have only begun to be tracked recently so there is no data before August.

### Calls to ECHO Phone



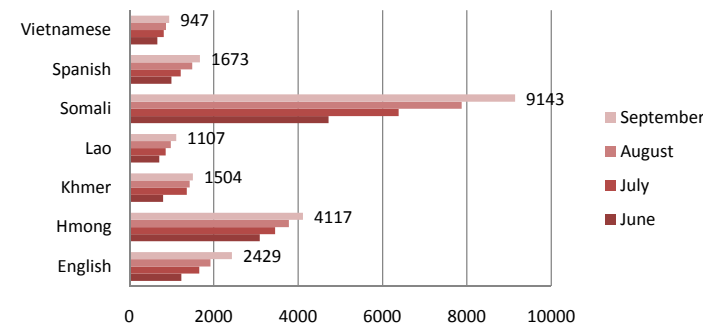
ECHO phone remains fairly flat. Sept's topic was "Back to School Checkups" and "Emergency Kits".

### Visits to echominnesota.org



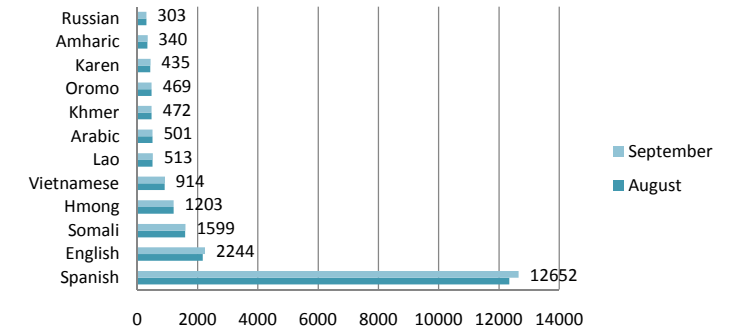
There was a total of 1633 visits to the website this month or about 410 per week. Visitors viewed an av. of 4.3 pages before leaving the site. Of these visitors 65% were new. The "Prevention of Kitchen Fires" and "Breast Cancer: Detection, Prevention, & Treatment" pages were among the top 4 viewed.

### Total YouTube Program Views by Language YTD



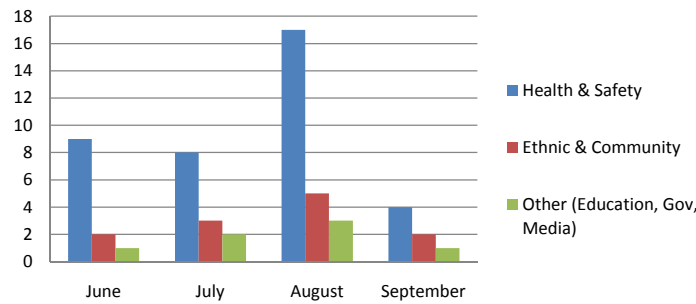
Somali views continue to lead the pack and have the highest growth month over month.

### Total YouTube PSA Views by Language YTD



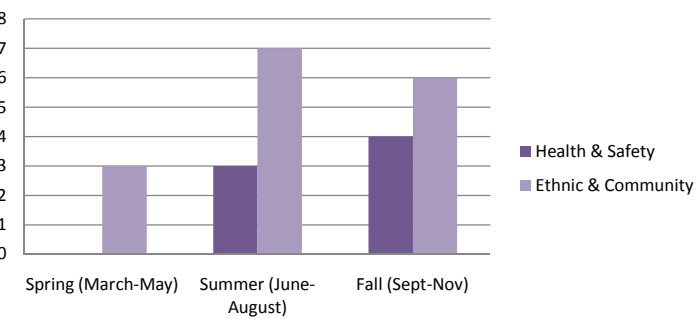
Spanish views are over the top due to high popularity of the STD PSA which is interesting because the full-length program has not been nearly as popular.

### New ECHO Partners

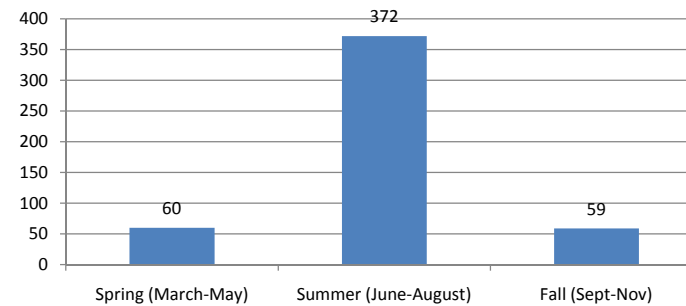


A total of 65 potential partners across all areas have been contacted YTD.

### Outreach Events Attended

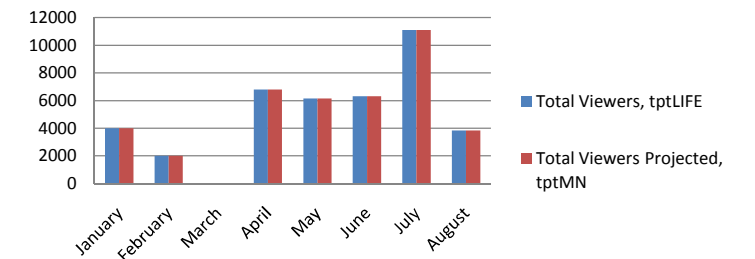


### DVD Distribution via Outreach



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

### Twin Cities Public Television Views THROUGH AUGUST



Note September results have not yet arrived. We saw a dramatic increase in July when Navigating the Health Care System aired. This could be a result of the heavy promotion by the sponsor and timeliness of the topic. Currently no data for March, workwith with tpt to rectify.