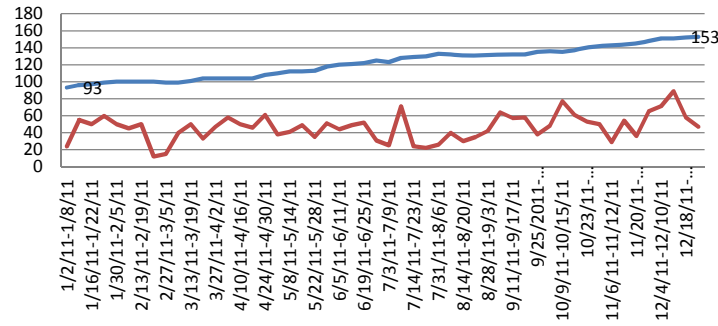




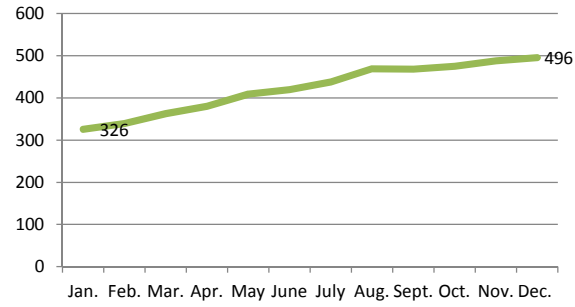
ECHO SCORECARD Results January-December 2011

Facebook Likes and Visits 2011



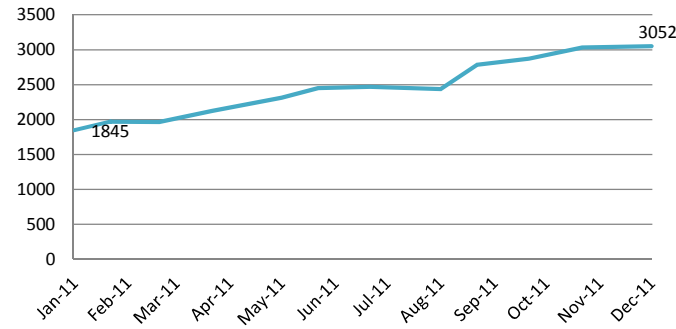
Blue indicates followers, red indicates page visits.
We grew by **60** followers in 2011 and increased visits by
We saw a **39%** increase in page visits from Q1 to Q4 in 2011

Twitter Followers 2011



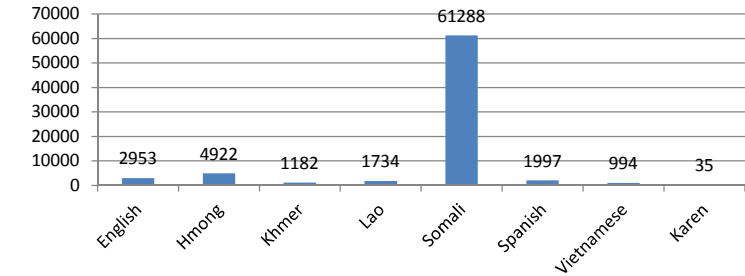
We saw a **52%** increase in followers throughout 2011.
ECHO had **52** retweets and mentions in 2011 that reached
30,785 people.

E-Subscribers 2011



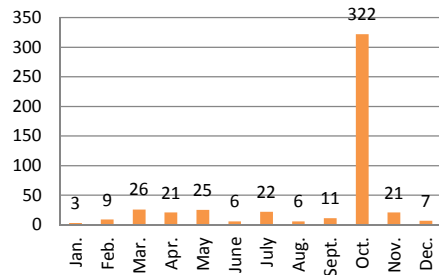
ECHO sent 2 emails in December to a total of **2,844** people.
14% of these emails were opened and **130** links were clicked.
We saw a **65%** increase in subscribers throughout 2011.

YouTube Program Views by Language 2011



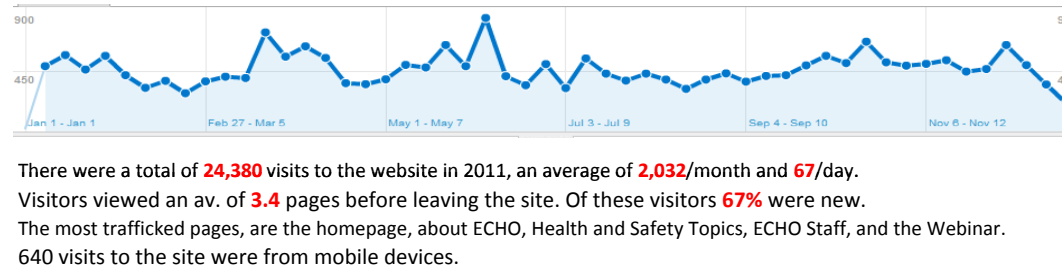
A total of **75,105** full-length program views in 2011
We saw a **168%** increase in views throughout 2011.

Calls to ECHO Phone in 2011

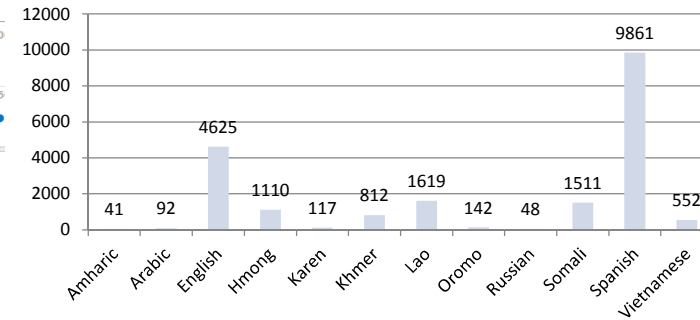


With the exception of October, there has not been a significant increase or decrease of calls to ECHO Phone in 2011.

Visits to echominnesota.org

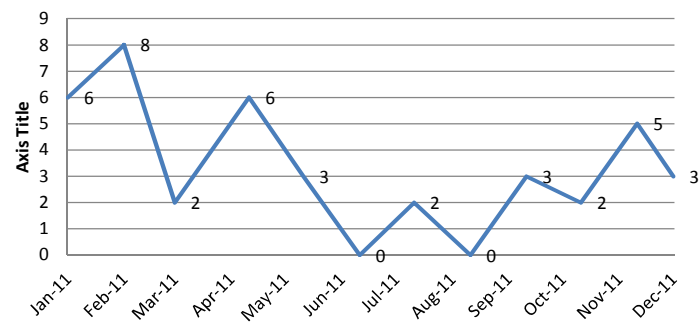


YouTube PSA Views by Language 2011

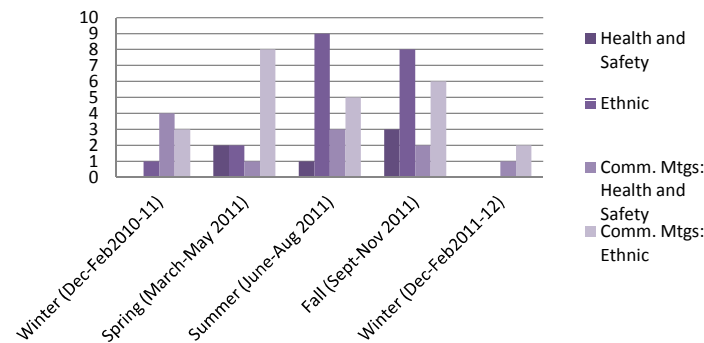


A total of **18,942** full-length program views in 2011
We saw a **64%** increase in views throughout 2011.

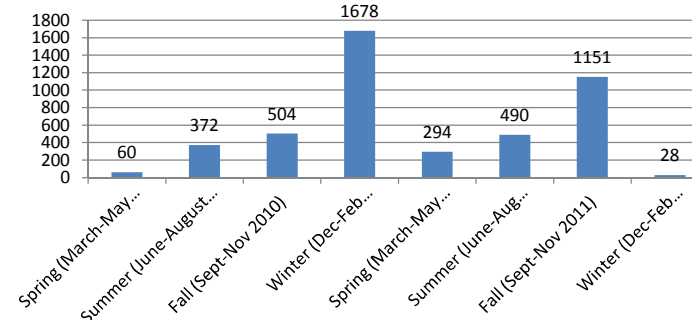
New Partners in 2011



Outreach Events Attended

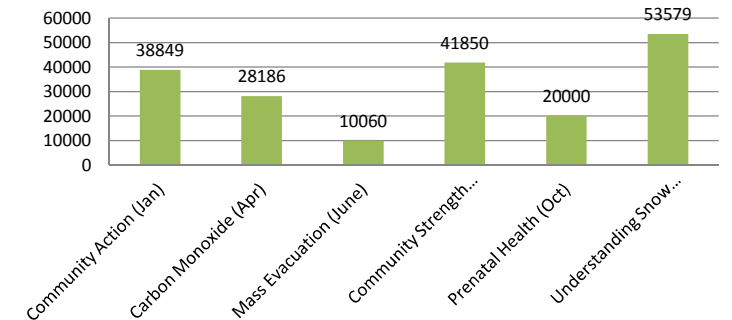


DVD Distribution via Outreach



ECHO can track the distribution of **6,555** DVDs in 2011. It is estimated that an additional 500 were distributed but not tracked.
*Note that this does not include the 1000 DVDs distributed for each program produced.

TV Viewership Through October



ECHO programs aired on tpt channels **1,233** times in 2011.
Programs averaged **1,099** viewers each airing.
Estimated total tpt viewers in 2011 is **1,355,067**.