

ITEM 10 – Information

October 16, 2013

Update on the Regional “Street Smart” Pedestrian and Bicycle Safety Education Campaign

Staff Recommendation: Receive briefing on the evaluation of the Fall 2012 and Spring 2013 campaigns, and on the funding and planning for the Fall 2013 and Spring 2014 campaigns.

Issues: None

Background: On October 17, 2012, the Board was briefed on the evaluation of the Fall 2011 and Spring 2012 campaign and the status of the funding and planning for the Fall 2012 and Spring 2013 campaigns.



Prepared by
Sherry Matthews, Inc.

**STREET
SMART**
BeStreetSmart.net

**FISCAL YEAR 2013
ANNUAL REPORT
OCTOBER 1, 2012 THRU
SEPTEMBER 30, 2013**

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
STREET SMART
PUBLIC SAFETY CAMPAIGN
A PROGRAM OF METRO, THE DISTRICT OF COLUMBIA, MARYLAND AND VIRGINIA





Every day an average of eight people in the Washington metropolitan region are struck by a moving vehicle. Some escape with only cuts and bruises; others suffer serious injuries such as broken bones and other trauma. Preliminary data tells us that in 2012, 3,033 crashes resulted in 70 pedestrian and bicyclist fatalities, accounting for 26.5 percent of the 264 traffic fatalities in the Washington region.

Since 2002, the Metropolitan Washington Council of Governments' (MWCOC) *Street Smart* program has worked to raise public awareness and added law enforcement efforts to respond to the challenges of pedestrian and bicyclist safety.

The *Street Smart* public safety campaign, conducted across the greater metropolitan Washington, DC region, targets drivers, pedestrians and bicyclists in the District of Columbia, suburban Maryland and northern Virginia. The initiative integrates several components, including media relations, radio and out-of-home advertising, donated media, street-level outreach events, digital efforts and increased law enforcement.

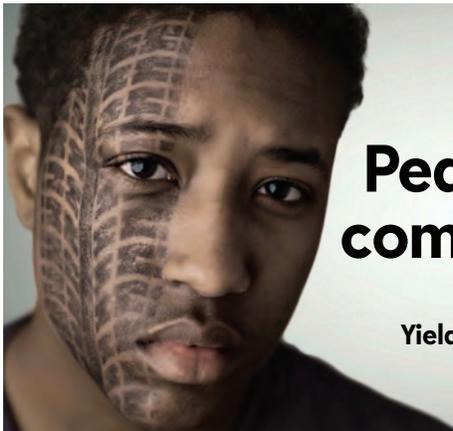
The goals of the *Street Smart* campaign are to:

- Reduce pedestrian and cyclist injuries and deaths in the region.
- Educate drivers, pedestrians and cyclists about safe usage of roadways.
- Increase enforcement of pedestrian and bicycle safety laws and raise awareness about enforcement.

CREATIVE

Working with Sherry Matthews Marketing, *Street Smart* developed a new series of research-based advertisements in FY2013. We tested multiple concepts and executions with English- and Spanish-speaking focus groups that represented our target audience: drivers, pedestrians, and bicyclists. We used participants' feedback to evaluate how relevant, understandable and inspiring the creative was in motivating them to improve behavior related to pedestrian and bicyclist safety. Based on this feedback, we selected the "Tired Faces" concept—which emphasizes the vulnerability of the human body—as the strongest campaign for the program.

"Tired Faces" Creative



STREET SMART
BeStreetSmart.net

Pedestrians don't come with airbags.

Yield to pedestrians when turning.

A public safety program of Metro, the District of Columbia, Maryland and Virginia.

The "Tired Faces" series of transit shelter ads won the national Wildcard Platform award in MediaPost's 2013 Digital Out-of-Home Awards.



STREET SMART
BeStreetSmart.net

Los peatones no tienen bolsas de aire.

Al doblar, cede el paso a los peatones.

Un programa de seguridad pública de Metro, Distrito de Columbia, Maryland y Virginia.



STREET SMART
BeStreetSmart.net

You can't fix a pedestrian at a body shop.

Slow down and watch for pedestrians.



STREET SMART
BeStreetSmart.net

Bicycles don't come with bumpers.

Give cyclists room to ride.



STREET SMART
BeStreetSmart.net

Kids don't come with turn signals.

Slow down and watch for pedestrians.



STREET SMART
BeStreetSmart.net

The penalties for jaywalking vary.

Use crosswalks. Wait for the walk signal.

PAID MEDIA

Our overall media strategy used a combination of traditional and nontraditional approaches, placing a heavy focus on street-level marketing that reached target audiences in the most relevant places. We designed our media plan to achieve maximum reach across the region. The target audience was adults 18–49, skewing male. Media included both English- and Spanish-language ads.

RADIO	FLIGHT DATES	NOTES	IMPRESSIONS
Fall Radio	11/12/12-11/25/12	15-second traffic liners and promos focused Wed-Fri 3-8 pm; Sat 6 am-8 pm	5,016,200
<i>Fall Added Value</i>		Streaming video, web banners, social media	540,000
Spring Radio	4/15/13-5/5/13	15-second traffic liners and promos focused Wed-Fri 3-8 pm; Sat 6 am-8 pm	5,164,170
<i>Spring Added Value</i>		Streaming video, web banners, social media	58,500
OUTDOOR	FLIGHT DATES	NOTES	IMPRESSIONS
Spring Exterior Bus Ads	4/15/13-5/12/13	5 Ultra Bus Kings, 20 L-Sides, 135 Bus Kings (paid), 73 Bus Kings (bonus from WMATA) + overrides	58,976,000
Spring Digital Transit Shelters	4/15/13-5/12/13	20 Locations - Roosevelt Network	4,100,604
TOTAL CAMPAIGN IMPRESSIONS			73,855,474

Added Value

Paid media value-add benefits including negotiated public service ad rates, bonus ads, bonus traffic sponsorships, overrides, streaming videos and web banner impressions totaled \$467,792. A detail of added value is in Appendix I.

Radio Traffic Sponsorships

Combining local market research and focused format selection, we used radio to connect to our target audience and we chose traffic sponsorships as a cost-effective way to reach motorists directly. Minimal production costs allowed several messages to be rotated in 15-second announcements that aired adjacent to news/traffic reports during prime drive time—a window of higher risk for pedestrian and bicycle accidents. Messages targeted drivers and focused on visibility issues, pedestrian vulnerability, increased enforcement and watching for/yielding to pedestrians.

Stations:

- WKYS-FM (Urban Contemporary Hit Radio)
- WPGC-FM (Rhythmic Contemporary Hit Radio)
- WIAD-FM (Hot Adult Contemporary)
- WJFK-FM (Sports)
- WLZL-FM (Spanish Contemporary)
- WNEW-FM (News/Talk)

**Nearly 74 million
impressions via paid media**

**More than \$467,000
in added value media benefits**

Outdoor Media

During the spring campaign, we deployed outdoor media near high-risk areas throughout the Washington region. Exterior bus ads put the *Street Smart* messages in motion to cover as much geography as possible. We placed larger format ads to achieve maximum impact for the debut of the “Tired Faces” series. Digital shelter displays, illuminated at night for 24-hour visibility, displayed ads to waiting bus riders, pedestrians on sidewalks, and passing motorists in vehicles. The digital shelters also allowed flexibility, rotating eight versions of “Tired Faces” ads to keep audiences engaged with fresh creative.



Exterior Bus Ad



Digital Transit Shelter

Street Smart Safety Zone Outreach Promotions

To extend the reach of the radio buy and bring street-level messaging to pedestrians, we launched a new series of “*Street Smart Safety Zone*” events near higher risk areas throughout the region. Hosted by popular local radio stations, these outreach events featured engaging and informative safety promotions with giveaways and educational materials distribution. We partnered with local law enforcement and advocacy groups to participate in these events, which included:

- 11/15/12 MD 4 at Donnell Drive, Forestville, MD
- 12/4/12 Benning Road and Minnesota Avenue NE, Washington, DC
- 12/5/12 Glen Forest and VA 7, Fairfax, VA
- 4/16/13 Hillandale Shopping Center at New Hampshire Avenue and Powder Mill Road, Hillandale, MD
- 4/17/13 Market Street and Center Point Way in Kentlands Shopping Center, Gaithersburg, MD
- 4/23/13 Silver Hill Road near Suitland Road, Suitland, MD
- 4/24/13 Wheaton Triangle at Reedie Drive and Georgia Avenue near Metro, Wheaton-Glenmont, MD
- 4/25/13 University Boulevard and Riggs Road, Chillum, MD
- 5/2/13 Central Avenue and Addison Road, Seat Pleasant, MD
- 5/3/13 Route 1 and Featherstone Road, Woodbridge, VA
- 5/6/13 MLK and Parkland SE (near Congress Heights), Washington DC
- 5/8/13 Columbia Pike Plaza near Columbus, Arlington, VA



Street Smart Safety Zone in Montgomery County



Street Smart Safety Zone in Prince William County



Pedestrian tips cards and other safety materials



Street teams distributed safety literature and reflective zipper pulls.

DONATED MEDIA

Street Smart leveraged many opportunities in FY2013 to multiply coverage and message effectiveness. With the goodwill of jurisdictional partners and media outlets, paid media was supplemented by donated out-of-home message placements, including nearly 4,200 interior bus cards, 72 exterior bus ads, more than 100 transit shelters, and 29 junior billboards. Many of these remained in place for weeks or months after the campaign ended for the season. The estimated total donated media value is \$975,971+. Donated media is detailed in Appendix II.

Nearly one million dollars in donated media

MEDIA RELATIONS

With the project's limited dollars for paid advertising, landing extensive news coverage was a critical part of relaying pedestrian and bicyclist safety reminders to the public.

Fall Campaign Kickoff Press Event

On Wednesday, November 14, 2012, MWCOG kicked off its fall Street Smart pedestrian and cyclist safety campaign, *Be Safe. Be Seen.*, at the intersection of Belmont Ridge Road (Route 659) and the W&OD Trail in Ashburn, Virginia. State and local officials joined law enforcement and safety advocates from the region to urge drivers, cyclists and pedestrians to remain alert, share the road and obey traffic laws to keep roadways and trails safe for everyone.

The end of Daylight Savings Time in November means commuters' evening hours are darker, with reduced visibility that leads to more frequent collisions between cars and pedestrians or cyclists. Press event messaging included the importance of engineering, enforcement and education to reduce these collisions. Speakers highlighted regional safety efforts and law enforcement's increased ticketing during November of motorists, pedestrians and bicyclists breaking area traffic safety laws.

Speakers at the event included Todd Turner, National Capital Region Transportation Planning Board; Ralph Buona, Loudoun County Board of Supervisors, Ashburn District; Jeff Dunckel, Department of Transportation, Montgomery County, Maryland; Steven Friedman, Crash Victim/Montgomery County Pedestrian Traffic and Safety Advisory Committee; Mike Chapman, Loudoun County Sheriff's Office; Paul Gilbert, Northern Virginia Regional Park Authority; and Cindy Engelhart, Virginia Department of Transportation.



Press event in Loudoun County, Virginia



Cindy Engelhart, Virginia Department of Transportation, joined traffic safety officials and police departments to launch the fall campaign.

Spring Campaign Kickoff Press Event

On Tuesday, April 9, 2013, MWCOG launched a spring campaign with an event at Starburst Plaza in Northeast Washington, DC. Local officials and safety advocates kicked off the spring campaign and unveiled the new “Tired Faces” series of safety ads.

Speakers at the event included Washington, DC Mayor Vincent Gray; Sam Zimbabwe, District of Columbia Department of Transportation; Jeff Dunckel, Department of Transportation, Montgomery County, Maryland; Walter Tejada, Arlington County Board Chair; and Shane Farthing, Washington Area Bicyclist Association.

Speakers highlighted the efforts to increase pedestrian and bicyclist safety, including police departments' heightened enforcement of pedestrian and bicycle safety laws during April and May. The press event also included a “crosswalk sting” demonstration for media in which an undercover police officer attempted to legally cross the street in a marked crosswalk. If drivers failed to yield, another officer—this one uniformed and standing down the block—would wave the vehicle over and issue a warning with educational literature.



Mayor Vince Gray speaks at the Street Smart press event in Washington, DC.



Arlington County Board Chairman Walter Tejada reminds people to safely share the roads.

Media Tours

In addition to the launch events, the *Street Smart* program sponsored a local media tour with press interviews to extend the coverage of the campaign. Spokespeople for the campaign included George Branyan, District Department of Transportation; Monica Hernandez, District Department of Transportation; Michael Farrell, Metropolitan Washington Council of Governments; Jeff Dunkel, Department of Transportation, Montgomery County, Maryland; Scott K. York, Loudoun County Board of Supervisors; and Walter Tejada, Arlington County Board. Sherry Matthews Marketing distributed news releases, fact sheets, press photos and cutlines, pre-recorded sound bites and b-roll video footage in both English and Spanish to regional media outlets.

Media Relations Results

- 36 television and radio broadcast news stories reaching more than one million viewers, valued at more than \$402,500 in publicity.*
- 37 print and online articles in publications with a combined circulation of nearly 33 million readers.

Press coverage is detailed in Appendix III.

**More than 70
television, radio,
print and online
news stories**

DIGITAL

To extend the reach and engagement of the campaign, we created a digital toolkit to distribute to campaign partners. This toolkit included web banners, prewritten tweets and Facebook posts, social media images and other digital resources. We also created an editorial calendar for *Street Smart's* official Twitter account and a new splash page reflecting campaign creative.

Digital Results

- 300+ Twitter mentions, retweets, follows
- 6,990 website visits with 81 percent new visitors
- Average website visit was one minute, 20 seconds



Social media image for Facebook and Twitter

*Publicity value is determined through an industry-standard equation based on advertising rates reported by third party sources. The online valuation system is still being refined; digital coverage is not reflected in the total publicity value.

ENFORCEMENT

Street Smart public awareness efforts are conducted in conjunction with increased law enforcement “waves,” in which police step up enforcement of traffic safety laws that keep pedestrians and bicyclists safe. During the fall and spring campaigns, 3,804* citations and 483 warnings were issued to motorists, pedestrians and cyclists, according to reports from participating agencies in the District of Columbia, Montgomery County, Prince William County, the City of Alexandria, the City of Falls Church, and the City of Rockville.

EVALUATION

We conducted online surveys to measure awareness and attitudes among drivers, cyclists and pedestrians. Measurements taken pre- and post-campaign gauged the effectiveness of the spring 2013 campaign.

The groups surveyed were a representative sample of respondents who live in the three targeted geographic regions: the Maryland suburbs, northern Virginia and the District of Columbia. Participants were divided into two separate segments: driver and pedestrian.

The pre-campaign benchmark survey was conducted April 4 - 9, 2013 with 314 respondents. The follow-up survey was conducted May 20 - 30, 2013 with 300 respondents. All significance testing was conducted at the 95 percent confidence level.

Selected Survey Results

Advertising Awareness

- On an unaided basis, 24 percent of the respondents said they recalled seeing or hearing ads for *Street Smart*.
- The respondents who recalled *Street Smart* advertising clearly played back campaign elements such as “treads on a face,” “exercise caution,” “Street Smart,” “can’t fix a pedestrian at a body shop,” and “dangers of jaywalking.”
- On an aided basis, 39 percent said they saw at least one of the three advertising executions.
- Aided advertising awareness was nearly twice as high for pedestrians (50 percent) as for drivers (27 percent).
- Buses and other public transportation were the main source of ad awareness.



One of the three ads presented to measure aided awareness. On an aided basis, 39 percent of respondents said they saw at least one of the advertising executions.

*Actual numbers may be higher. The metrics are based on enforcement reports received at the end of the campaign. Other participating agencies include police departments in Prince George's County.

General Awareness

- General awareness for the *Street Smart* advertising program remained constant from Wave 1 (39 percent) to Wave 2 (38 percent).
- There was an overall increase in respondents who identified *Street Smart* as being about roadway safety (from 37 to 50 percent) and who said the program was about public safety awareness (from 18 to 29 percent).

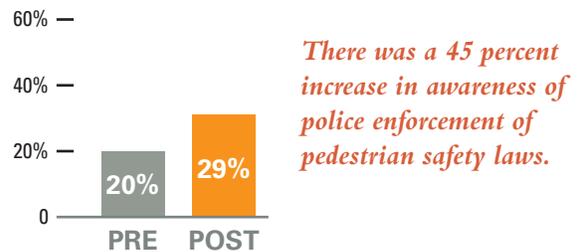
Behaviors and Attitudes

- The respondents reviewed a list of behaviors surrounding pedestrian and bicycle safety. There were no significant changes in any of the self-reported behavior measures between waves.
- In both waves, the respondents identified “driving while texting,” “driving while on cell phone,” and “aggressive driving” as the most serious problems. The respondents believe that these problems are not getting any better, although they are not worsening either.
- Between the two waves there was no significant change in how the respondents perceive the safety of their streets and highways for drivers, pedestrians or bicyclists.
- There was a significant increase in respondents’ awareness of police efforts to enforce pedestrian safety laws (from 20 to 29 percent).

Street Smart Awareness



Enforcement Awareness



OVERALL CAMPAIGN VALUE

Thanks to a highly successful earned media campaign and a generous amount of in-kind donations from paid media vendors, jurisdictional partners, and Sherry Matthews Marketing, *Street Smart* more than quadrupled its FY2013 campaign budget.

TOTAL CAMPAIGN VALUE	
Paid Media Added Value	\$467,792
Donated Media Value	\$975,971
Earned Media Publicity Value	\$402,578
Campaign Budget	\$534,000
Sherry Matthews Marketing Donated Staff Time	\$133,816
CAMPAIGN VALUE	\$2,514,157

Combining added value with earned and donated media and services, the FY2013 *Street Smart* program garnered more than \$2.5 million in overall campaign value on a budget of \$534,000.

For more information on the *Street Smart* campaign visit BeStreetSmart.net.

APPENDIX I: Added Value from Paid Media Buy

OUTDOOR ADDED VALUE (SPRING 2013)						
Negotiated Package vs Rate Card						\$29,559
CBS/WMATA Bonus Kings						\$49,382
OVERRIDES						
MARKET	VENDOR	MEDIUM	QUANTITY	# OF DAYS OVERRIDE	CURRENT COPY	VALUE
DC	CCO	Digital Shelters	20	472,073 (over-delivered spots)		\$27,770
DC, Maryland and Virginia	CBS	Ultra Super Kings	5	34		\$14,286
DC, Maryland and Virginia	CBS	L-Sides	20	40		\$22,689
DC, Maryland and Virginia	CBS	Kings	135	30		\$97,847
DC, Maryland and Virginia	CBS	Kings	73 (bonus)	30		\$52,560
DC, Maryland and Virginia	CBS	Kings	4	71 (still posted as of 8/21)		\$6,816
TOTAL OUTDOOR ADDED VALUE:						\$300,909
RADIO ADDED VALUE (FALL 2012 AND SPRING 2013)						
FALL 2012	STATION	MARKETING ELEMENTS	ADDED VALUE			
	WKYS-FM	70 PSAs	\$7,000			
		Rotating video on kysdc.com	\$400			
		Streaming commercials with web banners	\$300			
	WLZL-FM	36 PSAs	\$3,600			
	WPGC-FM	36 PSAs	\$3,600			
	WJFK-FM	36 PSAs	\$1,800			
	WNEW-FM	36 PSAs	\$1,800			
	WIAD-FM	20 PSAs	\$1,000			
	CBS Radio	(3) Pedestrian safety appearances	\$12,000			
		Web banners	\$5,000			
		45 Promotional announcements	\$9,000			
		Public affairs interviews	\$15,000			
		Distribution of safety material/collateral	\$5,000			
FALL 2012 RADIO ADDED VALUE:			\$65,500			
SPRING 2013	STATION	MARKETING ELEMENTS	ADDED VALUE			
	WKYS-FM	24 PSAs	\$2,400			
		Rotating video on kysdc.com	\$420			
		Streaming commercials with web banners	\$563			
	WLZL-FM	30 PSAs	\$3,000			
	WPGC-FM	30 PSAs	\$3,000			
	WJFK-FM	30 PSAs	\$1,500			
	WNEW-FM	30 PSAs	\$1,500			
	WIAD-FM	60 PSAs	\$3,000			
	CBS Radio	(9) Pedestrian safety appearances	\$36,000			
		135 promotional announcements	\$27,000			
		Facebook mentions	\$3,000			
		Public affairs interviews	\$15,000			
		Distribution of safety material/collateral	\$5,000			
SPRING 2013 RADIO ADDED VALUE:			\$101,383			
RADIO TOTAL FY2013 ADDED VALUE			\$166,883			
TOTAL ADDED VALUE FROM PAID MEDIA BUY						\$467,792

APPENDIX II: Donated Media
FALL 2012 AND SPRING 2013 CAMPAIGNS

MEDIA	JURISDICTION / AGENCY	QUANTITY	DURATION	VALUE
Transit Shelters	District of Columbia	2	8 weeks	\$6,353
Transit Shelters	Montgomery County	80	8 weeks	\$254,118
Transit Shelters	Prince George's County	25	4 weeks	\$18,000
Junior Billboards	District of Columbia	29	12 weeks	\$460,588
Exterior Bus Queens	Montgomery County	10	12 weeks	\$10,059
Exterior Bus Tails	Montgomery County	15	12 weeks	\$17,100
Exterior Bus Junior Kings	Montgomery County	15	12 weeks	\$20,118
Exterior Bus Kings	Montgomery County	30	12 weeks	\$51,776
Exterior Bus King Kongs	Montgomery County	2	12 weeks	\$11,859
Interior Bus Cards		4200	4 weeks	\$126,000
	<i>Alexandria (VA)</i>	<i>146</i>		
	<i>ART - Arlington County (VA)</i>	<i>182</i>		
	<i>Circulator (DC)</i>	<i>29</i>		
	<i>DASH (VA)</i>	<i>225</i>		
	<i>Fairfax County (VA)</i>	<i>1900</i>		
	<i>Manassas (VA)</i>	<i>100</i>		
	<i>Prince George's County (MD)</i>	<i>93</i>		
	<i>PRTC (VA)</i>	<i>300</i>		
	<i>Ride On - Montgomery County (MD)</i>	<i>700</i>		
	<i>TransIT Services of Frederick County (MD)</i>	<i>25</i>		
	<i>WMATA</i>	<i>500</i>		
TOTAL DONATED MEDIA VALUE				\$975,971

APPENDIX III: Earned Media Summary
FALL 2012 and SPRING 2013

TELEVISION COVERAGE

DATE	TIME (Total run time)	CHANNEL	PROGRAM	RATINGS	PR VALUE
11/14/12	7:00 am (:47)	WTTG (FOX)	Fox 5 News at 7:00 am	73,521	\$7,990
11/14/12	5:00 pm (:50)	WRC (NBC)	News 4 at 5:00 pm	88,684	\$9,000
11/14/12	6:00 pm (2:25)	WFDC (UNIVISION)	Noticias Univision 6:00 pm	46,428	\$10,000
11/14/12	11:00 pm (2:08)	WFDC (UNIVISION)	Noticias Univision 11:00 pm	24,909	\$5,600
11/16/12	10:00 am (13:29)	News Channel 8	NewsTalk	7,523	\$44,550
11/16/12	1:00 pm (13:29)	News Channel 8	Afternoon Report at 1:00 pm	6,408	\$28,350
11/23/12	10:00 am (13:29)	News Channel 8	NewsTalk	7,523	\$44,550
11/23/12	1:00 pm (13:29)	News Channel 8	Afternoon Report at 1:00 pm	6,408	\$28,350
4/9/13	3:00 pm (:51)	News Channel 8	Afternoon Report at 3:00 pm	8,074	\$331
4/9/13	2:00 pm (1:27)	News Channel 8	Afternoon Report at 2:00 pm	6,172	\$565
4/9/13	8:00 am (:36)	News Channel 8	Morning Report at 8:00 am	6,139	\$288
4/9/13	6:00 am (:32)	News Channel 8	Morning Report at 6:00 am	4,754	\$320
4/9/13	5:00 am (1:52)	News Channel 8	Morning Report at 5:00 am	4,635	\$2,520
4/9/13	4:30 am (:39)	WJLA (ABC)	Good Morning Washington at 4:30 am	12,551	\$390
4/9/13	5:00 pm (1:55)	WJLA (ABC)	ABC 7 News at 5:00 pm	53,840	\$28,750
4/9/13	5:00 am (1:38)	WTTG (FOX)	Fox 5 Morning News at 5:00 am	38,402	\$2,205
4/9/13	5:00 pm (1:55)	WTTG (FOX)	Fox 5 News at 5:00 pm	58,082	\$8,625
4/9/13	6:00 am (:21)	WTTG (FOX)	Fox 5 Morning News at 6:00 am	70,769	\$1,785
4/9/13	10:00 pm (1:03)	WTTG (FOX)	Fox 5 News at 10:00 pm	153,093	\$20,790
4/9/13	11:00 pm (2:00)	WZDZ (Telemudo)	Telenoticias Washington at 11:00 pm	6,530	\$5,736
4/9/13	6:00 pm (2:30)	WZDZ (Telemudo)	Telenoticias Washington at 6:00 pm	9,123	\$10,017
4/9/13	5:00 am (:15)	News Channel 8	NewsTalk at 1:00 pm	5,627	\$98
4/10/13	5:00 am (1:14)	WTTG (FOX)	Fox 5 Morning News at 5:00 am	38,502	\$1,665
4/10/13	5:00 am (:33)	WTTG (FOX)	Fox 5 Morning News at 5:00 am	38,502	\$743
4/11/13	10:00 am (1:20)	News Channel 8	NewsTalk at 10:00 am	8,519	\$400
4/11/13	10:00 pm (:24)	News Channel 8	NewsTalk at 10:00 am	8,519	\$120
4/11/13	1:00 pm (:24)	News Channel 8	NewsTalk at 1:00 pm	5,627	\$156
4/11/13	1:00 pm (1:16)	News Channel 8	NewsTalk at 1:00 pm	5,627	\$884
4/12/13	4:00 pm (1:24)	WRC (NBC)	News 4 at 4:00 pm	85,308	\$5,880
4/14/13	7:00 am (10:43)	WRC (NBC)	News 4 Today at 7:00 am (Sunday)	70,859	\$102,880
4/14/13	10:00 pm (1:28)	WTTG (FOX)	Fox 5 News at 10:00 pm	78,766	\$29,040
TOTAL				1,039,424	\$402,578

RADIO COVERAGE

DATE	TIME (Total run time)	CHANNEL	PROGRAM
4/9/13	4:00 pm (:52)	WTOP-FM	4:00 pm news
4/9/13	6:00 pm (2:26)	WTOP-FM	6:00 pm news
4/10/13	5:00 am (2:32)	WTOP-FM	5:00 am news
4/10/13	10:00 am (2:25)	WMAL-FM	Chris Plante
6/2/13	6:00 am (16:39)	WLZL-FM	Pedro Biaggi en la mañana

APPENDIX III: Earned Media Summary Continued
FALL 2012 and SPRING 2013

ONLINE AND PRINT COVERAGE			
DATE	PUBLICATION	MEDIA	CIRCULATION
11/10/12	Blue Ridge Leader	Print	15,000
11/12/12	Bike Loudoun	Online (blog)	
11/11/12	WJLA.com	Online (video)	278,488
11/13/12	Loudoun Times-Mirror	Online	63,013
11/13/12	Viva Loudoun Blog	Online (blog)	3,706
11/13/12	Loudoun County Traffic	Online	
11/14/12	TVWFDC.com	Online (video)	900
11/15/12	Leesburg Today	Online	569
11/15/12	Ashburn Today	Print	72,000
11/16/12	Washington Times	Online	68,276
11/16/12	Lasesana	Online (blog)	
11/16/12	InsideNOVA.com	Online	3,585
11/16/12	Lakeridge-Occoquan Patch	Online	
11/19/12	Bike Arlington	Online (blog)	
11/23/12	Ashburn Patch	Online	
11/27/12	Washington Post	Online	10,000,000
12/8/12	Lakeridge-Occoquan Patch	Online	
12/12/12	JD Supra	Online (blog)	
4/9/13	MyFoxDC.com	Online (video)	724,500
4/9/13	TVWFDC.com	Online (video)	900
4/9/13	DCist.com	Online	270,935
4/10/13	Greater Greater Washington	Online (blog)	11,911
4/10/13	TheWashCycle.com	Online (blog)	3,181
4/10/13	CBS Washington Local	Online (audio)	404,116
4/10/13	WTOP.com	Online (audio)	347,242
4/11/13	WJLA.com	Online (video)	278,488
4/13/13	Washington Times	Online	33,096
4/13/13	Alexandria News	Online	1,500
4/15/13	Washington Post	Online	10,000,000
4/19/13	Gazette.net	Online	178,746
4/20/13	Silver Spring Patch	Online	8,000
4/20/13	Bethesda Patch	Online	8,000
4/20/13	Washington Post	Online	10,000,000
4/25/13	TheSentinal.com	Online	1,000
4/30/13	Clarendon-Courthouse-Rosslyn Patch	Online	8,000
5/8/13	InsideNOVA.com	Online	33,940
5/9/13	Gazette.net	Online	178,746
TOTAL			32,997,838

