

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
FALL 2013 EARNED MEDIA SUMMARY
STREET SMART PUBLIC EDUCATION CAMPAIGN

OVERVIEW

On Tuesday, October 22, 2013, the Metropolitan Washington Council of Governments kicked off its fall *Street Smart* pedestrian and bicycle safety campaign. Representatives from the Metropolitan Washington Council of Governments, as well as state/local officials and other advocates from the District of Columbia, Maryland, and Virginia gathered at the Upper Senate Park on the U.S. Capitol Grounds in Washington D.C. to urge drivers, cyclists, and pedestrians to be mindful of each other when sharing roadways and trails.

An hour less of daylight during evening commutes means reduced visibility, which typically leads to an increase in crashes involving pedestrians and cyclists during the darker autumn months. Officials also announced that law enforcement in the District of Columbia, suburban Maryland and Northern Virginia would conduct increased enforcement October 28 through November 24, ticketing drivers, cyclists, and pedestrians who violate traffic safety laws.

Speakers included Jeff Dunckel, Department of Transportation, Montgomery County, Maryland, Sam Zimbabwe, District of Columbia Department of Transportation, Allison Silberberg, Vice Mayor of Alexandria, Virginia, and Walter Tejada, Arlington County Board Chair.

Special guest Gwendolyn Ward shared the poignant story of her 15-year-old daughter, Christina Morris-Ward, who was struck by a car and killed one year ago while crossing the street in Germantown, Maryland on her way to school in the dark.

One of the event's most memorable moments was a performance by the Roaring Bengal Marching Band from James Hubert Blake High School in Montgomery County, who played a mournful dirge in recognition of the 72 pedestrians and cyclists killed in the region last year. As the band played, a bell tolled in recognition of each pedestrian killed in 2012. With each ringing of the bell, a single band member ceased playing his or her instrument and left the instrument on the ground. The song ended with a lone trumpeter playing amid a sea of abandoned instruments.

Coverage highlights included more than 60 news stories garnering \$215,785 in publicity value.

- Twenty-five television stories reaching more than 615,598 viewers
- Seven radio interviews reaching 2.3 million listeners
- Thirty-two print and online articles with a circulation of nearly 39 million readers

Values are determined by third party reporting sources and are based on ad rates.

BROADCAST COVERAGE

DATE	TIME	STATION	SHOW	ESTIMATED AUDIENCE	PR VALUE
11/3/13	11:00PM ET	WTTG	Fox5 News at 10pm	173,779	\$42,900
11/4/13	08:00AM ET	WTTG	Fox 5 Morning News at 8AM	57,671	\$7,650
10/28/13	06:00AM ET	WFDC	Noticias Univision Washington 6AM	5,077	\$6,320
10/28/13	06:00AM ET	WFDC	Noticias Univision Washington 6AM	5,077	\$600
10/28/13	06:00AM ET	WFDC	Noticias Univision Washington 6AM	5,077	\$7,840
10/28/13	06:00AM ET	WFDC	Buenos Dias DC	59,993	\$6,320
10/23/13	11:30PM ET	NC8	NewsTalk at 11:30PM	6,105	\$300
10/23/13	11:30PM ET	NC8	NewsTalk at 11:30PM	6,105	\$6,975
10/23/13	01:00PM ET	NC8	NewsTalk at 1PM	9,597	\$4,560
10/23/13	01:00PM ET	NC8	NewsTalk at 1PM	9,597	\$200
10/23/13	12:00PM ET	NC8	Afternoon Report at Noon	7,146	\$1,120
10/23/13	10:00AM ET	NC8	NewsTalk at 10AM	7,356	\$200
10/23/13	10:00AM ET	NC8	NewsTalk at 10AM	7,356	\$4,710
10/23/13	06:00AM ET	WFDC	Noticias Univision Washington 6AM	5,077	\$1,040
10/23/13	06:00AM ET	WFDC	Noticias Univision Washington 6AM	5,077	\$2,920
10/22/13	11:00PM ET	WFDC	Noticias Univision Washington 11PM	17,099	\$6,908
10/22/13	11:00PM ET	WZDC	Telenoticias Washington at 11PM	9,089	\$9,132
10/22/13	11:00PM ET	WZDC	Telenoticias Washington at 11PM	9,089	\$1,068
10/22/13	10:00PM ET	WTTG	Fox 5 News at 10PM	96,203	\$36,300
10/22/13	06:00PM ET	WFDC	Noticias Univision Washington 6PM	26,418	\$4,932
10/22/13	06:00PM ET	WFDC	Noticias Univision Washington 6PM	26,418	\$16,000
10/22/13	06:00PM ET	WZDC	Telenoticias Washington at 6PM	8,807	\$8,732
10/22/13	05:00PM ET	WTTG	Fox 5 News at 5PM	42,231	\$5,475
10/22/13	06:00AM ET	WFDC	Noticias Univision Washington 6AM	5,077	\$1,000
10/22/13	06:00AM ET	WFDC	Noticias Univision Washington 6AM	5,077	\$5,360
TOTALS				615,598	\$188,562

RADIO COVERAGE

DATE	TIME	STATION	ESTIMATED AUDIENCE	PR VALUE
10/28/13	06:00AM ET	WTOP-FM	376,444	\$1,584
10/23/13	11:30PM ET	WTOP-FM	376,444	\$1,148
10/23/13	11:30PM ET	WTOP-FM	376,444	\$1,822
10/23/13	01:00PM ET	WTOP-FM	376,444	\$1,110
10/23/13	01:00PM ET	WTOP-FM	376,444	\$2,138
10/23/13	12:00PM ET	WMAL-AM	376,444	\$1,307
10/23/13	10:00AM ET	WNEW-FM	41,340	\$340
TOTALS			2,300,004	\$9,449

PRINT & ONLINE COVERAGE

DATE	MEDIA OUTLET	ESTIMATED AUDIENCE	PR VALUE
12/5/13	BelvoireEagle.com	5,100	\$998.71
11/17/13	WashingtonPost.com	9,300,000	\$1,622.21
11/6/13	Gazette.net	173,000	\$998.02
11/5/13	greatergreaterwashington.org	24,800	\$997.99
11/4/13	WTOP.com	394,800	\$623.73
11/4/13	MyFOXDC.com (video)	911,200	\$748.48
11/3/13	WJLA-TV [ABC 7] (video)	432,100	\$748.46
11/2/13	WashingtonHispanic.com	25,000	\$1,330.56
11/1/13	www.ctl.ca	25,000	NA
11/1/13	CNBC.com	11,600,000	NA
11/1/13	Fort Mill Times	89,900	NA
11/1/13	benzinga.com	194,800	NA
11/1/13	Rock Hill Herald	378,400	NA
11/1/13	MorningStar.com	2,700,000	NA
11/1/13	osixmedia.com	25,000	NA
11/1/13	finwin.com	25,000	NA
11/1/13	Enhanced Online News	25,000	NA
11/1/13	Reuters	3,100,000	NA
11/1/13	4-traders.com	609,800	NA
11/1/13	Yahoo Finance	1,100,000	NA
11/1/13	Business Week	5,400,000	NA
10/31/13	GoMontgomery.blogspot.com	25,000	\$374.20
10/31/13	Gazette.net	173,000	\$997.87
10/28/13	Bethesda Now	38,100	\$997.80
10/27/13	WTOP.com	394,800	\$623.61
10/26/13	SoundCloud.com (audio)	24	\$374.16
10/23/13	WJLA-TV [ABC 7]	432,100	\$748.26
10/23/13	targetednews.com	25,000	\$997.68
10/22/13	WTOP.com	394,800	\$623.54
10/22/13	HolaCiudad.com	25,000	\$1,330.21
10/22/13	MyFOXDC.com (video)	911,200	\$748.24
10/23/13	Prince George's Post (print)	3,250	\$1,728.00
TOTALS		38,961,174	\$17,611.73

TOTAL PUBLICITY VALUE: \$215,785