

**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
FALL 2012 EARNED MEDIA SUMMARY DRAFT
*Street Smart Public Education Campaign***

OVERVIEW

On Wednesday, November 14, 2012, the Metropolitan Washington Council of Governments kicked off its fall *Street Smart* pedestrian and cyclist safety campaign at the intersection of Belmont Ridge Road (Route 659) and the W&OD Trail in Ashburn, Virginia. State and local officials joined with law enforcement and safety advocates from across 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.

With the end of Daylight Savings Time in November, less daylight, and darker evening commuter hours, reduced visibility leads to more frequent collisions between cars and pedestrians or cyclists. Message points included the importance of engineering, enforcement, and education to reduce these collisions. Speakers highlighted the efforts across the region to increase pedestrian and bicyclist safety. As part of the campaign, law enforcement stepped up enforcement in November, ticketing 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.

In addition to the launch event, the Street Smart program sponsored a local media tour including press interviews to extend the coverage of the campaign. Spokespeople for the campaign included Michael Farrell, Metropolitan Washington Council of Governments; George Branyan, District Department of Transportation; 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 to media outlets across the region, in both English and Spanish.

RESULTS

News stories about the *Street Smart* campaign reached more than 808,964 people across the Washington metropolitan region, including:

- Sixteen print and online articles reaching at least 543,560 readers
- Eight television stories reaching more than 261,404 viewers
- One 12-minute radio interview reaching 4,000 listeners

PR values are determined through an industry standard equation based on ad rates reported by third party sources. Print and online coverage valuation requires additional research to be determined. The listings reflect the estimated audience numbers and publicity values received to date and will be updated as we receive more information.

BROADCAST COVERAGE

DATE	TIME <i>(total run time)</i>	STATION	SHOW	ESTIMATED AUDIENCE	PR VALUE
11/14/2012	07:00 am (:47)	WTTG (FOX)	Fox 5 News at 7am	73,521	\$7,990
11/14/2012	05:00pm (:50)	WRC (NBC)	News 4 at 5pm	88,684	\$9,000
11/14/2012	06:00pm (2:25)	WFDC (UNIVISION)	Noticias Univision 6pm	46,428	\$10,000
11/14/2012	11:00pm (2:08)	WFDC (UNIVISION)	Noticias Univision 11pm	24,909	\$5,600
11/16/2012	10:00am (13:29)	News Channel 8	NewsTalk	7,523	\$44,550
11/16/2012	1:00pm (13:29)	News Channel 8	Afternoon Report at 1pm	6,408	\$28,350
11/23/2012	10:00am (13:29)	News Channel 8	NewsTalk	7,523	\$44,550
11/23/2012	01:00pm (13:29)	News Channel 8	Afternoon Report at 1pm	6,408	\$28,350
TOTALS				261,404	\$178,390

RADIO COVERAGE

DATE	TIME <i>(total run time)</i>	STATION	SHOW	ESTIMATED AUDIENCE	PR VALUE
12/09/2012	07:00 am (12:00)	WPGC-FM 95.5 (CBS radio)	Sunday Community Focus Show with Guy Lambert	4,000	\$500
TOTALS				4,000	\$500

PRINT & ONLINE COVERAGE

DATE	MEDIA OUTLET	FORMAT	ESTIMATED AUDIENCE
11/10/2012	Blue Ridge Leader	Print	15,000
11/12/2012	Bike Loudoun	Online Blog	---
11/13/2012	Loudoun Times-Mirror	Online	63,013
11/13/2012	Viva Loudoun Blog	Online Blog	3,706
11/13/2012	Loudoun County Traffic	Online	---
11/15/2012	Leesburg Today	Online	569
11/15/2012	Ashburn Today	Print	72,000
11/16/2012	Washington Times	Online	68,276
11/16/2012	Lasesana	Online Blog	---
11/16/2012	InsideNOVA.com	Online	3,585
11/16/2012	Lakeridge-Occoquan Patch	Online	---
11/19/2012	Bike Arlington	Online Blog	---
11/23/2012	Ashburn Patch	Online	---
11/27/2012	Washington Post	Online	317,411
12/08/2012	Lakeridge-Occoquan Patch	Online	---
12/12/2012	JD Supra	Online Blog	---
TOTALS			543,560

Print and online values to be determined.