

WHOSE Kid Is									
Date	Type of Media	Title	# Distributed or # times aired	Location/ Time Slot Aired	Target Audience	Secondary Audiences	Distributed By	Estimated # Reached	Comments
	Media Advisories: Whose Kid Is It?	Whose Kid Launch	6				6 Advisories		Sent in addition to already scheduled interviews; no response to advisories
3/31/10	WB2 TV (Ch. 4); WCVB (Ch. 5); WFXT (Ch. 25); WRPS (Ch. 7); WBZ-AM; Boston Herald Embroidered Print Media Articles		3						
4/1/10	Boston Globe North Interview	Parents Schooled on Teen Drinking		Boston Globe North & www.boston.com	Middle & high school parents	Town official, other adults	Interview	77,480	Interviewed 1 youth, 1 parents, staff
4/2/10	Salem News Interview	Campaign Focuses on Where Kids Get Alcohol		Salem News & www.salemsnews.com	NS Regional Community	Parents/Adults	Interview	30,000	Interviewed 1 youth, 2 parents, staff
4/1/10	Danvers Herald Sitting In Article	Whose Kid Is It Launched		Danvers Herald & www.wickedlocal.com/danvers	Danvers Community	Parents/Adults	Article	4,000	article credited to Program Coordinator
	Post-Launch Newspaper Articles		2						
5/20/10	Danvers Herald Article: Sitting In	Tips To Talk To Teens About Alcohol		Danvers Herald & www.wickedlocal.com/danvers	Danvers Community	Parents/Adults	Article	4,000	article credited to Program Coordinator
6/24/10	Danvers Herald Article: Sitting In Letters to the Editor	Summer's here; don't make access easy	2	Danvers Herald & www.wickedlocal.com/danvers	Danvers Community	Parents/Adults	Article	4,000	article credited to Program Coordinator
4/15/10	Lorraine Roy	Whose Kid Is It: A Great Campaign		Danvers Herald & www.wickedlocal.com/danvers	Danvers Community	Parents/Adults	Letter to Editor	4,000	
5/13/10	Peg Sallade: Thank You Letter	Whose Kid Is It		Danvers Herald & www.wickedlocal.com/danvers	Danvers Community	Parents/Adults	Letter to Editor	4,000	
	Paid Advertising: Danvers Herald	Whose Kid Color Ad	4 ads						
4/15/10	Who's Kid Boy 80%		4/15/10	Danvers Herald	Parents/Adults	General Community	1/4 Page Ad	4,000	
4/22/10	Who's Kid Girl 45%		4/22/10	Danvers Herald	Parents/Adults	General Community	1/4 Page Ad	4,000	
5/6/10	Who's Kid Girl 45%		5/6/10	Danvers Herald	Parents/Adults	General Community	1/4 Page Ad	4,000	
5/13/10	Who's Kid Girl 80%		5/13/10	Danvers Herald	Parents/Adults	General Community	1/4 Page Ad	4,000	
	Radio Programming - Greater Media Boston Radio Group	Greater Boston Community Affairs Show with George Knight	3 Stations						
4/4/10	105.7 WROR		1x		6:45 AM	Greater Boston Community	n/a	9 mins 31 secs.	11,600
4/4/10	102.5 WKLB (Country 102.5)		1x		7:45 AM	Greater Boston Community	n/a	9 mins 31 secs.	10,200
4/4/10	92.3 WRBS (Radio 92.9)		1x		6:45 AM	Greater Boston Community	n/a	9 mins 31 secs.	5,400
	Radio Public Service Announcement		1 station						
4/1/10	Radio PSA: WB00 (North Shore 104.9 FM) Television Broadcast		60x (est) 2			North Shore Community	60-second PSA	120,000/week	PSA was recorded by a radio professional and aired a minimum of one time per day from April 11-May 31, 2010. Station reaches over 120,000 adults ages 35-64 each week from the Tobin Bridge to Southern NH and Maine.
4/1/10	Television News: Live NECN Broadcast	NECN Today	2x	9:40 am & 10:40am	Greater Boston Community		Interview	Interview aired live at 9:40am and repeated at 10:40am; Interview is also posted on station web site - NECN.com	Interview is also posted on station web site - NECN.com
4/9/10	Video PSA: DCAT Cable Access Television		multiple airings			Danvers Community	Parents/Adults		
	Printed Supporting Materials (Postcards and Posters)								
3/31/10	Direct Mail: Postcards Families 8-12 grades	Whose Kid Post Card	1200	Direct Mail	All Parents: Danvers School District grades 8,9,10	Youth, grades 8-12	Coalition/School Database	1,200	Coalition paid for direct mail; Thomson designed and printed 2,000
4/8/10	Parent Event-post cards & presentation	Whose Kid Post Card	250	Event	Parents of Junior Students	HS Students	School Event	250	
4/9/10	Youth Night Event-post cards	Whose Kid Post Card	65	Event	Parents of Middle School Youth	MS Youth	Coalition Event	65	
3/31/10	Posters Distribution: Downtown Businesses	Whose Kid Poster			Businesses	General Community	Coalition Outreach	30 x 2	Thomson designed and printed 200 posters
4/3/10	Posters: Coalition Stakeholder Distribution	Whose Kid Poster	40		Coalition Stakeholders	General Community	Coalition Outreach	40	
4/5/10	YMCA	Whose Kid Poster			General Community	Families	Coalition Outreach	250	
4/5/10	Library	Whose Kid Poster			General Community	Families	Coalition Outreach	500	
4/5/10	Danvers Interfaith Clergy Council	Whose Kid Poster			Faith Community	Adults/Parent	Coalition Outreach	25	
4/1/10	Banner: High Street	Whose Kid Is It: Talk to Your Teen About Drinking	4 weeks	3 weeks, April 19-25, May 10-16, June 1-6	General Community	Downtown Businesses	Thomson Comm.	1000 people	\$260 cost, paid for by Northeast Health Systems
6/17/10	Banner: Maple Street	Whose Kid Is It: Talk to Your Teen About Drinking	1 week	June 7-13	General Community	Downtown Businesses	Thomson Comm.	250	
	Social Media Application								
4/1/10	Facebook Hits	Campaign Info.; Tips for Parents	12 weeks	average 2 weekly	Online Community	DanversCARES Fans-youth and adults	Jason/Peg	201 Fans/281 visits	On-going posts with tips for parents; campaign information, etc.
4/1/10	Webpage	Whose Kid Is It	4/1-6/30	On-going	General Community	DanversCARES Fans-youth and adults		90 to 492 hits	During first week of campaign, hits increased from 90 to 469
4/1/10	Blog Activity			On-going	Online Community	n/a	Jason		Very little activity
4/1/10	School District-wide voice message	Campaign Launch Notice		1x	Parents of DPS District wide elementary-high school	n/a	Superintendent	3,500	Parents reported getting
4/1/10	School District-wide email message	Campaign Launch Notice		1x	Parents of DPS District wide elementary-high school	n/a	Superintendent	3,500	Parents reported hearing
4/1/10	DanversCARES electronic newsletter	Campaign Launch Notice	446 sent/118 open 34%	1x	Coalition Stakeholders	Community Database	Coalition Constant Contact Database	118	2-3 Parent's emailed back thanking coalition for efforts; 118/446 opened or 34% view rate
	Other Vehicles of Messaging								
4/8/10	Youth Generated Skit: Parent Event	Teen Monologues on Access	250 parents	1x	Parents of Junior Students	n/a	DHS Youth Leaders	250 parents	positive youth involvement; parents commented on relevancy of local campaign

50% of outreach numbers used for MIS

299,401 rounded up to x 50% viewership rate 300,500 or average resident would have 150,250 seen 6 x