What to do to Make it Through

2014 Campaign Recap

July 11, 2014
Rich Marketing
AGENDA

- Campaign Overview
- Results
- Summary of Findings
- Recommendations and Next Steps
- Q & A
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Purpose:
Encourage individuals in the Puget Sound region to prepare for major disasters and possible catastrophes by making a plan, building a kit with supplies for 7 to 10 days, and helping each other.

Campaign Dates: April – June 2014

Audiences:
• Puget Sound residents primarily across the eight-county region
• Adults 25-64 ranked highest against sub-targets:
  • Renters, under $25K income, ESL/non-English language speakers, over 65+, women with children in the home
Funding Sources for 2014:

Four primary sources:

- **RCPG** contributed to the translation, video production, and additional website maintenance, as well as a portion of the regional and ethnic media buy.
- **Seattle UASI** contributed to a portion of the media buy.
- **SHSP** contributed to the campaign management and the media buy.
- Partner Campaigns **Take Winter By Storm** and **WA Great ShakeOut** contributed to the overall outreach of the campaign, including a portion of the Facebook buy, and will continue to cross-promotion all campaigns during their campaign time frames.
- Plus... **PrepareSmart** donated a Family sized preparedness kit for the Red Tricycle/social media promotion, and created a 15% discount coupon code along with a **Make it Through** online retail page.
New Approach for 2014:

- Cross-promotion with partner campaigns – on-going development
- Designed and produced ad creative elements to create a distinct brand identity for the campaign that creates a larger, cohesive footprint across multiple messaging formats and re-purposed for years to come
- Research, plan, negotiate and place media ranked highest in the top campaign target markets
  - Negotiate and coordinate multi-media partnerships with multiple media outlets to leverage limited advertising funds to extend the impact of the campaign
- Engage audiences through social media (Facebook), videos and school outreach
- Provide inclusive advertising and information in multiple languages to include whole community
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# OVERALL CAMPAIGN PERFORMANCE

<table>
<thead>
<tr>
<th>Media</th>
<th>Budget</th>
<th>Purchased Rtgs/Imps</th>
<th>Delivered Rtgs/Imps</th>
<th>Placements</th>
<th>Negotiated Partnership Value</th>
<th>Negotiated Partnership % Leverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>$81,632</td>
<td>A25-64 767.4 17,883,490</td>
<td>A25-64 1,359 31,670,136</td>
<td>1,037</td>
<td>$171,183</td>
<td>210%</td>
</tr>
<tr>
<td>Radio + Pandora</td>
<td>$22,840</td>
<td>W25-44 167.2 975,612</td>
<td>W25-44 375.1 2,188,708</td>
<td>475</td>
<td>$51,388</td>
<td>224%</td>
</tr>
<tr>
<td>Online</td>
<td>$11,118</td>
<td>Geo-/Demo-Targeted 3,150,100</td>
<td>Geo-/Demo-Targeted 4,650,100</td>
<td>Placements based on Imps</td>
<td>$16,415</td>
<td>147%</td>
</tr>
<tr>
<td>Mom Blogs:</td>
<td>$6,000</td>
<td>W25-44 286,000</td>
<td>W25-44 496,000</td>
<td>Placements based on Imps</td>
<td>$10,416</td>
<td>174%</td>
</tr>
</tbody>
</table>

Continued...
<table>
<thead>
<tr>
<th>Media</th>
<th>Budget</th>
<th>Purchased Rtgs/Imps</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>$7,385</td>
<td>Parents 25-64 5,165,981</td>
<td>Parents 25-64 5,165,981</td>
<td>Placements based on Imps</td>
<td>$7,385</td>
<td>100%</td>
</tr>
<tr>
<td>Ethnic Media Muli-Publication</td>
<td>$4,803 + Translation</td>
<td>165,500</td>
<td>165,500</td>
<td>12</td>
<td>$6,603</td>
<td>137%</td>
</tr>
<tr>
<td>KUNS TV/Univision Hispanic TV</td>
<td>$7,340</td>
<td>A25-64 24.6 573,278</td>
<td>A25-64 49.2 1,146,557</td>
<td>192</td>
<td>$14,468</td>
<td>200%</td>
</tr>
<tr>
<td>Newspapers in Education</td>
<td>$14,882 for Program ($0 on media)</td>
<td>NA</td>
<td>1,242,980 Circulation</td>
<td>5</td>
<td>$30,000</td>
<td>201%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$156,000</strong></td>
<td><strong>28,199,961</strong></td>
<td><strong>46,725,962</strong></td>
<td></td>
<td><strong>$307,858</strong></td>
<td><strong>197%</strong></td>
</tr>
<tr>
<td>Station</td>
<td>Description</td>
<td>Budget</td>
<td>A25-64 Purchased Rtgs/Imps</td>
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</tr>
<tr>
<td>KCPQ TV</td>
<td>:15-second PSAs on KCPQ TV in EM, DT, EN, PA, PR, LN dayparts; Live Interview. Priceless: 3x station produced PSAs with lead talent using pre-produced campaign branding elements – for both KCPQ TV &amp; KZJO TV</td>
<td>$13,335</td>
<td>124.4</td>
<td>2,899,018</td>
<td>244.9</td>
<td>5,707,150</td>
</tr>
</tbody>
</table>
### MEDIA PARTNERSHIPS - TELEVISION

<table>
<thead>
<tr>
<th>Station</th>
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<th>A25-64 Purchased Rtgs/Imps</th>
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<tbody>
<tr>
<td>KING TV</td>
<td>:15-second PSAs on KING TV in EM, DT, EN, PA, LF dayparts; BB News Sponsorships; New Day Northwest Shout Out. Priceless: 3x station produced PSAs with lead talent using pre-produced campaign branding elements – for both KING TV &amp; KONG TV</td>
<td>$18,405</td>
<td>124.4 2,899,018</td>
<td>176.7 4,117,817</td>
<td>$22,264</td>
<td>121%</td>
</tr>
</tbody>
</table>

On April 30th and May 12th, KING TV’s Margaret Larson noted the importance of being prepared for a major disaster, and reviewed the steps necessary to do so with viewers families. A video of the Shout Out can be seen here: [http://www.king5.com/new-day-northwest/featured-stories/King-County-Make-it-Through-Shoutout--Goodbye---Wednesday-April-30th-2014-257353021.html](http://www.king5.com/new-day-northwest/featured-stories/King-County-Make-it-Through-Shoutout--Goodbye---Wednesday-April-30th-2014-257353021.html)
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<tr>
<td>KOMO TV</td>
<td>:15-second PSAs on KOMO TV in EM, DT, EN dayparts; BB News Sponsorships, AM Ticker Sponsorship, Live Interview. Priceless: 3x station produced PSAs with lead talent using pre-produced campaign branding elements</td>
<td>$24,610</td>
<td>310.6 7,238,222</td>
<td>521.3 12,148,375</td>
<td>$65,684</td>
<td>267%</td>
</tr>
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<td>KIRO TV</td>
<td>:15-second PSAs on KIRO TV in EM, DT, EN, PA, PR, LN dayparts; BB News Sponsorships. Priceless: 3x station produced PSAs with lead talent using pre-produced campaign branding elements</td>
<td>$21,550</td>
<td>170.8</td>
<td>3,980,323</td>
<td>341.5</td>
<td>7,958,316</td>
</tr>
<tr>
<td>KONG TV</td>
<td>:15-second PSAs on KONG TV in EM, DT dayparts; BB News Sponsorships. Ran KCPQ TV PSAs (same station group)</td>
<td>$1,620</td>
<td>18.0</td>
<td>419,472</td>
<td>40.0</td>
<td>932,160</td>
</tr>
<tr>
<td>KZJO TV</td>
<td>:15-second PSAs on KZJO TV in DT, PR, LN dayparts. Ran KING TV PSAs (same station group)</td>
<td>$2,112</td>
<td>19.2</td>
<td>447,437</td>
<td>34.2</td>
<td>796,997</td>
</tr>
<tr>
<td>KUNS TV Univision (Hispanic)</td>
<td>:15-second Spanish PSAs on KUNS TV in DT, EN, PR, LN dayparts. Priceless: 3x station produced PSAs with lead talent using pre-produced Spanish campaign branding elements</td>
<td>$7,340</td>
<td>24.6</td>
<td>573,278</td>
<td>49.2</td>
<td>1,146,557</td>
</tr>
<tr>
<td>Station</td>
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<td>W25-44 Purchased Rtgs/Imps</td>
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<td>-----------------------------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>KPLZ FM</td>
<td>:30-second PSAs aired in AM, DT, PM dayparts. Station produced 1x PSAs for air.</td>
<td>$7,400</td>
<td>30.0</td>
<td>175,050</td>
<td>$12,083</td>
<td>163%</td>
</tr>
<tr>
<td>KBKS FM</td>
<td>:30-second PSAs aired in AM, DT, PM dayparts; Community Affairs pre-recorded Interview. Station produced 1x PSAs for air on both KBKS FM and KUBE FM.</td>
<td>$7,440</td>
<td>40.2</td>
<td>234,567</td>
<td>$9,357</td>
<td>126%</td>
</tr>
<tr>
<td>KUBE FM</td>
<td>:30-second PSAs aired in AM, DT, PM dayparts</td>
<td>$0</td>
<td>7.3</td>
<td>42,596</td>
<td>$1,000</td>
<td>NA</td>
</tr>
</tbody>
</table>

Michelle Chatterton conducted a 15 minute interview on behalf of *Make it Through* with KBKS FM and KUBE FM Producer Emoree Martin which aired in its entirety on May 25th on both stations. The playback can be listened to here (*Make it Through* starts around 22 minutes in):

http://media.ccomrcdn.com/media/station_content/1040/2014/05/mp3/default/uwautis.mkcoem_0_1401202408.mp3
# MEDIA PARTNERSHIPS - RADIO

<table>
<thead>
<tr>
<th>Station</th>
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<th>W25-44 Purchased Rtgs/Imps</th>
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<th>Negotiated Partnership % Leverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOMO AM/FM</td>
<td>Live Interview</td>
<td>$0</td>
<td>7.3</td>
<td>42,596</td>
<td>$1,000</td>
<td>NA</td>
</tr>
</tbody>
</table>
## MEDIA PARTNERSHIPS - RADIO

<table>
<thead>
<tr>
<th>Station</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Pandora Everywhere</td>
<td>Audio/Mobile/Online Everywhere :30-second PSAs/online banner ads aired/posted in designated personal Pandora playlists targeted geographically and demographically to W25-44. Plus 3,842 website Clicks.</td>
<td>$8,000</td>
<td>97.0 565,995</td>
<td>204.0 1,190,340</td>
<td>$27,948</td>
<td>349%</td>
</tr>
</tbody>
</table>
### MEDIA PARTNERSHIPS - ONLINE

<table>
<thead>
<tr>
<th>Media</th>
<th>Description</th>
<th>Budget</th>
<th>W25-44</th>
<th>W25-44</th>
<th>Negotiated</th>
<th>Negotiated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online</td>
<td>Premium online display banner ad placement targeted to W25-44, eight-county geo-targeted, heavy focus on local media sites, with re-targeting</td>
<td>$11,118</td>
<td>3,150,100</td>
<td>4,650,100</td>
<td>$16,415</td>
<td>147%</td>
</tr>
</tbody>
</table>

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**Example Images:****

- [Woman's Day Magazine](https://www.womansday.com)
- [Auto Mall](https://www.automall.com)
- [The Seattle Times](https://www.theseattletimes.com)

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**Visual Elements:**

- A premium online display banner ad.
- An online display banner ad targeted to W25-44.
- Ad placements on various websites and platforms.
### MEDIA PARTNERSHIPS - MOM BLOGS

<table>
<thead>
<tr>
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<th>W25-44 Purchased Rtgs/Imps</th>
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<th>Negotiated Partnership % Leverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seattle’s Child</td>
<td>Online ad placements, ‘Going Places’ eNewsletter, Dedicated Email produced by Seattle’s Child. Online article on preparedness.</td>
<td>$2,353</td>
<td>118,000</td>
<td>212,000</td>
<td>$4,452</td>
<td>189%</td>
</tr>
<tr>
<td>Parent Map</td>
<td>Online ad placements on eNewsletters. Article on preparedness.</td>
<td>$1,882</td>
<td>88,000</td>
<td>124,000</td>
<td>$2,604</td>
<td>138%</td>
</tr>
<tr>
<td>Red Tricycle</td>
<td>Online ad placements, social media promotion with Prepare Smart.</td>
<td>$1,765</td>
<td>80,000</td>
<td>160,000</td>
<td>$3,360</td>
<td>190%</td>
</tr>
</tbody>
</table>
Facebook posts pushed entries through RedTri.com with a landing page noting the 15% discount coupon back on the Make it Through page on PrepareSmart.com. In two weeks, 116 entries were collected and Rachel from Auburn, WA was the winner!
### Non-English Media:

<table>
<thead>
<tr>
<th>Half-page print ads</th>
<th>Approx. Circ.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian</td>
<td></td>
</tr>
<tr>
<td>Northwest Asian Weekly</td>
<td>16,000</td>
</tr>
<tr>
<td>Chinese</td>
<td></td>
</tr>
<tr>
<td>Seattle Chinese News</td>
<td>15,000</td>
</tr>
<tr>
<td>Seattle Chinese Post</td>
<td>10,000</td>
</tr>
<tr>
<td>Seattle Chinese Journal</td>
<td>15,000</td>
</tr>
<tr>
<td>Seattle Chinese Times</td>
<td>10,000</td>
</tr>
<tr>
<td>Korean</td>
<td></td>
</tr>
<tr>
<td>Korea Times</td>
<td>7,500</td>
</tr>
<tr>
<td>Russian</td>
<td></td>
</tr>
<tr>
<td>Russian World</td>
<td>10,000</td>
</tr>
<tr>
<td>Spanish</td>
<td></td>
</tr>
<tr>
<td>Tu Decides</td>
<td>20,000</td>
</tr>
<tr>
<td>La Raza</td>
<td>22,000</td>
</tr>
<tr>
<td>Somali</td>
<td></td>
</tr>
<tr>
<td>Runta NW News Magazine (online)</td>
<td>5,000</td>
</tr>
<tr>
<td>Vietnamese</td>
<td></td>
</tr>
<tr>
<td>Seattle Viet Times</td>
<td>19,000</td>
</tr>
<tr>
<td>Northwest Vietnamese News</td>
<td>6,000</td>
</tr>
</tbody>
</table>

**Total Cost:** $4,803  
*Negotiated Translation of Ad Creative at No-Cost: $1,800 value*
*KUNS TV/Univision Hispanic TV noted in Television*
MEDIA PARTNERSHIPS - NON-ENGLISH
NIE Program Components:
The Seattle Times, Newspapers In Education (NIE) program served over 46,000 students and nearly 1,100 educators in Washington State. Over 60% of the students are elementary-middle school, and over 41% of the educators teach some type of STEM education in their classroom.

In-paper circulation totals the Make it Through NIE Program received:

<table>
<thead>
<tr>
<th></th>
<th>Circulation</th>
<th>Cume Readership (digital/print)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Seattle Times Sunday</td>
<td>340,116</td>
<td>1,211,300</td>
</tr>
<tr>
<td>The Seattle Times Weekday (4x)</td>
<td>225,716</td>
<td>961,300</td>
</tr>
<tr>
<td>Total Program</td>
<td>1,242,980</td>
<td>5,056,500</td>
</tr>
</tbody>
</table>

Development and design of NIE program included: 4-page, full color pull-out tab, 3 ½-page educational articles, interactive activities and lesson plans aligned with the Make it Through messaging to state and national standards and common core practices. All materials were made available for in-classroom use by NIE registered schools and distribution by the Make it Through campaign.

Total Program Cost: $14,882
NEWSPAPERS IN EDUCATION PROGRAM

NIE Tab: Front & Back Cover

What to do to Make it Through

Prepare for Severe Weather
- Be prepared for power outages that often accompany severe weather like wind, snow and flooding.
- Prepare for the possibility that you may have to stay home for several days.
- Know safe routes from your home, work and school in case you need to evacuate.
- Learn the signs of hypothermia and how to treat it. Hypothermia is a common problem during cold winter weather, especially with young children and older adults who are most vulnerable.
- Keep an eye on the sky. Pay attention to weather clues around you that may warn of imminent danger. Look for darkening skies, flashes of lightning or increasing wind, which may be signs of an approaching thunderstorm. Listen for sounds of thunder. If you can hear thunder, you are close enough to the storm to be struck by lightning. Go to safe shelter immediately.
- Pick a safe place in your home where family members can gather during a thunderstorm. This should be a place where there are no windows, skylights or glass doors that could be broken by strong winds, flying debris or hail.
- Stay aware of your surroundings. Look for places you might go if severe weather threatens.
- Prepare for flooding and landslides that often accompany severe storms.

Prepare a Flood
- Learn the safest route from your home to high ground.
- Make arrangements for housing in the event you need to evacuate your home.
- Teach all family members how, where and when to turn off utilities.
- Plan for a meeting place outside of the hazard area.
- If it has been raining hard for several hours, or raining steadily for several days, be alert to the possibility of a flash flood.
- Consider purchasing one or more pumps to use to remove water in and around your home during heavy rains or flooding.
- Prepare for severe storms and power outages which often accompany floods.
- Review your flood insurance policies for structure and contents coverage. Don’t have insurance? Contact your insurance representative or visit floodsmart.gov.

Make it Through
Do you know what to do to make it through a natural disaster such as a flood or earthquake? Learn how to prepare for emergencies and the key components to making it through any disaster. The three key components are:

Make a Plan

You’ll want to make a plan for the people and pets in your family first. Talk with your family about making a plan for your home as well. After making your communication plan, review and practice it to be sure that you and your family are prepared. Learn more about making a plan at makeithrough.org/make-a-plan.

Build a Kit

Building a kit with seven to 10 days of supplies is key to making it through the days following a disaster. You should also create a safe place for important documents, as well as make “cutoff kits” for your pets and family members’ work locations. Learn more about building kits at makeithrough.org/build-a-kit.

HELP EACH OTHER

Emergency preparedness works best when we can help each other. One way for you and your family to help each other is to participate in training sessions for such skills as first aid and cardiopulmonary resuscitation (CPR). Also, talk with your family about getting involved in your community. Emergency preparedness is easier when neighbors work together. Learn more about helping each other at makeithrough.org/help-each-other.

Make it Through Contact Card

OUT OF AREA CONTACT PERSON
Name: [Name]
Cell phone: [Phone]

In case of local emergency contact
Name: [Name]
Phone: [Phone]

Find your very own Make it Through Contact Card downloadable at makeithrough.org
WHAT TO DO TO MAKE IT THROUGH

EARTHQUAKE! ARE YOU READY TO RUMBLE?

Prepare for an Earthquake

- Practice drop, cover and hold. If you physically practice this, you’ll have a better chance of remembering what to do during a real earthquake. Register for the 2014 Great Washington ShakeOut Drill on October 16th at shakout.org/washington.
- Pick safe places in your home where you could drop, cover and hold during an earthquake. Safe places could be under a sturdy table or desk, or against an interior wall away from windows, bookcases or tall furniture that could fall on you. Remind family members to remember to do the same at work.
- Have a fire extinguisher available and know when and how to use it. The minimum recommended size is 2A:10BC.
- Protect your home from earthquake damage by securing items such as appliances, water heaters, bookcases, framed pictures, television sets and computers; installing cabinet latches and securing valuable, sentimental or breakable items to shelves with Museum Wax or Museum Putty to hold breakables in place.
- Check if your home was built before 1977. If so, check to see if the frame is bolted to the foundation.
- Your local office of emergency management has information about the types of hazards in your area. Go to their web site and get smart! Find your local emergency management office at makeitthrough.org/local-agencies.

Prepare for a Tsunami

- Tsunamis are large waves that happen because of an earthquake out in the ocean or along a coastline a long way away. If you live along the coast or if you visit there on vacation, you need to know what to do!
- Learn about the tsunami risk in your community.
- Learn about established tsunami evacuation routes and pick the safest route from your home, school, workplace or any other place you’ll be where tsunami present a risk. Try to go to an area at least 100 feet above sea level or higher and two miles inland, away from the coastline. Determine routes you would take by car, and also by foot.
- Make arrangements for housing in the event you need to evacuate your home and always have your kit ready to go.
- Establish meeting places and phone numbers in case family members are separated.

Along the coast, there are blue and white Tsunami Evacuation Route signs that tell you where to go if you need to evacuate. Next time you go to the ocean to visit, see if you can find one or more of these signs! Remember, if you have to evacuate, take your kit with you. Make sure everyone in your family knows your meeting places and has each other’s phone numbers.

Prevent and Prepare for a Fire at Home

- Learn how to prevent fires in and around your home. Common fire causes include cooking, smoking, heating, candles, electrical, arson and children playing with fires.
- Install and maintain smoke detectors on every level of your home and inside and outside every bedroom. Most fatal fires happen at night while you’re sleeping. Even if you are a light sleeper, you will not smell the smoke.
- Have a fire extinguisher available and know when and how to use it. The minimum recommended size is 2A:10BC.
- Plan and physically practice a home escape plan as part of your family disaster plan. Plan two ways out of every room and practice how to safely exit in the event of a fire.

Landslides: Is Your Home Safe?

- Get a ground assessment of your property.
- Your county or city geologist or planning department may have specific information on areas vulnerable to landslides.
- Seek the advice of geotechnical experts for evaluating landslide hazards or designing corrective techniques to reduce landslide risk.
- Plant ground cover on slopes to stabilize the land, and build retaining walls.
- Plan at least two evacuation routes since roads may become blocked or closed.
- Make arrangements for housing in the event you need to evacuate your home.
- For more information on landslide safety go to makeitthrough.org/landslides.

GO TO MAKEITTHROUGH.ORG AND LOOK FOR ME, READY TREDDLE! ENTER YOUR DRAWING IN OUR SCHOOL DRAWING CONTEST!
NEWSPAPERS IN EDUCATION PROGRAM

NIE Tab: 3 ½-page articles
NIE Tab: Campaign ‘Thank You’ and Make it Through Program Introduction Letter to Teachers

The Seattle Times Newspapers in Education Program
DELIVERING MORE THAN EVER
Involves your students in a whole new learning experience as they find current events, civics lessons, political and cultural explorations, serial stories, exciting science and social studies related partner programs and more in the daily newspaper. As an NIE educator, you’ll have FREE access to teaching guides, emailed lesson plans and the electronic edition of the newspaper, putting all the tools of our award-winning program right at your fingertips.

What to do to Make it Through

“Make it Through” Science and Civic Program
This project will address the four Science EALRs by studying the effects of catastrophes and disasters like earthquakes, hurricanes and fires, and drives student’s civic engagement in preparing for such disasters. This educational content appears in the print and electronic editions of the newspaper, providing your students with educational articles that make learning more enjoyable. Lesson plans and curricula guide using articles from the “Make it Through” curriculum will be emailed to participating educators and can be found online at www.seattletimes.com/nie under Online Program Content. The four Science EALRs include:

- **EALR 1** Systems thinking makes it possible to analyze and understand complex phenomena. Systems concepts begin with the idea of the parts-to-whole relationship in the earliest grades, adding the ideas of systems analysis in middle school and emergent properties, unanticipated consequences, and feedback loops in high school.

- **EALR 2** Inquiry is the bedrock of science and refers to the activities of students in which they develop knowledge and understanding of scientific ideas, as well as an understanding of how the natural world works. Students ask and answer questions that facilitate growth in their understanding of the natural world. Inquiry includes the idea that an investigation refers to a variety of methods that can be used to answer scientifically oriented question, including: systematic observations, field studies, models and simulations, open-ended explorations, and controlled experiments.

- **EALR 3** Inquiry is the bedrock of science and refers to the activities of students in which they develop knowledge and understanding of scientific ideas, as well as an understanding of how the natural world works. Students ask and answer questions that facilitate growth in their understanding of the natural world. Inquiry includes the idea that an investigation refers to a variety of methods that can be used to answer scientifically oriented question, including: systematic observations, field studies, models and simulations, open-ended explorations, and controlled experiments.

- **EALR 4** The domains of Science focus on nine Big Ideas in the domains of Physical Science, Life Science, and Earth and Space Science that all students should fully understand before they graduate from high school so that they can participate and prosper as citizens in modern society.

REGISTER FOR THIS FREE PROGRAM TODAY!
EMAIL: nie@seattletimes.com WEB: seattletimes.com/nie
CALL TO ORDER: 206.652.6290 TOLL-FREE: 1.888.735.2655 FAX: 206.515.5615
Website: makeitthrough.org

Paid Visits: 10,441
Organic Visits: 11,633
Total Visits: 22,074

Organic Unique visitors: 9,452
Organic Page views: 28,926
Pages viewed: 2.49
Avg. Time Spent: 1:56

Majority of visitors were concentrated in Puget Sound region
ONLINE ENGAGEMENT

Social media:

Facebook Fan Page:
http://www.facebook.com/makeitthrough

Twitter:
@MakeItThroughWA

YouTube Channel:
http://www.youtube.com/user/MakeItThroughWA
Facebook ‘Likes’ Growth:

• Doubled from 882 on April 1, 2014 to 1,677 on June 30, 2014
• 190% engagement increase
• Primary Organic Referral Sites came directly from makeitthrough.org, google.com and king5.com
• Paid Facebook campaign delivered to 5,165,981 A25-64 and drove 4,130 clicks to makeitthrough.org
Facebook Post Reach:
• Total Campaign Facebook Post Reach: 1,806,462
• Primary Target A18-64 and Sub-Target Parents of Children in the Home
Facebook Fans:
- Primary Women (62%) vs. Men (36%)
- Aged 25-64
- Live in the Greater Puget Sound Area
- Primarily active on Facebook Wednesday – Sunday 9:00 am-9:00 pm
ONLINE ENGAGEMENT

YouTube:
Maintained and promoted YouTube videos through makeitthrough.org and social media to increase video views to over 2,600 with over 5,400 minutes of viewing time

Translated and re-edited “Disaster Supplies Kit on a Shoestring” video into Chinese and Somali and posted to makeitthrough.org
Overview:
Elementary school students in the 8-county Puget Sound region were invited to draw a picture that illustrated the campaign theme and to describe what they were doing to do to ‘Build a Kit’ at home for their families. PSE sponsored a 1st and 2nd prize for the winners.

First Place Prize: Nicolas, Grade 4, Sherwood Forest Elementary
(Bellevue, WA/King County)

Second Place Prize: Suzanna, Grade 5, Our Lady Star of the Sea Catholic School
(Bremerton, WA/Kitsap County)
Successes:

• PSE donated $1,200 to the contest prizes. First Place Prize received $500 for their school Emergency Planning and a pizza party for their class. Second Place Prize receive $500 for their school Emergency Planning.

• 72 students entered the contest across the Puget Sound region

• As part of the contest, students told us about what they were doing to prepare at home and at school

• *Make it Through* reached students, parents and teachers with campaign key messages by sending information about the contest home with the children via outreach measures by Barbara Thurman, an article and request for participation through The Seattle Times, Newspapers in Education Program, social media promotions, and presenting the contest winners with their prizes at each school

• Both Bellevue Office of Emergency Management and Kitsap County Department of Emergency Management posted about their respective schools winners on their websites and via social media.
SCHOOL CONTEST PROMOTION

What to do to Make it Through

DRAWING CONTEST!

Catastrophes can happen at any time. Local agencies across Puget Sound are teaming up to educate and encourage citizens to prepare for catastrophic events with a regional campaign, “What to do to Make it Through.” The campaign provides information on how to prepare for a disaster or catastrophe, like a major earthquake. By drawing, you can gain a better understanding of what to do in an emergency. The contest is open to all elementary school students in King, Snohomish, Pierce, Island, Island and Skagit counties. Ten lucky winners will be chosen to receive prizes for their school.

How to Participate
Interested students, parents and teachers should visit www.makethrough.org/school-contest and download the School Contest Flyer to submit their pictures. Details on the contest, instructions and entry forms are also available online at www.makethrough.org/school-contest.

The Prizes
Two winners will be selected by a regional advisory committee for each school. The prizes will be awarded based on creativity and representation of the “What to do to Make it Through” campaign theme. The first-prize winner will receive $500 worth of preparedness supplies for their school and a pizza party for their classmates. The winners will also be featured in the campaign newsletter and social media.

Submission Deadline
All drawings must be submitted no later than May 14, 2014. Winners will be announced the week of May 19.

Make it Through shared a link
Posted by Karen Temple Rich on May 9

ONE WEEK LEFT to enter the Make it Through Coloring Contest. Download your coloring contest materials here: http://makethrough.org/school-contest/

Your child’s entry could win your school $500 in Emergency Supplies or a pizza party - proudly provided by Puget Sound Energy.

Can’t wait to see your drawings! Enter TODAY!

Make it Through shared a link
Posted by Karen Temple Rich on May 14

How exciting! Who’s entering their child’s drawing into the Make it Through Drawing Contest? Get those entries in by FRIDAY, MAY 16th!

Your child could win $500 for emergency supplies for their school or a pizza party - all provided by Puget Sound Energy.

More info here: http://makethrough.org/school-contest/
SCHOOL CONTEST PROMOTION

1st Place

[Image of a group of children presenting their project to an adult]

2nd Place

[Image of a child receiving an award]

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Please remember to tape your entry form to the back of this page.
AGENDA

- Campaign Overview
- Results
- **Summary of Findings**
- Recommendations and Next Steps
- Q & A
SUMMARY OF FINDINGS

Key Campaign Results:
Media Impressions via Media Partnerships: 46,725,962
Website visits: 22,074
Facebook fans: 1,677
New Facebook ‘Likes’: 795
Twitter followers: 146
YouTube views: 2,649
School Contest entries: 72
Social Media promotion entries: 116

Campaign Budget Leverage:
PrepareSmart Retail Partnership: $5,000
Puget Sound Energy Partnership: $1,200
Rich Marketing Pro Bono Campaign Management Contribution: $15,000
Overall Partnership Leverage: 211%

Increased initial RCPG, UASI, SHSP media budget of $156,000 to a value of $329,058
AGENDA

- Campaign Overview
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RECOMMENDATIONS

• Continue to use *Make it Through* branded materials and messaging throughout the region and within agency messaging

• Cross-promote existing successful campaigns to spring-board message consistency from one campaign to the other

• Modify and expand school outreach methods and incorporate measurable actions that encourage preparedness actions

• Collectively conduct more agency and third-party outreach
  • Localized partners
  • All funds are leveraged

• Let’s stay connected!

Other ideas we should consider?
NEXT STEPS

Campaign launch again in Spring 2015

• Website navigation organization to increase usability and checklist downloads, re-design and thorough checklist up-date and re-brand

• Ongoing maintenance of campaign social media channels

• Cross-promotion with up-coming WA Great ShakeOut and Take Winter By Storm Campaigns

• School materials and actionable promotion build-out with Newspapers in Education Program

• Early planning and partnership recruitment for a Spring 2015 campaign