



What to do to
Make it Through

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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CAMPAIGN OVERVIEW

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



CAMPAIGN OVERVIEW

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



CAMPAIGN OVERVIEW

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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- Campaign Overview
- **Results**
- Summary of Findings
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OVERALL CAMPAIGN PERFORMANCE

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

Continued...



OVERALL CAMPAIGN PERFORMANCE

Media	Budget	Purchased Rtgs/Imps	Delivered Rtgs/Imps	Placements	Negotiated Partnership Value	Negotiated Partnership % Leverage
Facebook	\$7,385	Parents 25-64 5,165,981	Parents 25-64 5,165,981	Placements based on Imps	\$7,385	100%
Ethnic Media Multi-Publication	\$4,803 + Translation	165,500	165,500	12	\$6,603	137%
KUNS TV/Univision Hispanic TV	\$7,340	A25-64 24.6 573,278	A25-64 49.2 1,146,557	192	\$14,468	200%
Newspapers in Education	\$14,882 for Program (\$0 on media)	NA	1,242,980 Circulation	5	\$30,000	201%

Total **\$156,000** **28,199,961** **46,725,962** **\$307,858** **197%**



MEDIA PARTNERSHIPS - TELEVISION

Station	Description	Budget	A25-64 Purchased Rtgs/Imps	A25-64 Delivered Rtgs/Imps	Negotiated Partnership Value	Negotiated Partnership % Leverage
KCPQ TV	: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 & KZJO TV	\$13,335	124.4 2,899,018	244.9 5,707,150	\$30,857	231%





MEDIA PARTNERSHIPS - TELEVISION

Station	Description	Budget	A25-64 Purchased Rtgs/Imps	A25-64 Delivered Rtgs/Imps	Negotiated Partnership Value	Negotiated Partnership % Leverage
KING TV	: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 & KONG TV	\$18,405	124.4 2,899,018	176.7 4,117,817	\$22,264	121%



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>



MEDIA PARTNERSHIPS - TELEVISION

Station	Description	Budget	A25-64 Purchased Rtgs/Imps	A25-64 Delivered Rtgs/Imps	Negotiated Partnership Value	Negotiated Partnership % Leverage
KOMO TV	: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	\$24,610	310.6 7,238,222	521.3 12,148,375	\$65,684	267%





MEDIA PARTNERSHIPS - TELEVISION

Station	Description	Budget	A25-64 Purchased Rtgs/Imps	A25-64 Delivered Rtgs/Imps	Negotiated Partnership Value	Negotiated Partnership % Leverage
KIRO TV	: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	\$21,550	170.8 3,980,323	341.5 7,958,316	\$43,029	199%
KONG TV	:15-second PSAs on KONG TV in EM, DT dayparts; BB News Sponsorships. Ran KCPQ TV PSAs (same station group)	\$1,620	18.0 419,472	40.0 932,160	\$5,040	171%
KZJO TV	:15-second PSAs on KZJO TV in DT, PR, LN dayparts. Ran KING TV PSAs (same station group)	\$2,112	19.2 447,437	34.2 796,997	\$4,309	204%
KUNS TV Univision (Hispanic)	: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	\$7,340	24.6 573,278	49.2 1,146,557	\$14,468	200%



MEDIA PARTNERSHIPS - RADIO

Station	Description	Budget	W25-44 Purchased Rtgs/Imps	W25-44 Delivered Rtgs/Imps	Negotiated Partnership Value	Negotiated Partnership % Leverage
KPLZ FM	:30-second PSAs aired in AM, DT, PM dayparts. Station produced 1x PSAs for air.	\$7,400	30.0 175,050	88.2 514,647	\$12,083	163%
KBKS FM	: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.	\$7,440	40.2 234,567	68.3 398,531	\$9,357	126%
KUBE FM	:30-second PSAs aired in AM, DT, PM dayparts	\$0		7.3 42,596	\$1,000	NA

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.comrcdn.com/media/station_content/1040/2014/05/mp3/default/uwautis_mkcoem_0_1401202408.mp3



MEDIA PARTNERSHIPS - RADIO

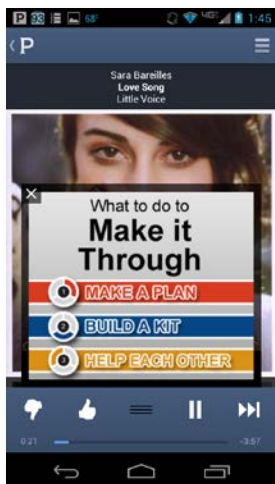
Station	Description	Budget	W25-44 Purchased Rtgs/Imps	W25-44 Delivered Rtgs/Imps	Negotiated Partnership Value	Negotiated Partnership % Leverage
KOMO AM/FM	Live Interview	\$0		7.3 42,596	\$1,000	NA





MEDIA PARTNERSHIPS - RADIO

Station	Description	Budget	W25-44 Purchased Rtgs/Imps	W25-44 Delivered Rtgs/Imps	Negotiated Partnership Value	Negotiated Partnership % Leverage
Pandora Everywhere	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.	\$8,000	97.0 565,995	204.0 1,190,340	\$27,948	349%





What to do to Make it Through

MEDIA PARTNERSHIPS - ONLINE

Media	Description	Budget	W25-44 Purchased Rtg/Imps	W25-44 Delivered Rtg/Imps	Negotiated Partnership Value	Negotiated Partnership % Leverage
Online	Premium online display banner ad placement targeted to W25-44, eight-county geo-targeted, heavy focus on local media sites, with re-targeting	\$11,118	3,150,100	4,650,100	\$16,415	147%

Woman's Day *Call for more VALUE EVERY DAY*

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1 What to do to **MAKE A PLAN** Emergency & Communication Plan

connect with us

don't miss

- The Link Between Cancer and Heart Disease
- Walk Off the Weight in 10 Minutes
- The 25 Best Snacks for Weight Loss

health+fitness

don't miss these:

- Summer's best dresses
- 18 Ways Your Horse Is Killing Your Low Life
- 18 Essential Summer Party Ideas
- Best Online Brides
- The Amazing Ways to Shave Your Face
- 25 Great Medium-length Hairstyles
- 22 Surprising Things That Run Your Skin
- 68 Books You Should Read
- 25 Movies We Are Loving the American Dream
- 24 Seriously Beautiful Seasonal Sweets
- Make Your Car's Light Cleaner Than Ever

AutoMall.com

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DO YOU KNOW YOUR CREDIT SCORE?

CREDIT SCORES & BAD CREDIT

NEW CARS BY MAKE

BUILD A KIT

What to do to **Make it Through**

The Seattle Times Business / Technology

Passwords on thumb drives; unraveling a code mystery

READER COMMENTS

HELP EACH OTHER

army of traveling Code Ninjas

What to do to **Make it Through**



MEDIA PARTNERSHIPS - MOM BLOGS

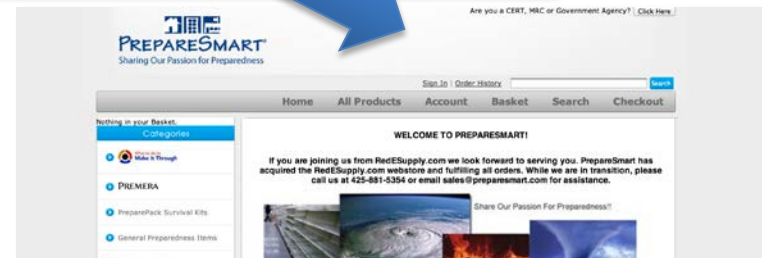
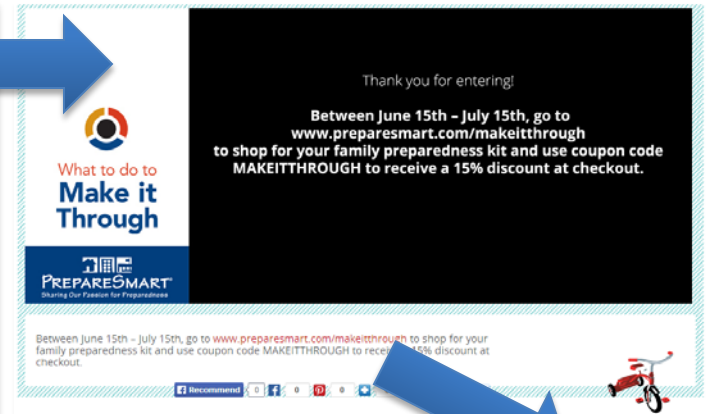
Station	Description	Budget	W25-44 Purchased Rtg/Imps	W25-44 Delivered Rtg/Imps	Negotiated Partnership Value	Negotiated Partnership % Leverage
Seattle's Child	Online ad placements, 'Going Places' eNewsletter, Dedicated Email produced by Seattle's Child. Online article on preparedness.	\$2,353	118,000	212,000	\$4,452	189%
Parent Map	Online ad placements on eNewsletters. Article on preparedness.	\$1,882	88,000	124,000	\$2,604	138%
Red Tricycle	Online ad placements, social media promotion with Prepare Smart.	\$1,765	80,000	160,000	\$3,360	190%





What to do to
Make it Through

MEDIA PARTNERSHIPS - RED TRICYCLE/PREPARE SMART



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!



MEDIA PARTNERSHIPS - NON-ENGLISH

Non-English Media:

Half-page print ads

		Approx. Circ.
Asian	Northwest Asian Weekly	16,000
Chinese	Seattle Chinese News	15,000
	Seattle Chinese Post	10,000
	Seattle Chinese Journal	15,000
	Seattle Chinese Times	10,000
Korean	Korea Times	7,500
Russian	Russian World	10,000
Spanish	Tu Decides	20,000
	La Raza	22,000
Somali	Runta NW News Magazine (online)	5,000
Vietnamese	Seattle Viet Times	19,000
	Northwest Vietnamese News	<u>6,000</u>
		165,500

Total Cost: \$4,803

Negotiated Translation of Ad Creative at No-Cost: \$1,800 value

KUNS TV/Univision Hispanic TV noted in Television



NEWSPAPERS IN EDUCATION PROGRAM

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:

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

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 debris 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 for 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 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.



For more information on winter weather preparedness, go to takewinterbystorm.org.



01/12/2006,01



What to do to **Make it Through**

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 custom kits for your pets and family members' work locations. Learn more about building kits at makeithrough.org/build-a-kit/.

Make yourself a plan and build yourself a kit,
And if disaster comes you will be ready for it!



Puget Sound Offices of
Emergency
Management



To register for NIE, visit us at seattletimes.com/nie or call 206.652.6290.



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		Disaster meeting place if I cannot return home:
Name _____	TIP: You may be able to send a text to your loved one from your cell phone. Keep these messages short.	Meeting place in case of house fire:
Landline _____		In case of local emergency, contact:
Cell phone _____		Name _____
		Phone _____

Find your very own Make it Through Contact Card downloadable at makeithrough.org.





NEWSPAPERS IN EDUCATION PROGRAM

NIE Tab: Interior Pages

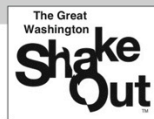


What to do to
Make it Through

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 shakeout.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 televisions 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/.



Register Now for the 2014 Great Washington ShakeOut Drill on October 16th at shakeout.org/washington.

Prepare for a Tsunami

Tsunamis are large waves that happen because of an earthquake out in the ocean or along a coastline a long ways 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 tsunamis 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 those 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, heaters, candles, electrical, arson and children playing with fire.
- 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. 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.



- Provide escape ladders for stories above the first level and make sure you practice using them.
- Designate one outside meeting place so everyone in your family knows where to meet once you're out. A good place may be somewhere in the front of your home, a safe distance away, where firefighters can account for you.
- If you live in a multiple-family residence or assisted living facility, learn what the emergency evacuation procedures are for your complex. Make sure you are familiar with the building's fire protection systems, what they sound like, how they activate and what to do if the alarm goes off.
- Be sure to plan for family members with special needs who may require assistance.

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.
- Plan for earthquakes and severe storms that can cause a landslide.
- For more information on landslide safety go to makeitthrough.org/landslides/.

Go to makeitthrough.org and look for me, Ready Freddie! Enter your drawing in our **SCHOOL DRAWING CONTEST!**





What to do to Make it Through

NEWSPAPERS IN EDUCATION PROGRAM

NIE Tab: 3 1/2-page articles

Make it Through and Newspapers in Education present

What to do to Make it Through

A catastrophe can impact your ability to access food, water and electricity. Learn more about the supplies and tools you will need to make it through.

BUILD A KIT

Build a Kit for at Least Seven to 10 Days

Preparing for at least three days will help you make it through many of the disasters you'll face in the Puget Sound region—including major storms and even small earthquakes. However, to make it through a major catastrophe (like Hurricane Katrina or the earthquake and tsunami in Japan), you will need to be prepared for significantly longer—at least seven to 10 days.

- Water for 7 to 10 days
 - 1 gallon per person per day for drinking and sanitation
- Food for 7 to 10 days
 - At least a 7 to 10 day supply of non-perishable food per person
- Cash
 - ATMs won't work without electricity. Small bills are best.
- Battery-powered radio and extra batteries
- Flashlight and extra batteries
- First aid kit
- Whistle to signal for help
- Filter mask or cotton t-shirt to help filter the air
- Moist towelettes for sanitation
- Wrench or pliers to turn off utilities if needed
- Manual can opener for food
- Shelter items like tents, tarps and rope
- Garbage bags and plastic ties for personal sanitation
- Unique family needs
- Supplies for infants, pets and elderly, prescriptions, and important family documents

Imagine if resources aren't available for seven or more days. You might have to take care of minor injuries and access to resources will likely be limited. Help your family become better prepared by gathering additional supplies and customize the list to meet your needs. Once you have the basics, think about items you could use to help yourself and others or simply improve your comfort!

Save Important Documents

Identify critical documents that are important.

- Birth certificates
- Insurance
- Social security cards
- Bank records
- Real estate contracts
- Passports

Make copies and save one set with your kit, safe deposit box. If possible, save files on secure drive in each location.

Create Customized Kits for Your Pets

Below is a sample checklist for a pet:

- Food and water for at least seven to 10 days (animal the size of a large dog)
- Spare collar, current ID and leash
- Pet carrier (be sure your name and carrier's name are on the carrier. Place veterinarian, kennel, waterproof plastic bag and tape it to the carrier)
- Name and phone number of your veterinarian
- Copy of vaccination records
- Current photo of you and your pet in case you get lost
- Pet chip identification number
- Names and phone numbers of nearby neighbors
- Blanket
- Medications and stress/anxiety reducers
- First aid kit
- Bags for waste cleanup
- Plastic litter box (if needed) along with clumping cat litter
- Toys for your pets

Visit www.makeitthrough.org to print the checklist and watch a video on putting together a disaster supplies kit on a shoestring budget. For the video, go to www.makeitthrough.org/video/

Register for NIE, visit seattletimes.com/nie or call 206.452.8290

Puget Sound Offices of Emergency Management

Learn more at www.makeitthrough.org

Make it Through and Newspapers in Education present

What to do to Make it Through

Catastrophes can happen at any time. Preparing for at least three days will help you make it through many of the disasters you'll face in the Puget Sound region—including major storms and even small earthquakes.

However, to make it through a major catastrophe—like Hurricane Katrina or the earthquake and tsunami in Japan—you'll need to be prepared for a longer period of time—at least seven to ten days.

Local agencies across Puget Sound have teamed up with Newspapers in Education to share information and encourage residents to prepare for catastrophic events. For details on preparing for catastrophic events, go to www.makeitthrough.org.

MAKE A PLAN

Plan for People, Pets and Property

Consider the types of disruptions that occur in a catastrophe. The power may be out, water lines or gas lines may break, stores may be inaccessible or out of supplies and roadways may not be available. Planning now will reduce the impact of these disruptions on you and your household.

Write a to-do list to identify things you would need to have or actions you would need to take to minimize these disruptions. Include any special needs for your family, such as medical needs and pet care. Make sure to identify what to do if a catastrophe occurs while you're at home, work or at school.

Go to www.makeitthrough.org and look for me, Ready Freddie! Enter your drawing in our SCHOOL DRAWING CONTEST!

Make a Family Emergency and Communication Plan

If you are separated from your family during a catastrophe, making a family communication plan ahead of time will help you reach your family much faster. Identify a place where you could meet your family, in case transportation routes are damaged and you can't get home.

Ask your family to talk with your school to learn about their preparedness plans, procedures and supplies.

There are several online tools now available that can help your research with your family and loved ones after a catastrophe.

Visit www.makeitthrough.org to print the checklist and watch a video on putting together a disaster supplies kit on a shoestring budget. For the video, go to www.makeitthrough.org/video/

Register for NIE, visit seattletimes.com/nie or call 206.452.8290

Puget Sound Offices of Emergency Management

Learn more at www.makeitthrough.org

Make it Through and Newspapers in Education present

What to do to Make it Through

These include social media channels, Google Person Finder and the American Red Cross "Safe and Well" registry.

After a catastrophe, it can also be an area. Your out-of-area contact of other family members impact strikes, know your out-of-area emergency contact.

- Identify an out-of-area emergency contact.
- Create and print a contact card for your family to carry at all times.
- Make copies of your new out-of-area contact card by your home.
- Post emergency phone number on your phone.
- Cell phones may not be able to capability often works. It so will use up your battery, so is out!

Make It Through CONTACT

OUT OF AREA CONTACT PERIOD

Find your very own Make It Through

Review and Practice

If a catastrophe strikes tomorrow. Don't forget to review and practice such as:

- Key phone numbers and out-of-area contact
- Locations and contents of kit
- How and when to call 911
- How and when to turn off utilities
- Alternate transportation from home and key destinations
- Where to meet up with you if you can't get home
- How to help family, friends and neighbors who may need assistance or have special needs

Participate in a Training Course

First Aid and Cardiopulmonary Resuscitation (CPR)

Skills learned in a basic first aid or CPR class can be useful even if a catastrophe doesn't happen. This training is valuable in many situations and age-appropriate classes are often available. Many cities, non-profit organizations such as the Red Cross and local fire departments offer basic first aid or CPR courses. Additionally, some employers also offer access to training. To find opportunities for a Red Cross training course near you, visit www.redcross.org for a full list.

Community Emergency Response Team (CERT)

CERT is a nationally recognized program offered in many communities throughout the country. CERT graduates provide an important resource to the community following large scale emergencies.

Through CERT, participants learn skills in the following areas:

- Emergency preparedness and hazard identification
- Fire safety and suppression
- Disaster medical operations including lifesaving first aid
- Light search and rescue
- Team organization
- Disaster psychology

To learn more about CERT, check out CERT Corps at www.ready.gov/cert-corps.

Visit www.makeitthrough.org to print the checklist and watch a video on putting together a disaster supplies kit on a shoestring budget. For the video, go to www.makeitthrough.org/video/

Register for NIE, visit seattletimes.com/nie or call 206.452.8290

Puget Sound Offices of Emergency Management

Learn more at www.makeitthrough.org

Make it Through and Newspapers in Education present

What to do to Make it Through

Being prepared isn't only about identifying an emergency contact and storing food and water. It's also about learning how to help each other.

HELP EACH OTHER

Work Together

No matter how much you and others plan, something may happen that you don't expect and don't have the tools to deal with on your own. After a catastrophe, connecting with others and pooling resources will increase your abilities to make it through until emergency services are available.

You can become even more prepared to help yourself and others by participating in a training course or getting involved in a volunteer organization.

Get Involved

Neighbors planning together

Many communities offer preparedness programs designed to help neighbors plan together to better help each other during times of emergency. Programs may be advertised as "Map Your Neighborhood" (MYN) or simply "Neighborhood Emergency Team" (NET). Here are some local programs offered:

- PC-REI: Pierce County Neighborhood Emergency Teams
- KNEEP: Kitsap Practices Responsible Emergency Preparedness
- MYN: Bellevue's Map Your Neighborhood Program
- SNAP: Seattle Neighborhoods Actively Prepare

The concept of neighborhood programs is simple: Get to know your neighbors, choose a place to meet after a disaster and make a plan to check on one another and to offer help where it's needed. Many neighborhood emergency groups also participate in Block Watch programs through their local police departments.

Contact your local office of emergency management to learn more about neighborhood programs in your area, or visit www.makeitthrough.org/local-agencies/.

Learn how to reduce hazards and help others

Identify ways to minimize impacts if a catastrophe happens. For instance, how and when to control utilities, such as electricity and natural gas.

See a video about how to control natural gas at www.http://ps.e.com/safety/NaturalGasSafety/Pages/Gas-Shut-Off.aspx.

Spread the word

Tell your friends and co-workers about www.MakeitThrough.org so they can get prepared.

We'd also like to hear from you. Tell us your story about surviving a catastrophe or getting prepared at www.makeitthrough.org/my-story/.

Learn more at www.MakeitThrough.org.

Visit www.makeitthrough.org to print the checklist and watch a video on putting together a disaster supplies kit on a shoestring budget. For the video, go to www.makeitthrough.org/video/

Register for NIE, visit seattletimes.com/nie or call 206.452.8290

Puget Sound Offices of Emergency Management

Learn more at www.makeitthrough.org



What to do to
Make it Through

NEWSPAPERS IN EDUCATION PROGRAM

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

Involve 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.



"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, tsunamis and fires, and drives student's civic engagement in preparing for such disasters. This educational content appears in the print and electronic edition 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" curricula 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 part-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 a 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 a 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: 1.888.755.2655 FAX: 206.515.5615

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Southern Oregon will weigh in on a growing national debate over genetically modified foods. "Women aren't used to that change yet," Rep. Jack Lindgren said.

Organic farmers, who can't use genetically modified crops, are seeking to ban them from Jackson and Josephine counties. Though

ing into the summer, "Women aren't used to that change yet," Rep. Jack Lindgren said.

Candidate Tom Wolf, a

people." On Monday, Kishie Row-Cochran, the senator's wife of nearly 50 years, said his comments were

Tube last month.

Row-Cochran, the senator's wife of nearly 50 years, said his comments were

Cochran's defense in the run-up to the June 3 contest.

Seattle Times news service

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MAKES-A-WISH
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PAID ADVERTISEMENT

FREE MEDICATION DOSE
Seattle Physicians Successfully Treat Erectile Dysfunction

SEATTLE • Local physicians at a medical clinic in Seattle are so sure their medication will help men with erectile dysfunction, they are offering the first 25 callers a free in-office medication dose.

Erectile dysfunction and premature ejaculation have long been a problem for millions of men, in spite of the popularity of Viagra, Cialis and Levitra. Many men aren't helped by these pills or cannot take them due to adverse side effects.

Boston Medical Group custom blends over 180 combinations of medications for each patient. "That's why our success rate is so high," says Dr. William Livingston, Board Certified Urologist. "We help men as old as ninety-four, with diabetes and prostate surgery and heart conditions. Regardless of their age or medical history our results everyday are amazing."

All medications are FDA approved, and no surgery is involved. "We adjust the prescription for a man's performance to 45 minutes, an hour, 90-minutes or longer," Livingston said. "Patients see results right in our office. After climax the patient stage erect the entire period of time. This allows them to achieve a second climax and adequately satisfy their partner. No other medication can do this. We offer a simple guarantee: if you don't respond to the medication on the first visit the office visit is free. "With that guarantee, local patients have nothing to lose. Operations are being quickly for the free in-office medication dose, after that the normal fees will be charged. Patients are assured of utmost privacy and professionalism with private waiting rooms and professional staff. Further information is available by calling (877) 667-9733. Boston Medical Group, 12381 NE 10th Pl, Bellevue, WA 98005, www.BostonMedicalGroup.com

Thank You for "Make it Through!"

Please join us in thanking Puget Sound Offices of Emergency Management, sponsor of The Seattle Times Newspapers in Education program and this year's "Make it Through" campaign. Their generous contribution also helps us provide free newspaper access and literacy materials to local classrooms.

What to do to Make it Through

Puget Sound Offices of Emergency Management

Register for NIE, visit us at seattletimes.com/nie or call 206.652.6290.



ONLINE ENGAGEMENT

Website:

makeitthrough.org

Paid Visits: 10,441

Organic Visits: 11,633

Total Visits: 22,074

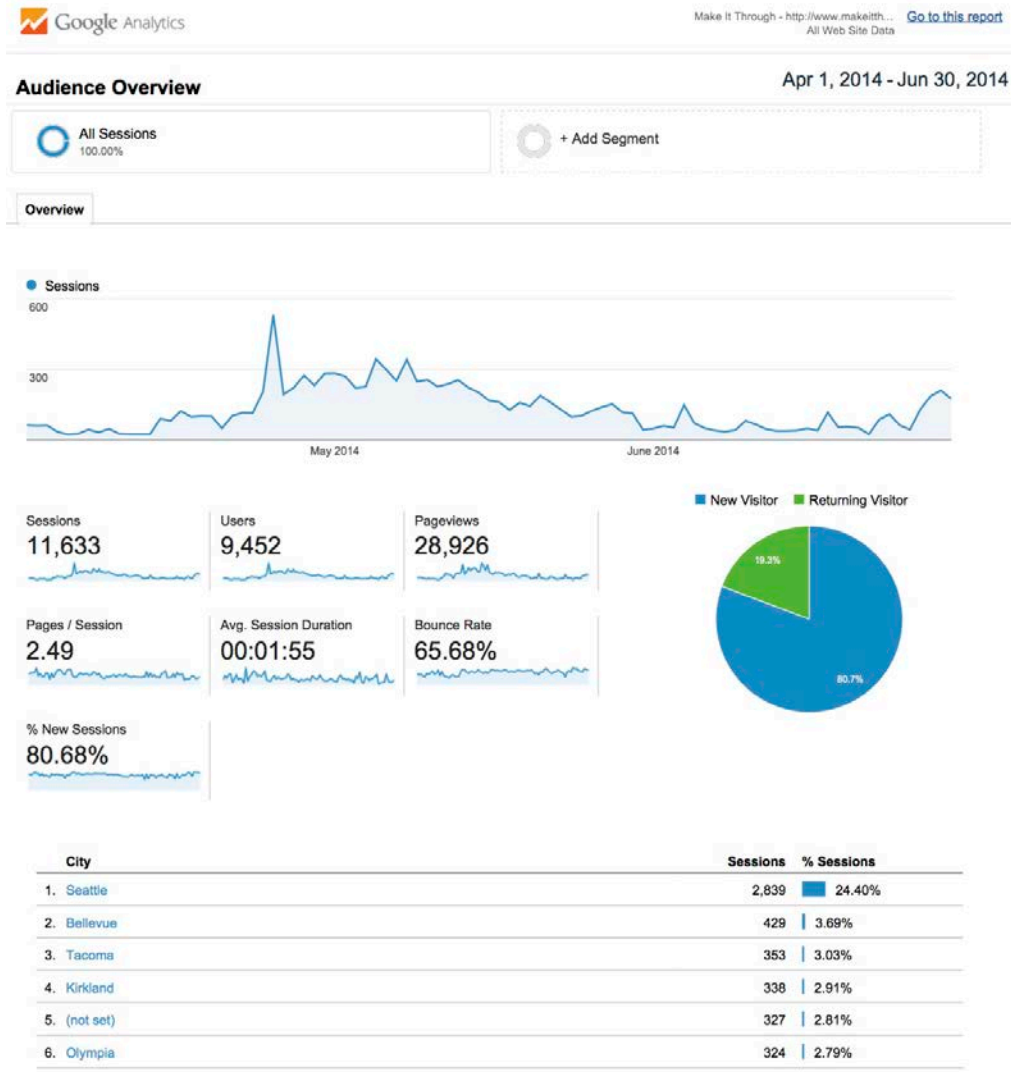
Organic Unique visitors: 9,452

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>



ONLINE ENGAGEMENT - FACEBOOK

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





ONLINE ENGAGEMENT - FACEBOOK

Facebook Post Reach:

- Total Campaign Facebook Post Reach: 1,806,462
- Primary Target A18-64 and Sub-Target Parents of Children in the Home

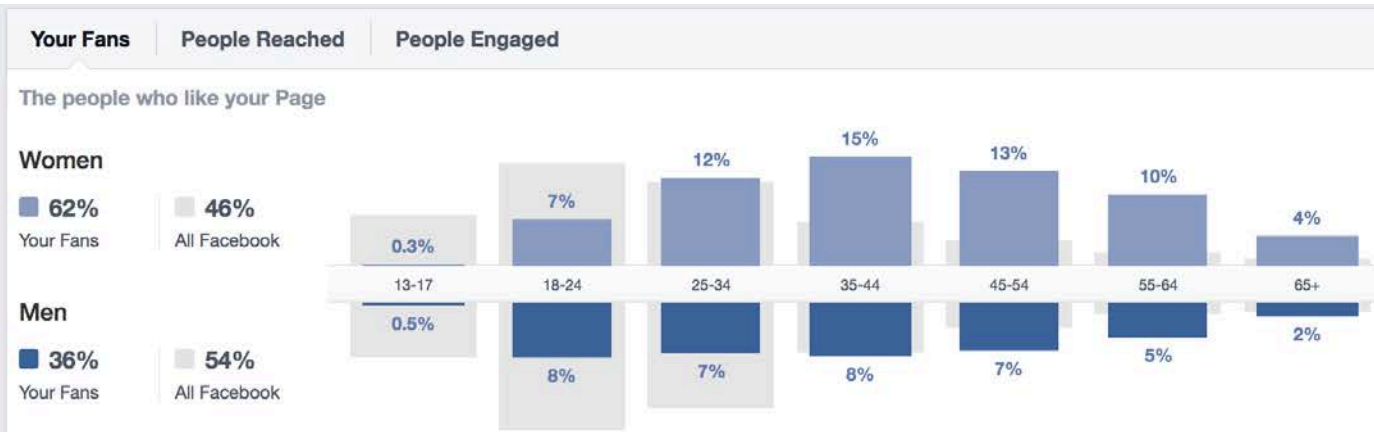




ONLINE ENGAGEMENT - FACEBOOK

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



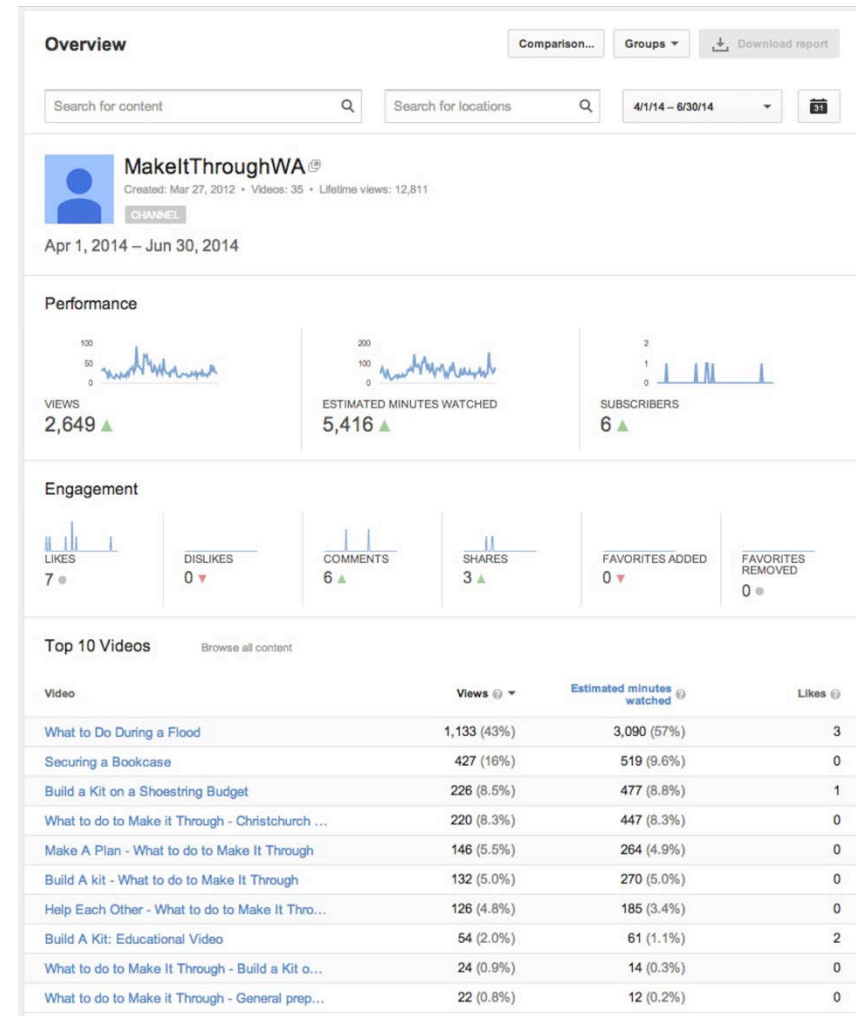


ONLINE ENGAGEMENT

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





SCHOOL CONTEST

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)



SCHOOL CONTEST

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**

español   Translator

Click here for the Make It Through Contest!

MAKE A PLAN | BUILD A KIT | HELP EACH OTHER | WHY PREPARE | CATASTROPHES | RESOURCES + EVENTS | CONTACT US

Make it Through and Newspapers in Education present



What to do to **Make it Through**

DRAWING CONTEST!

Win a prize valued at **\$500** for your school and a pizza party for your class!

The Contest
The "What to do to Make it Through" campaign invites students to participate in a drawing contest! The contest is intended to raise awareness about the importance of preparing for disasters and catastrophes (like an earthquake). The contest also encourages elementary school staff, students and their families to take action to prepare.

How to Participate
Interested students, parents and teachers should go online to www.makeitthrough.org/school-contest/ and download the School Contest Flyer to submit their pictures. Details on the contest and directions for entry submission are also available online at www.makeitthrough.org/school-contest/.

The Prizes
Two winners will be selected by a regional advisory committee for the campaign. Entries will be judged 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 classroom. The winning entry will also be featured on the campaign website and Facebook page.

The second prize winner will receive \$500 worth of preparedness supplies for their school.

Prizes are sponsored by Puget Sound Energy.


Submission Deadline
All drawing submissions must be entered and postmarked by May 16th to be considered for selection. Contest winners will be announced the week of May 21st.

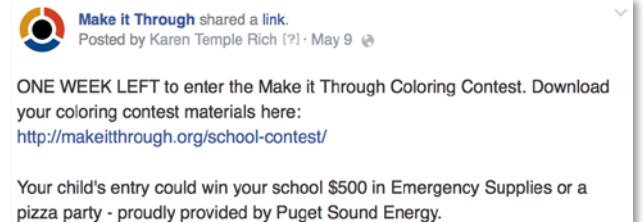
MAKE A KIT!


READY! FREDDIE!

What to do to **Make it Through**
Learn more at www.makeitthrough.org

Puget Sound Offices of Emergency Management

 To register for NIE, visit us at seattletimes.com/nie or call 206.652.6290.

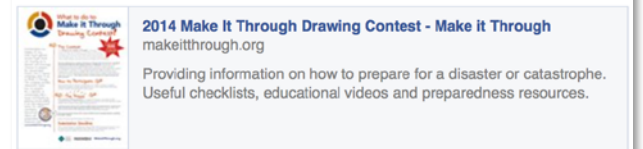



 **Make it Through** shared a link.
Posted by Karen Temple Rich [?] · May 9

ONE WEEK LEFT to enter the Make it Through Coloring Contest. Download your coloring contest materials here:
<http://makeitthrough.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.

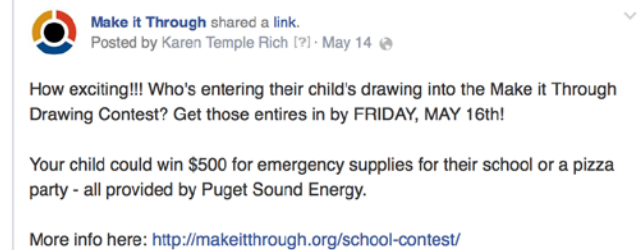
Can't wait to see your drawings! Enter TODAY!




 **2014 Make It Through Drawing Contest - Make it Through**
makeitthrough.org

Providing information on how to prepare for a disaster or catastrophe. Useful checklists, educational videos and preparedness resources.

Like · Comment · Share

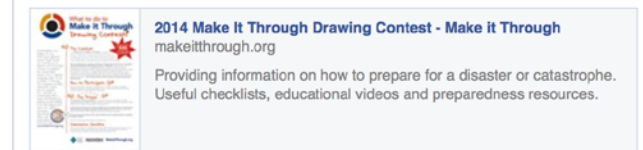



 **Make it Through** shared a link.
Posted by Karen Temple Rich [?] · May 14

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://makeitthrough.org/school-contest/>



 **2014 Make It Through Drawing Contest - Make it Through**
makeitthrough.org

Providing information on how to prepare for a disaster or catastrophe. Useful checklists, educational videos and preparedness resources.

Like · Comment · Share



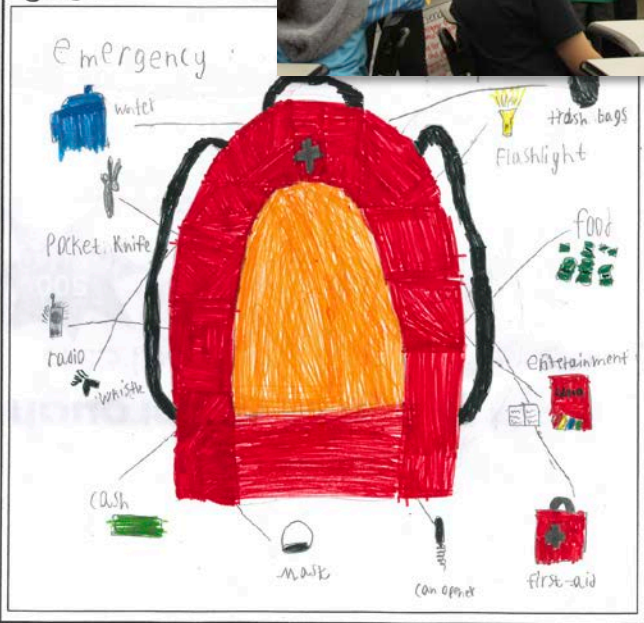
SCHOOL CONTEST PROMOTION

1st Place



What to do to
Make it Through Drawing

Ready Fredo
knows how you would
for your family pre-
like an ear
Draw a picture

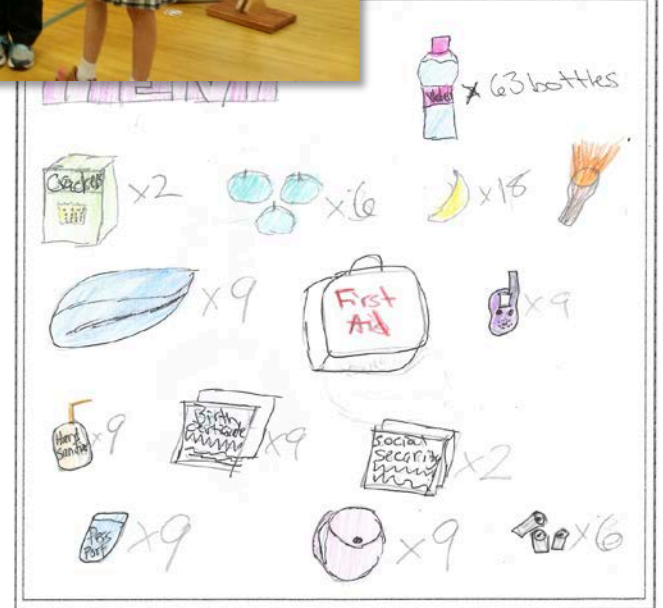


Please remember to tape your entry form to the back of this page

2nd Place



Best!
to a kit
Disaster
us?



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
- Results
- Summary of Findings
- **Recommendations and Next Steps**
- Q & A



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



What to do to
Make it Through

*Thank
You*



RICHMARKETING