



2016

Media Summary



PENNA POWERS

Media Overview

Jan. 13 – Mar. 27

Primary Media Target: A18+
Secondary: Men 25-54 and Adults 25-54

Media Type	Media Cost
Radio	\$54,000
Pandora Radio	\$11,764
Digital	\$15,380
Social Media	\$22,400
Total	\$103,544

Radio

Jan. 13 – Feb. 14

Station	Dial Position	Purchased Spots	Bonus Spots	Gross
KAAZ-FM	106.5	109	107	\$7,030
KBZN-FM	97.9	112	152	\$10,445
KRSP-FM	103.5	139	127	\$5,930
KSFI-FM	100.3	186	206	\$10,235
KUDD-FM	107.9	171	169	\$8,470
KXRK-FM	96.3	116	116	\$11,890

Reach	Frequency	Impressions
68.5%	8.6	5,607,000

Combined Paid/Bonus spot Reach, Frequency and Impressions

Creative used: Reminder :30 and :60. Bonus spot counts include news/weather/traffic sponsorship.

Pandora Streaming Radio

Jan. 13 – Feb. 7

A18-64 in Weber, SLC, and Davis Counties

Media	Impressions	Clicks	CTR
Audio	715,671	1,753	0.24%
Banners	418,847	1,564	0.37%
Total	1,134,518	3,317	0.29%

Notes: Click through rates for audio are slightly below Pandora's benchmark of 0.30%. 10%* of visitors from Pandora used the zip code lookup.

*Google Analytics underreported site visits

The screenshot shows the Pandora website interface. At the top, the Pandora logo is on the left, and the current station "Rise Against Radio" is in the center. On the right, there is a user profile "jason.alteger@gmail..." and an "Upgrade" button. Below the header is a "Create Station" button and a playback control bar with a progress slider from 0:04 to -0:26. The main content area is divided into three sections: "Now Playing" (showing a list of stations including "Rise Against Radio" at the bottom), "Music Feed" (displaying an album cover for Rise Against), and "My Profile". A large, prominent advertisement for "EMERGENCY 911" is overlaid on the right side of the page. The ad features the text "IN AN EMERGENCY CALL 9-1-1. BUT WHAT ABOUT A NON-EMERGENCY?" and "FIND OUT WHO TO CALL HERE" with a search icon. Below this, it says "EMERGENCY 911 HELP US HELP OUT" and "Check Text to 9-1-1 Availability" with a button to "Enter Utah Address".

Mobile

Feb. 20 – Mar. 27

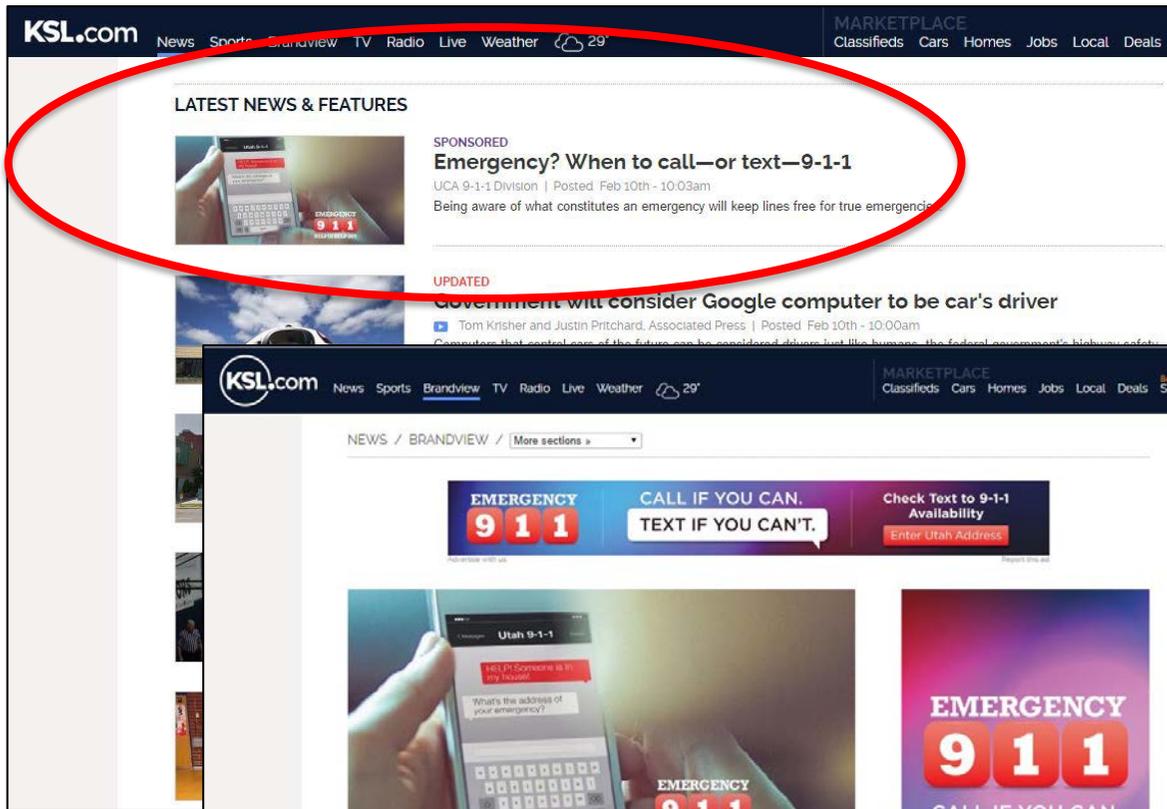
Media	Impressions	Clicks	CTR	Text Lookup
300x250	1,146,485	4,286	0.37%	22
320x480	408,211	2,964	0.73%	37
480x320	18,600	63	0.34%	1
320x50	206,005	484	0.23%	10
Total	1,779,301	7,797	0.44%	70

Notes: Top apps included MeetMe, Panel Flashlight, Solitaire and Flow Free. CTR above the industry average of 0.35%.



KSL BrandView Article

Feb. 10



Results

- 3,604 page views
- 3,252 unique visitors
- 2:22 time on article
- 28 clicks
- 7 comments
- 8 address lookups

Facebook

Jan. 14 – Feb. 29

Utah Communication Authority: 9-1-1 Division
Sponsored · 🌐 Like Page

In select metro areas of Utah, 9-1-1 is now equipped to take emergency messages via text. Call if you can, but text if you can't. Find out if text to 9-1-1 is available in your area.

EMERGENCY 911

Help Us Help Out!

If you need to text to 9-1-1 it will be important to provide the nature of your emergency as clearly as possible using abbreviations or "text jargon" as it may cause confusion.

911.UTAH.GOV

1.3K Reactions 29 Comments 414 Shares

Like Comment Share

Utah Communication Authority: 9-1-1 Division
Sponsored · 🌐

Help Us Help Out!
911.utah.gov

In select metro areas of Utah, 9-1-1 is now equipped to take emergency messages via text....

Utah Communication Authority: 9-1-1 Division
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In select metro areas of Utah, 9-1-1 is now equipped to take emergency messages via text. Call if you can, but text if you can't. Find out if text to 9-1-1 is available in your area.

Help Us Help Out!
If you need to text to 9-1-1 it w... [Learn More](#)

911.utah.gov

Results

- 2,872,077 impressions
- 15,849 link clicks
- 0.55% link CTR (benchmark is 0.02%)
- 92 zip code look ups on website
- 668,645 people reached
- 4.30 frequency

Notes: Content at the beginning of the flight was the general msg only. The text content started after the press event.

Facebook

Jan. 14 – Feb. 29

 **Taylor Nicole Johns** Why not majority of Davis county?
Like · Reply ·  1 · February 10 at 8:16pm

 **Utah Communication Authority: 9-1-1 Division** Taylor,
The widespread availability of text-to-9-1-1 will depend not only on telecommunications carriers, but also on the ability of 9-1-1 centers to implement new systems and training. A key challenge facing 9-1-1 call centers is selecting and implementing the text-to-9-1-1 platform that works best in their individual centers and is financially viable. Emergency call centers and authorities need to conduct extensive research and testing – including input from front-line operators – to select the option that best fits their needs and current systems. If you have further questions please let us know.
Like · Reply ·  4 · Commented on by Nicholas Giustino [?] · February 11 at 10:27am

 **Gayle Dawes** This service ought to be available in every vicinity. Regardless of economic standing.
Like · Reply ·  1 · February 11 at 11:32pm

 **Courtney McBride Milner** ^dispatchers and paramedics already make next to nothing
Like · Reply ·  4 · February 12 at 12:31am

 **Teresa S**

 **Rosie Gerrish** Used this the other night because a guy on my street wouldn't stop screaming. They were super helpful, quick, and discreet. It's really nice to know this is an option in case of an emergency.
Like · Reply ·  9 · February 16 at 10:12pm

 **Rick Walton** Did you need the dashes between the 911?
Like · Reply · February 18 at 9:51am

 **Rosie Gerrish** Nope, just "911"
Like · Reply ·  1 · February 18 at 12:28pm

Engagements

- 8,003 Post Likes
- 416 Comments
- 2,342 Shares
- 1,147 Page Likes

 **Norma Griffin Weaklend** If the GPS is on, will the location of help show up for responders? Like incase someone didn't know where they were
Like · Reply ·  10 · February 13 at 9:57pm

 **Jennifer Page Feddersen** That would be a wonderful idea!
Like · Reply ·  1 · February 15 at 1:32pm

 **Utah Communication Authority: 9-1-1 Division** Norma Griffin Weaklend call centers can not determine a location based from a text message whether the GPS is turned on or not.
A voice caller is pinpointed by the network, which can actually track the caller if they are moving, whereas a texter is p... [See More](#)
Like · Reply ·  6 · Commented on by Nicholas Giustino [?] · February 17 at 2:09pm

Jennifer Page Feddersen Utah Communication Authority: 9-1-1 Division even better!
Like · Reply ·  2 · February 17 at 2:16pm



Media Coverage Re-Cap

- Story covered by nearly every major media outlet
- Estimated TV Viewership – 668,017
- Estimated Broadcast Advertising Value - \$47,280.13
- Newspaper Circulation – 214,783

Public Relations



Web Links

ABC 4: [‘Text-to-911’ service expands into more Utah counties](#)

KSL 5: [Got an Emergency? You can now text 911 in 3 counties, Bountiful](#)

Fox 13: [Text 911 service available to most residents in Salt Lake County](#)

Fox 13: [Dispatchers stress importance of not tying up 911 phone lines](#)

KUTV: [Dispatchers to implement texting service for 911](#)

KUTV: [Texting 911 now possible along the Wasatch Front](#)

KUTV: [Utah 911 lines tied up by non-emergency calls](#)

Deseret News: [Got an emergency? You can now text 911 in 3 counties, Bountiful](#)

Standard Examiner: [Text to 911 service now available in Bountiful, Weber, Morgan Counties](#)

Davis County Clipper: [Texting 911 – new technology comes to Bountiful dispatch](#)

11 News (BYU): 911: [Call if You Can, Text if You Can’t](#)

*Additional stories were reported by KSL Radio, KNRS and KUER



PENNA POWERS