

COMING BACK YOUTH SUICIDE AND DEPRESSION PREVENTION PROGRAM

FINAL REPORT 2005

Includes Broadcast / Print Estimated Number of People Reached

EXECUTIVE SUMMARY

The teen suicide and depression prevention project "Coming Back" was funded in part by the New Mexico Children, Youth and Families Department, New Mexico Department of Health, New Mexico Human Services Department and New Mexico Public Education Department. Additional funding was provided by Competitive Benefits Administrators, Cooperative Educational Services and Blue Cross Blue Shield of NM. This partnership yielded an unprecedented media and marketing campaign involving the coordination of a commercial television partner (KOAT-ABC), a non-commercial television partnership (KNME, KRWG and KENW-PBS), the State's major newspaper (Albuquerque Journal) and radio stations throughout the State (Citadel Broadcasting).

It has been estimated that this comprehensive public awareness campaign touched nearly 3 million households (non-unique). Unique individual viewers touched by this project are estimated between 650,000 and 850,000.

HIGHLIGHTS OF THE PROJECT INCLUDE:

- Over 113 minutes of broadcast quality video developed.
- Over 286 minutes of broadcast time throughout New Mexico.
- Over 8 major articles in the States leading Newspaper.
- Distribution of the Educator's Video to every school district in the state.
- Distribution of the Documentary and follow up show to every school district.
- Distribution of the Parents Video to every PTA in mid and high schools statewide.
- In-Kind contributions were double the cash contributed.

NUMBER OF HOUSEHOLD-TOUCHES (non-unique)

BY ALL OUTREACH AND MEDIA SOURCES: 2,947,600

NUMBER OF UNIQUE VIEWERS ESTIMATE: 650,000 TO 850,000

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The following numbers are based on households for television, radio and newspaper. One must assume that more than one person lives in each household watching or reading. In fact, the Albuquerque Journal represents that there are an average of 2 readers per paper and thus one can easily say that the number of actual viewers/readers is at least double the given household numbers. **These numbers also do not reflect the number of viewers in schools and PTA's statewide who have viewed the tapes.**

TELEVISION BROADCASTS

| KOAT DOCUMENTARY/TOWNHALL Broadcast Dates | | | Households |
|--|-------------------|----------------------|-------------------|
| 12/16/04 | Thurs., 8 to 9 pm | 1.9 rating 2.8 share | 12,000 |
| 12/18/04 | Sat., 4 to 5 pm | 1.2 rating 2.7 share | 8,000 |
| 01/9/05 | Sun., 3 to 4 pm | 0.6 rating 1.1 share | 4,000 |

KOAT NEWS STORIES Broadcast Dates and LENGTH

| | | | |
|-------|----------------|-------|---------|
| 12/7 | 10 pm | :25 | 36,000 |
| 12/8 | 5&6 am | :25x2 | 68,000 |
| 12/11 | Sat AM | :25x2 | 69,000 |
| 12/11 | 5/6&10pm | :25x3 | 118,000 |
| 12/12 | Sun AM | :25x2 | 55,000 |
| 12/12 | 10pm | :25 | 46,000 |
| 12/13 | 5&6am/noon | :25x3 | 65,000 |
| 12/13 | 5pm..Pkg | 2:00 | 51,000 |
| 12/13 | 6&10pm | :35x2 | 102,000 |
| 12/14 | 5&6am/noon | :35x3 | 66,000 |
| 12/14 | 5pm..Pkg | 2:00 | 38,000 |
| 12/14 | 6&10 | :35x2 | 101,000 |
| 12/15 | 5&6am/noon | :35x3 | 75,000 |
| 12/15 | 5pm..Pkg | 2:00 | 42,000 |
| 12/15 | 6&10 | :35x2 | 103,000 |
| 12/16 | 5&6am/noon | :35x3 | 84,000 |
| 12/16 | 5/6&10..vo/sot | :45x3 | 141,000 |

Total Households viewing news stories about suicide and mental health, and mentioning the Coming Back documentary project: **1,260,000**

KOAT PROMOS

KOAT creative services department ran a total of 52 informational promos about the program between Dec. 10 and Dec. 17 for Gross Rating Points of 90.4, or approximately 540,000 households. **540,000**

KOAT OVERALL HOUSEHOLDS TOUCHED: 1,824,000

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| KNME DOCUMENTARY/TOWN HALL | | | Households |
|---|---|--------------------|-------------------|
| 12/15 | Wed. 7 to 8pm | 0.6 rating 1 share | 3,900 |
| | Documentary | .8 rating 1 share | |
| | Townhall follow-up | .5 rating 1 share | |
| KNME PROMOS | | | |
| 12/8 – 12/15 | 35 Informational Promos (no info provided on total GRPs) | | 75,000 |
| 12/10 | "In Focus" segment 8-9pm .9 rating 1 share | | 5,800 |
| KNME OVERALL HOUSEHOLDS TOUCHED: | | | 84,700 |

RADIO BROADCASTS

| CITADEL RADIO | | | Households |
|----------------------|--|---|--|
| 12/4 | "Weekly Edition" Public Affairs 30 minute show 3:30pm (Sat) | KTBL | 1050 AM |
| 12/5 | "Weekly Edition" Public Affairs 30 minute show 6:00am (Sun) | KTZO KBZU-FM Magic 99.5 KKOB-FM KNML | 103.3 FM 96.3 FM 99.5 FM 93.3 FM 610 AM |
| | 10:00am (Sun) | KTBL | 1050 AM |
| | 10:30pm (Sun) | KRST | 92.3 FM 2,000 |

| KANW RADIO PUBLIC BROADCASTING | | Households |
|---------------------------------------|--|-------------------|
| 12/27 | Broadcast of full documentary, 9 to 9:30pm | 1,000 |

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PRINT MEDIA

Households

ALBUQUERQUE JOURNAL

Reference Sunday 153,000 paid subscriptions,
and Daily 110,000 paid subscriptions.

| | |
|---|---------|
| 12/11, Saturday Entertainer pg.5 (week long readership) Feature story on documentary | 110,000 |
| 12/12, Sunday front page A1, full page A10 Three full length stories | 153,000 |
| 12/ 13, Monday health front page C1, full page C 2 Included Who's at Risk, Signs, What to do | 110,000 |
| 12/ 14, Tuesday Youth front page B1, ¼ page B2 Youth perspective, written by high schooler | 110,000 |
| 12/16, Thursday follow-up story on AGORA center | 110,000 |
| 12/ 21, Tuesday Top Editorial A9 Follow-up story on AGORA calls | 110,000 |

DOCUMENTARY ADS AND INFORMATIONAL STORIES:

| | |
|--|-----------------|
| 12/11 ¼ page ad Entertainer Week of Dec. 11 | 110,000 |
| 12/14 & 12/15 ¼ page ad, Tues & Wed Early December - ASSOCIATED PRESS ARTICLE Ran in Dallas Morning News Ran in Oklahoma City paper | 110,000 |
| 12/9 BLUE CROSS BLUE SHIELD Employee Newsletter, system wide email article BCBS client Magazine Issue 1, 2005 Full page article and ¼ page info article | 108,000 |
| 12/04 COOPERATIVE EDUCATIONAL SERVICES December Newsletter, 900 School Administrators 100 "Signs of Suicide" educators' version distributed to school districts statewide | 900 |
| 12/8 UNM email news minute, Wed., system-wide article | 1,500 |
| 1/05 NEW MEXICO PTA Newsletter, 250-300 PTA's statewide 200 "Signs of Depression" video distributed statewide Mid School and High School PTA's | 500 2000 |
| 12/04 NEW MEXICO SUICIDE PREVENTION COALITION Several newsletter articles | |

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| TOTALS for DOCUMENTARY | Households |
|-------------------------------|-------------------|
| KOAT | 24,000 |
| KNME | 3,900 |
| KANW RADIO | 1,000 |
| TOTAL HOUSEHOLDS | 28,900 |
| TOTAL PEOPLE | 57,800 |

| ALL TOUCHES INCLUDING STORIES | Households |
|--------------------------------------|-------------------|
| KOAT | 1,824,000 |
| KNME | 84,700 |
| Albuquerque Journal | 923,000 |
| BCBS Client Magazine | 108,000 |
| Cooperative Educational Services | 900 |
| UNM Internal Newsletter | 1,500 |
| Citadel Interview | 2,000 |
| KANW broadcast | 1,000 |
| New Mexico PTA | 2,500 |
| TOTAL HHs TOUCHED | 2,947,600 |

| UNIQUE VIEWERS | Households |
|-----------------------|-------------------|
|-----------------------|-------------------|

Please note: Since there is certainly some overlap in viewers, readers and listeners, especially among the same media audience (KOAT 10 pm news most likely gets similar viewers every night).

| | |
|-------------------------------------|----------------|
| KOAT documentary | 24,000 |
| KOAT News stories | 100,000 |
| KOAT info/promos | 54,000 |
| KNME documentary | 3,900 |
| KNME info/promos | 10,000 |
| KNME in focus | 2,000 |
| Journal | 153,000 |
| BCBS Magazine | 54,000 |
| Radio | 3,000 |
| ESTIMATED UNIQUE TOTAL HH | 404,000 |
| ESTIMATED UNIQUE INDIVIDUALS | 808,000 |