

## EXECUTIVE SUMMARY

This project about the dangers of underage drinking and parties centered on a 29 minute documentary, **Party 101: Consequences**, which revolved around a mothers story about her daughter who was hit by a drunk teenager while she was driving home and intertwined with the stories of several youth who have participated in dangerous parties and were caught by the police. The project generated tremendous coverage listed under “highlights” below.

The documentary was divided into four sections which were broadcast between live sections which included text messaging and web cam technology as well as a group of experts to examine next steps in addressing this critical issue. In addition a specialized video was created for use by parents and distributed by NM PTA statewide to PTA's and another video was created for educators and distributed statewide to school districts by Cooperative Educational Services. Coordinated by SafeTeen New Mexico, and produced by Christopher Productions, LLC, the program utilized youth throughout the metro Albuquerque area through live web cams and various locations manned by UNM Communication and Journalism students.

The project was funded in part by the New Mexico Mutual, Independent Insurance Agents of New Mexico, SafeTeen New Mexico, and Cooperative Educational Services. Additional funding was provided by Character Counts New Mexico as well as Independent Insurance Agents of Texas (the program was also separately produced for Texas PTA). Additional in-kind support was provided by the UNM Communication and Journalism Dept., the Albuquerque Journal, and New Mexico PTA This partnership yielded an unprecedented media and marketing campaign involving the coordination of a commercial television partner (KOB-TV 4 NBC), non-commercial television partner (KRWG –TV 22 PBS), the State's major newspaper (Albuquerque Journal) and radio stations throughout the State (Citadel Broadcasting).

The documentary and live program (one hour of programming) was broadcast on:  
KOB 4 (NBC statewide) Tuesday December 12 at 7pm  
KRWG 22 (El Paso/Las Cruces) Wednesday December 27 at 9pm

A series of news stories were broadcast on:  
KOB 4 December 4 through 11 in addition to Promos and full screen teases

## HIGHLIGHTS OF THE PROJECT INCLUDED:

- Over 100 minutes of broadcast quality video developed.
- Over 150 minutes of broadcast time throughout New Mexico.
- A major front page article in the States leading Newspaper along with 3 days of ads.
- Four news stories were broadcast on the 5 and 6AM, 4, 5 and 10pm news on KOB-4.
- Over 15,000 hits on show website in the week of the program.
- Over 250 text messages sent in during the show broadcasts
- Use of **webcam and text message** technology for live program feedback.
- Creation of a **discussion guide** to be used in conjunction with the program.

## ESTIMATE NUMBER OF UNIQUE AUDIENCE

By all media outreach efforts:

**852,500**

# PARTY 101: Consequences

Dangers of Underage Parties

## FINAL REPORT December 2006

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 statewide who have or will view the program.

### TELEVISION BROADCASTS

<b>DOCUMENTARY/LIVE SHOW Broadcast</b>					<b>Households</b>
KOB	12/12/06	Tues.	7-8pm	4 rating 6 share	25,000 HH
KRWG	12/27/06	Wed.	9-10pm		2,000
TOTAL VIEWERS					54,000
<b><u>KOB NEWS STORIES AND PROMOS Broadcast Dates</u></b>					
Monday (12/4)					
	5pm	story and promo	7 rating - 11 share		43,000
Thursday (12/7)					
	5pm	promo	6 rating - 10 share		38,000
Friday (12/8)					
	4pm	story and promo	4 rating - 8 share		24,000
	5pm	story and promo	5 rating - 10 share		35,000
Sunday (12/10)					
	10pm	story and promo	8 rating - 14 share		52,000
Monday (12/11)					
	5am	story and promo	6 rating - 26 share		39,000
	6am	story and promo	8 rating - 30 share		55,000
	Noon	story and promo	4 rating - 11 share		24,000
	4pm	promo	4 rating - 8 share		26,000
	5pm	promo	8 rating - 13 share		50,000
	6pm	promo	7 rating - 11 share		47,000
Tuesday (12/12)					
	5am	promo	4 rating - 19 share		28,000
	6am	promo	6 rating - 23 share		42,000
	Noon	promo	6 rating - 16 share		38,000
	4pm	promo	5 rating - 9 share		30,000
	5pm	promo	6 rating - 10 share		39,000
	6pm	promo	7 rating - 10 share		43,000
TOTAL					653,000 HH
Non-unique VIEWERS					<b>1,306,000</b>

**Total Non-Unique Households** viewing news stories about Underage drinking, and mentioning Party 101: Consequences: **705,000 HH**

Assuming similar viewers for each of the same time newscasts, And unique viewers for the documentary broadcast, we project  
**OR**

**336,000 HH**  
**672,000 VIEWERS**

**TOUCHED MULTIPLE TIMES**

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Dangers of Underage Parties

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**FINAL REPORT December 2006**

## **KOB PROMOS**

KOB creative services department ran 36 informational promos about the program between Dec. 7 and Dec. 12 for 2,003 Gross Impressions or 64% of households with each household seeing a promo almost 5 times on average.

IN KIND DONATION: \$11,180 in commercial time

**UNIQUE HOUSEHOLDS (REACH) APPX: 30,000 HH**

**UNIQUE VIEWERS REACHED APPX: 60,000 VIEWERS**

## **RADIO BROADCASTS**

### **CITADEL RADIO**

**Households**

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Weekly Edition Public Affairs Program. Interview with Art Ortega

Sat/Sun 12/9 & 12/10 30 minute program

KKOB-FM, KRST-FM, KMGA-FM, KBZU-FM,

KDRF-FM, KTBL-AM & KNML-AM. Minimum estimate

**20,000**

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## **PRINT MEDIA**

**Households**

### **ALBUQUERQUE JOURNAL**

12/12 Tuesday  
FRONT PAGE Feature story on documentary 110,000

### **DOCUMENTARY ADS AND INFORMATIONAL STORIES:**

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12/9 ¼ page ad Entertainer Journal and Tribune 122,800

12/11 ¼ page ad Journal 110,000

12/12 ¼ page ad Journal 110,000

12/06 ALB. PUB. SCHOOLS Email Announcement 10,000

12/14 Lead Article:  
Leadership to Keep Children Alcohol Free  
Distributed to every States First Lady and Staff

### **TOTALS Not in My Family WEBSITE / TEXT MESSAGES**

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Website included a survey, feedback and ways to connect  
to the live follow up program. HITS  
December (15 days) 15,699

During Live Program on Dec. 12 TEXT MESSAGES RECEIVED over 250

### **ADDITIONAL DISTRIBUTION**

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#### **NEW MEXICO PTA**

Distributed to every PTA in New Mexico 125 copies

#### **COOPERATIVE EDUCATIONAL SERVICES**

Distributed to every school district in New Mexico 100 copies

# PARTY 101: Consequences

Dangers of Underage Parties

FINAL REPORT December 2006

TOTALS DOCUMENTARY				Households	
KOB	12/12/06	Tues.	7-8pm	3.2 rating 5 share	25,000 HH
KRWG	12/27/06	Wed.	9-10pm		2,000
<b>TOTAL HOUSEHOLDS</b>					<b>27,000</b>
<b>TOTAL PEOPLE</b>					<b>54,000</b>

ALL TOUCHES INCLUDING STORIES				Households
KOB				705,000
KRWG				2,000
Albuquerque Journal				452,800
Other Distribution (PTA / CES School Districts)				225
225 copies total X 10 each –at a minimum				20,000
Radio				
<b>TOTAL NON UNIQUE HHs TOUCHED</b>				<b>1,182,050</b>

UNIQUE AUDIENCE	Households
<b>Please note:</b> Since there is certainly some overlap in viewers, readers and listeners, especially among the same media audience (ie: KOB's 5 pm news most likely gets similar viewers every night) we have estimated conservatively based on that assumption. We have only included News stories as content here and no news promos. The promos included were content driven and so we have included them under info/promos. Also, this is <b>House Holds</b> and we have conservatively used an average of 2 people per household for audience.	
KOB documentary	25,000
KRWG documentary	2,000
KOB News Stories	237,000
KOB info/promos	30,000
<b>TELEVISION UNIQUE AUDIENCE (assumes cross viewing)</b>	<b>294,000 HH</b>
Albuquerque Journal	110,000
Other Distribution	2,250
Radio	20,000
<b>ESTIMATED UNIQUE TOTAL HH</b> <i>(does not include any web or text touches)</i>	<b>426,250</b>
<b>ESTIMATED UNIQUE AUDIENCE</b>	<b>852,500</b>