

Gonder Public Relations

Communications & Marketing

To: Glenn Austin
Fr: Peggy Gonder, APR
Re: Public Relations Report: Media Relations
Date: September 22, 2010

Summary

The National Hydrologic Warning Council (NHWC) wanted to publicize and obtain feedback about the release of ALERT2, the first major upgrade in 30 years to standards and protocols to predict floods and other water hazards. We prepared a news release in conjunction with leaders of the organization, including chair of the Technical Working Group on the standards committee. We released it via BusinessWire to major news media in 18 states in the wire service's technology corridor. A photo and caption accompanied the release, which linked back to NHWC's home page and the section of the website where the new standards could be obtained. The release also promoted the 2011 conference in San Diego. It was distributed on Business Wire Sept. 15 and emailed directly to environment reporters at the Denver Post and the Kansas City Star as the data communications standard and equipment were tested in those two cities.

Coverage from the Release

The ALERT2 news release was posted in full on 280 news and informational websites, including:

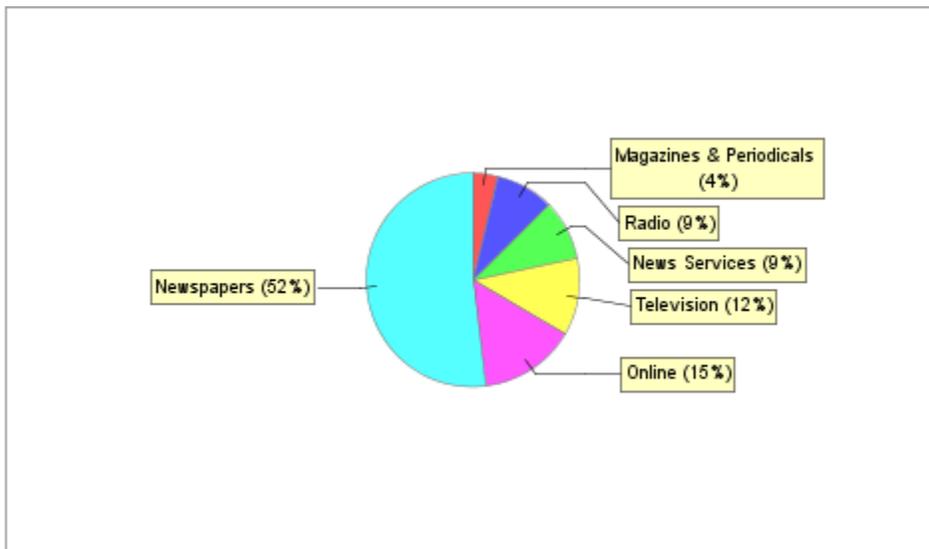
- 43 TV and radio station websites including KCBS San Francisco-Oakland, CBS2 Los Angeles, CBS11 Dallas-Ft. Worth, CBS4-Denver and KMOX – St. Louis
- 79 newspaper websites, including the Dallas Morning News, The Denver Post; Minneapolis Star Tribune, Boston Globe, Cincinnati Enquirer, San Jose Mercury News, the San Francisco Chronicle, Kansas City Star, the Houston Chronicle and Miami Herald
- 11 network and wire news sites, including CBSNews.com, American Public Media, and WorldNetDaily
- 41 trade and business publications, including Hydro Review, Richmond Technology Journal, World Energy Source and Earthtimes.org
- International sites in the UK, Australia, Germany and Belgium
- 11 search engines: Google News, AOL Search and AOL News, Yahoo News, Ask.comNews, Google Web, Yahoo! Search, Twitter, AlltheWeb.com, bing and Ask.com

In addition to these sites that are tracked through the BusinessWire portal, the ALERT2 news release was transmitted in full-text to thousands of consumer, news and financial services, reaching a potential audience of millions over and above those listed here. Coverage that appeared through tracking by GonderPR included:

- HazMat Management Magazine's online edition
- Yahoo.Canada
- Storage (<http://storage.digitalmedianet.com/articles/viewarticle.jsp?id=1204501>)

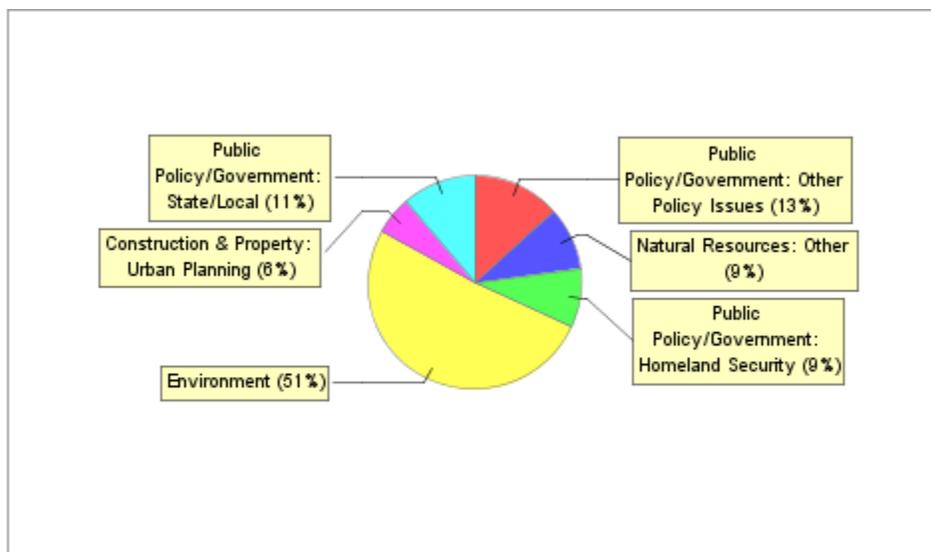
Geographic Circuits by Publication Type

The release was distributed to the following outlets in the proportions below.



Trades by Industry Type

The news release was distributed via Business Wire to trade publications in six categories: 1) Public Policy/Government (including *Roads and Bridges*, *American City and County*, 2) Government (State and local); 3) National Resources/Other, 4) Construction/Property: Urban Planning, 5) Public Policy/Government: Homeland Security and 6) Environment (*Storm Water*, *Public Works* and *Erosion Control* magazines).



Access

Reports available through BusinessWire indicate the ALERT2 news release headline was viewed by 22,292 individuals and more than 1100 viewed the full news release (1,183). One registered member of the news media viewed the release (NCBR – possibly Northern Colorado Business Report). It is probable that more members of the media viewed the release through an RSS feed that would not be captured by Business Wire. A total of 18 viewers clicked through to the NHWC website, one person downloaded the image of the ALERT2 decoder and one submitted the release to Facebook. The numbers above include 48 who viewed the release by entering search terms. Of those, 32 clicked to view an enlarged image of the photo of the ALERT2 decoder.

Of the 1,100 individuals tracked by Business Wire, 989 viewed the release on the BusinessWire site; 10 on a city search site in San Diego, 9 viewers each on sister sites in Kansas City and Topeka, 14 on DenverPost.com and the Denver search site; 7 in St. Louis, 9 via BusinessWire Canada ; 6 on Topix.net, 3 on Dallas News, 2 on World Energy Source, and 2 viewers each through Bay Area News Group/Mercury News, Connect-World, Connect.org and Optical Keyhole.

NOTE: The NewsTrack report provides a snapshot of activity by measuring access primarily on websites hosted by BusinessWire. It does not measure the thousands of media, financial and consumer systems that receive the content and host it on their servers, or search engines that do not link back to the BusinessWire.com site. As mentioned previously, the news release was accessible through 11 major search engines. Anyone who monitors news about flood warnings and hydrological studies could easily have had the NHWC news release pop up from their search.

Conclusion

The ALERT2 news release was broadly distributed to newspapers, news services and trade publications serving members who belong or could belong to NHWC. BusinessWire's enhanced online news (EON) service will keep the ALERT2 news release on the search area of the Business Wire site "forever," making it possible for persons entering search terms like "flood warning" and "hydrologic" to find the news release far into the future.

The EON release is linked to the NHWC website, providing a permanent inbound link for individuals interested in the services you provide. In addition, the release raised awareness about the new standard and the other programs NHWC offers. This media relations outreach continues to build awareness about the National Hydrologic Warning Council for editors in the media and other key audiences online reading news and trade publication sites and using search engines.