GOING GREEN/ ENVIROCAST

TSSWCB Watershed Coordination Committee
June 12, 2008

KPRC-TV's Going Green Audience Profile



As one of the highest rated TV stations in Houston, KPRC-TV along with it's newscasts, reaches well educated, well informed upscale viewers, who will be receptive to the Going Green campaign.



Best Weathercast

First Place*

* 2008 Texas Associated Press Awards

	KPRC-TV	AD 25-54 75K+ HH Income	
#1	Local2 News @ 5-7am	90,900	
#1	Local2News @ 5pm	35,350	
#1	Local2 News @ 6pm	70,700	
#1	Local2News @ 10pm	136,350	

Source: FEB '08 NSI LPM Audience Ratings

Going Green Promotional Messages;

- Monthly Messages: 52
- Adults 25-54: 1,868,000

Source: NSLLPM Estimates May 2008

Source: Marshall Marketing, 2008

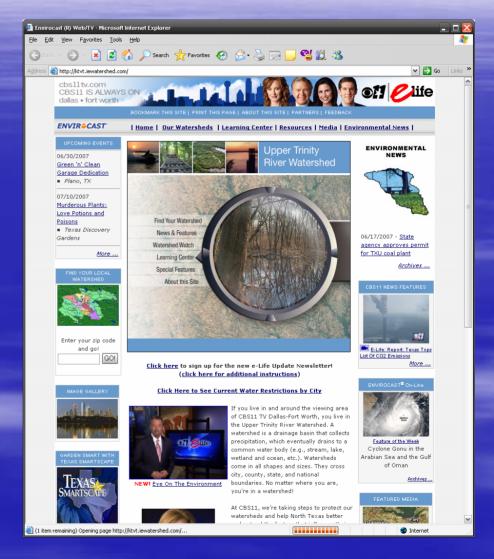
Audience	%	Index vs Market	Audience	%	Index vs Market
Age 18+	59%	108	College Grads	25%	104
\$75K+ Income	41%	113	Execs/Mgrs	41%	106

Marshall Marketing – Third party market research service. Phone-survey conducted annually to measure market media usage.

[•] Nielsen Station Index –Third party research service measures local television viewing and market rankings.

Envirocast® Website

Find Your Watershed
Learning Center
Events Calendar
Envirocast® On-Line
News Stories
Watershed Tips
Featured Media
Environmental News



THANK YOU!

http://kprc.envirocast.net

shawna@stormcenter.com

- carl.masterson@h-gac.com