

# 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 its 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: NSI LPM Estimates May 2008

### Audience

%

Index vs  
Market

Age 18+

**59%**

**108**

\$75K+ Income

**41%**

**113**

### Audience

%

Index vs  
Market

College Grads

**25%**

**104**

Execs/Mgrs

**41%**

**106**

Source: Marshall Marketing, 2008

• 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

The screenshot shows the Envirocast website in a Microsoft Internet Explorer browser window. The address bar displays <http://ktvt.iewatershed.com/>. The website header includes the CBS11 logo and the text "CBS11 IS ALWAYS ON dallas • fort worth". Below the header is a navigation menu with links for Home, Our Watersheds, Learning Center, Resources, Media, and Environmental News. The main content area features a large circular image of a river with a magnifying glass effect. To the left of this image is a menu with options: Find Your Watershed, News & Features, Watershed Watch, Learning Center, Special Features, and About this Site. Below this menu is a "FIND YOUR LOCAL WATERSHED" section with a map and a zip code input field. The right side of the page contains several news and feature sections, including "UPCOMING EVENTS" with dates like 06/30/2007 and 07/10/2007, "ENVIRONMENTAL NEWS" with a date of 06/17/2007, "CBS11 NEWS FEATURES", "ENVIROCAST® On-Line", and "FEATURED MEDIA". The footer of the browser window shows "(1 item remaining) Opening page http://ktvt.iewatershed.com/..." and the Internet Explorer status bar.

# THANK YOU!

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