

TalkSooner.org



BOD MAY 2022 LRE REPORT: TalkSooner and Gambling Prevention



HEY, PARENTS!
The **TRUTH** about Youth Vaping
4·20·22
STREAMING ALL DAY ON WOODTV.COM

Maranda
Where You Live

wood 8
abc tv

TalkSooner.org LAKESHORE
REGIONAL ENTITY

- Total of 30 minutes of content (5 segments)
- 28 Subject Matter Experts throughout LRE's 7-county region

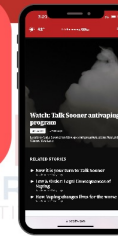
Maranda Where You Live

TALK SOONER PARTNERSHIP PROOF OF PERFORMANCE

ON-AIR & WEB RECAP

- **Talk Sooner: The Truth about Vaping**
- **Inside the teen vaping epidemic**
- **Exploring the danger of teen vaping with Talk Sooner**
- **Vaping 'True or False' with Otsego Middle School**
- **How Vaping Changes lives for the worse**
- **Law & Order: Legal Consequences fo Vaping**
- **Now it is your turn to Talk Sooner**
- **Watch: Talk Sooner antivaping program**
- **Resources on how to 'Talk Sooner' with your teens**

Total Talk Sooner category views: 4,701
Watch Talk Sooner special - 873
pageviews and avg. time on page 17:43
How vaping changes lives for the worse - 561
Vaping True or False - 369
Inside the teen vaping epidemic - 446
Exploring the dangers (eightWest segment) - 177
The truth about youth vaping - 405
Resources on how to talk sooner - 46
Now it is your turn - 65
Legal Consequences of vaping - 251



SOCIAL MEDIA PERFORMANCE

Maranda's Facebook page reached over **92,000 people** between April 17 - April 24.

20+ Facebook, Instagram and Twitter posts



4,010 IMPRESSIONS

3,449 IMPRESSIONS

3,684 IMPRESSIONS

3,422 IMPRESSIONS

WEBSITE & AD PERFORMANCE

+ 881,947 digital impressions

CREATIVE PERFORMANCE

DISPLAY ADS/PREROLLS

DISPLAY

- ✓ Brand Visibility - 246,888 Impressions
- ✓ Ad Conversion - 284 Clicks
- ✓ Ad Engagement - .12% Click-Thru-Rate

VIDEO

- ✓ Brand Visibility - 50,023 Impressions
- ✓ Ad Conversion - 32 Clicks
- ✓ Ad Engagement - .06% Click-Thru-Rate
- ✓ Video Engagement
- 40,276 Completed Views
- 80.54% Completion Rate



CREATIVE PERFORMANCE

HOME PAGE TAKEOVER

APRIL 20th, 2022

- ✓ Brand Visibility - 584,954 Impressions
- ✓ Ad Conversion - 183 Clicks
- ✓ Ad Engagement - .03% Click-Thru



78 spots on
WOOD & WOTV



StayOuttaTheDangerZone.com



GAMBLING PREVENTION:

- Mlive.com digital campaign – May = Older Americans Awareness month
 - Strong media coverage



Michigan Seniors On a Roll: Gambling Disorder Risks & Myths

For Lakeshore Regional Entity
on May 02, 2022 at 04:00 AM



As gambling activity has increased in all forms nationally and locally, so, too, has the risk for developing a full-blown gambling problem.



- **Coming Soon – stayouttathedangerzone.com website updates**

