

Engagement Impact Research Summary – Case for Support

Through the years the National Center for Media Engagement (formerly NCO) has initiated research to highlight the crucial impact of outreach and community engagement on public broadcasting stations and citizens in their communities. We have summarized research about three significant initiatives, each demonstrating notable impact.

Synopsis 1

KETC's Facing the Mortgage Crisis - 2008:

KETC coordinated on-air, online content and community interaction to address the mortgage crisis in St. Louis. This research was conducted by an independent team of social scientists from the University of Wisconsin – Madison. The assessment used a survey and time series analysis.

Results:

- ◇ Up to 40% increase in community appreciation of KETC
- ◇ Increased community interactions around the problem
 - 15.7% increase in the likelihood of discussing the mortgage crisis with others in the coming month
 - 36% increased likelihood of sharing information resources to assist others
- ◇ Spurred action and participation
 - 22.6% increase among citizens in the likelihood of supporting KETC and participating in KETC efforts in the future
- ◇ Provided pathways to resources for financial assistance
 - 3,150 additional mortgage crisis calls estimated
 - Spikes to over 100 visits per day to online resources at the KETC Web site
 - “Because of this project, I watch more KETC now than ever. It’s more of a responsible partner to the community than I ever knew it to be.” –Debbie Fagin, United Way 2-1-1

To learn more, contact Amy Shaw at KETC at ashaw@ketc.org

Synopsis 2

The Forgetting: A Portrait of Alzheimer's - 2004:

Several stations addressed Alzheimer's disease through workshops, phone banks and resources in their local communities. The engagement efforts inspired change in three realms: Learning/Awareness, Attitude Change and Behavioral Change. The National Center for Media Engagement worked with Transition Assistance Programs (TAP) to develop assessment tools. This outreach assessment was based on data collected through surveys and interviews with outreach participants and interviews of stakeholders at four sites: KCPT, MPTV, WHYY and PBS.org.

Results:

◇ Learning/Awareness

- Significant evidence that participation in outreach resulted in enhanced learning and awareness around Alzheimer's disease and resources

◇ Attitude Change

- Evidence suggested that outreach participation facilitated enhanced empathy and patience in the role of caregivers
- Reduced caregiver feelings of isolation and validated their roles
- Motivated the desire to learn more about Alzheimer's disease

◇ Behavioral Change

- Reported changes in behaviors relating to relationship formation and communication with care recipients
- Enhanced the ability to form mutually beneficial care giving relationships with care recipients

*To learn more, visit http://mediaengage.org/resources/media/Forgetting_Final_Summary.pdf

Synopsis 3

Two Towns of Jasper - 2003:

Together with the National Center for Media Engagement, Wisconsin Public Television selected a sample of 3,000 members to invite to either attend "Coming Together", an interactive event, or to simply watch the broadcast premiere of "Two Towns of Jasper". Research was led by WPT in collaboration with the University of Wisconsin-Madison and was based on a post-participation survey.

Results:

◇ The 925-response survey revealed noteworthy differences associated with each level of participation

- Those who watched the program or attended the event were considerably more likely to feel they could make a difference in the community.
- People who chose to attend the event were significantly more likely share some of the following characteristics: women, younger, lower income, nonwhite, and people who have been active through WPT.
- Outreach involvement with "Two Towns" appears to correlate with citizens' critical thinking about the news AND they are more likely to recognize racism as a problem in the community.
- People who avoided deeper engagement tended to have more conservative viewpoints and were overall more racially insensitive.

*To learn more, visit http://mediaengage.org/resources/media/two_towns_full.cfm

*Full reports of these initiatives are available upon request.