

*Communications committee report to
the CASA board of directors
Degree of Recognition
March 17, 2005*

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Performance measure 5

“Degree of recognition by emitters and general public of CASA as a major vehicle for delivering improved air quality management for Alberta.”

March 17, 2005

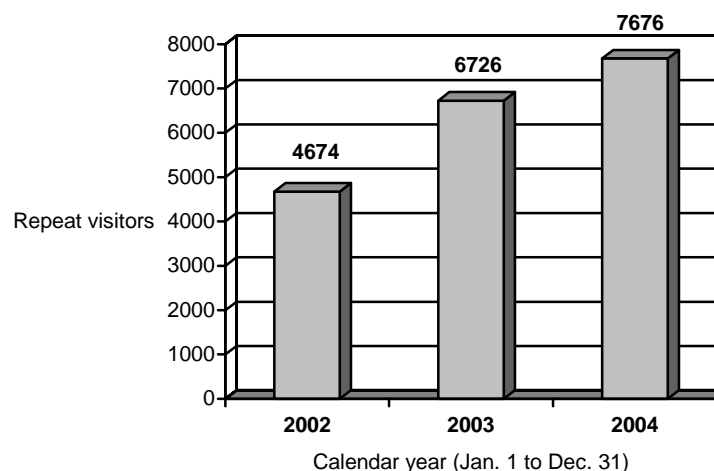
1. 2004 indicators results

1a. Web site indicator

In 2004 there were 7,676 repeat visitors to the CASA Web site based on data from Jan. 1, 2004 to Dec. 31, 2004. This is an increase of 14 per cent or 950 more repeat visitors in 2004 compared to 2003.

Year	Repeat visitors	Increase/decrease (+/-)	Per cent (%) (+/-)
2002	4,674	-	-
2003	6,726	+ 2,052	+44%
2004	7,676	+950	+14%

Repeat visitors to the CASA Web site



1b. News stories indicators:

2004 is the second year data has been available. Qualifying Alberta news stories are sorted into one of the three categories shown in the news story counts table. The counts for each category are used to calculate the three indicators.

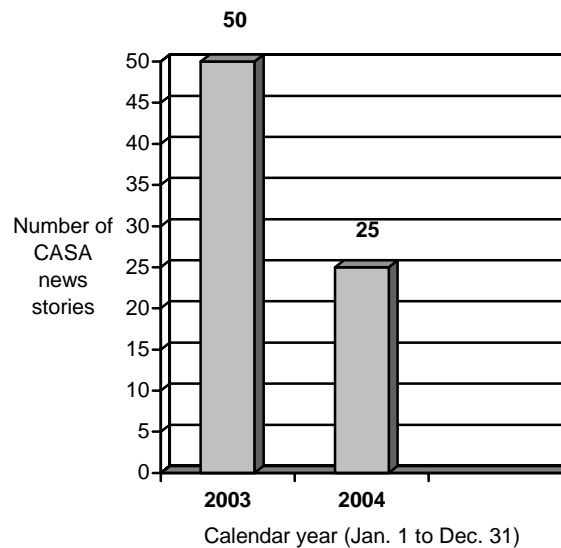
Alberta news stories counts

Categories	Year	Counts	(+/-)
News stories that mentioned CASA but not air quality	2003	34	-
	2004	16	-18
News stories that mentioned air quality	2003	59	-
	2004	47	-16
News stories that mentioned both CASA and air quality	2003	16	-
	2004	9	-7

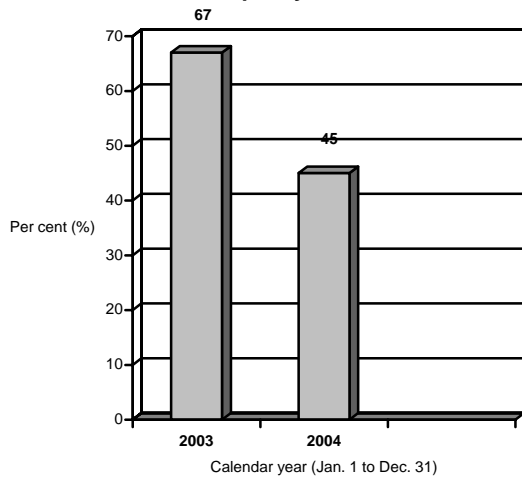
Alberta news stories indicator results

Indicators	Year	Results	(+/-)
Number of news stories that mentioned CASA	2003	50	-
	2004	25	-25
All news stories that mentioned CASA over all news stories that mentioned air quality	2003	67%	-
	2004	45%	-22%
News stories that mentioned both CASA and air quality over all news stories that mentioned air quality	2003	21%	-
	2004	16%	-5%

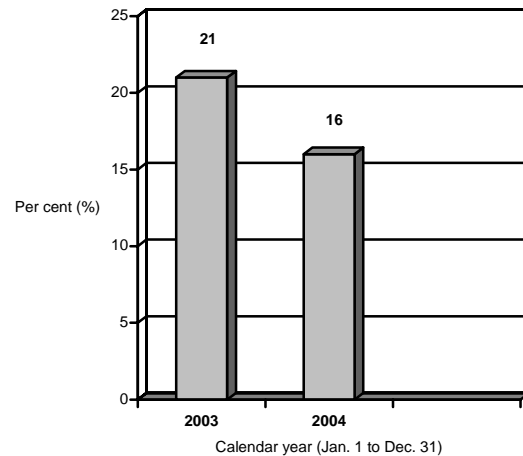
CASA news stories count



CASA news stories as a percentage of air quality news stories



CASA-air quality stories as a percentage of air quality stories



2. Recommendations/decisions requested of the board

The communications committee recommends the CASA board of directors:

1. Accept the Web site indicator result for 2004 of 7,676 repeat visitors to the CASA Web site (<http://casahome.org>).
2. Accept the new stories indicators results for 2004 as follows:
 - a. 25 Alberta news stories mentioned CASA.
 - b. The percentage of all Alberta news stories that mentioned CASA over all Alberta news stories that mentioned air quality is 45.
 - c. Of all the Alberta air quality news stories, 16 per cent mentioned CASA.

3. Background

The Web site indicator framework was approved by the board at its June 2002 meeting and the new stories indicators framework was approved at its Nov. 2002 meeting. Both frameworks were developed by the communications committee collaborating with the performance measures sub-committee.

3a. Web site indicator background

The approved Web site indicator for the degree of recognition measure is the number of visitors who have visited the CASA Web site more than once over a one-year period.

The Web site statistic was chosen because it mitigates the impact of accidental one-time visitors to the CASA Web site and the impact of short-term increases in Web site traffic based on the promotion of pilot projects on the CASA Web site. This statistic implies there is a purpose to the multiple visits and it is assumed therefore that those visitors recognize CASA and its purpose.

The first one-year period for the Web site indicator began January 1, 2002 and ended December 31, 2002. A trend over five years should indicate any change in public recognition of CASA.

3b. News stories indicators background

Three news stories indicators were approved to gauge the public exposure CASA receives from news coverage. The three indicators are:

1. Number of news stories that mention CASA in a calendar year.
2. All CASA news stories over all air quality news stories in a calendar year.
3. CASA and air quality news stories over air quality news stories in a calendar year.

The first one-year period for collecting news stories began January 1, 2003 and ended December 31, 2003.

4. Methodology for assessing the indicators

4a. Web site indicator

1. Each year, starting in 2002, a statistical report of CASA Web site usage is generated from data contained in logs on the CASA Web site server. The yearly report covers a one-year period that starts January 1 at 00:00:00 and ends December 31 at 23:59:59.
2. From the yearly report, the number of visitors who visited the CASA Web site more than once is extracted and reported to the board for its March meeting.
3. A chart is created to show the results for each calendar year over a five-year period.

4b. News stories indicators

1. On a daily basis, news stories from Alberta media outlets are screened for the terms “Clean Air Strategic Alliance”, “CASA”, and “air quality” by a media clipping service and qualifying news stories are forwarded to the CASA secretariat.
2. News stories are categorized and counted as follows:
 - a. A single news story containing, once or multiple times, the phrase “Clean Air Strategic Alliance” and/or the acronym “CASA” (referring to the Clean Air Strategic Alliance), and does not contain the phrase “air quality” is counted as one **CASA only news story**.
 - b. A single news story containing, once or multiple times, the phrase “air quality”, and does not contain the phrase “Clean Air Strategic Alliance” and/or the acronym “CASA” (referring to the Clean Air Strategic Alliance), is counted as one **air quality only news story**.
 - c. A single news story containing, once or multiple times, the phrase “Clean Air Strategic Alliance” and/or the acronym “CASA” (referring to the Clean Air Strategic Alliance), AND the phrase “air quality”, is counted as one **CASA-air quality news story**.
3. Each one-year period is a calendar year, starting January 1st and ending December 31st.
4. The three news stories indicators are calculated as follows:
 - a. Number of news stories that mention CASA in a calendar year = **CASA only news stories + CASA-air quality news stories**.
 - b. All news stories that mention CASA over all news stories that mention air quality in a calendar year = **(CASA only news stories + CASA-air quality news stories) divided by (Air quality only news stories + CASA-air quality news stories)**.

- c. News stories that mention both CASA and air quality over all news stories that mention air quality in a calendar year =
(CASA-air quality news stories) divided by
(CASA-air quality news stories + Air quality only news stories).
- 5. A chart is created to show the yearly results over a five-year period.