

# CASA Referral Sources

(Please be as specific as possible)

1. Where did you hear about CASA?

## Television

- Comedy Central
- Spike TV
- ESPN
- TBS
- TNT
- USA
- Local Station

Which one? \_\_\_\_\_

## Radio

- KLLL - 96.3
- KLBB - The Eagle 93.7
- KMMX - MIX 100.3
- KONE - Rock 101.1
- KQBR - Lonestar 99.5
- KBTE - 104.9 The Beat
- KLZK - 107.7 YES FM

## Poster/Billboard

- Tahoka HWY 4
- Brownfield Rd. & Alcove
- 19th St. & Ave O

## Movie Theater

- Lubbock 15 IMAX
- Stars & Stripes Drive In
- Lamesa Movieland

## Social Media

- Facebook
- Twitter

## Website

- [www.casaofthesouthplains.org](http://www.casaofthesouthplains.org)
- [www.becomeacasa.org](http://www.becomeacasa.org)
- [www.texascasa.org](http://www.texascasa.org)

## Word-of-Mouth

2. Do you recall the type of advertising campaign? (ex. CASA 50 in 50, Every Child Has a Chance...It's You)

3. When did you most recently hear of CASA?

4. When did you first hear of CASA? (ex. 1 week ago, 3 months ago)

5. When you first heard of CASA, do you recall where?

6. What caused you to call *now*?