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NATIONAL
MEDIA FORUM

National Media Forum
on Highway Safety

November 3 - 5, 2004 • New York, NY



www.nhtsa.dot.gov
nhtsa 
people saving people

Tools of the Trade



Where Do You Start?

- All compelling work starts with the process of *strategic planning*
- The discipline of strategic planning will allow you to uncover key insights that will relate to your target audience



Where Do You Start?

- Review secondary research
 - Facts and figures about the issue
 - Review of previous/similar campaigns
 - Industry experts
 - Consumer trends
- Conduct consumer research
 - Qualitative
 - Quantitative
- Uncover key insights that are unique, relevant and actionable



How Do You Create Great Work?

- Once you've discovered key insights from the research, that information is used to develop a creative brief



How Do You Create Great Work?

- A creative brief must be completely single-minded
 - Background – Why are we advertising?
 - Target audience – Who are we talking to?
 - Target insight – What will get their attention?
 - Main message – What should the advertising say?
 - Support for message – Why should they believe us?
 - Call to action – What do we want the target to do?



Creative Examples



Reducing Youth Gun Violence

- Target Audience
 - At risk youth
- Consumer Insight
 - In an environment where guns are perceived as a necessity for survival and options are limited, prison is seen as a right of passage and death is not a deterrent
- Creative Strategy
 - Leverage the importance of family to get youth to reconsider carrying illegal guns
- Creative Concept
 - Youth does the crime, family does the time



Family Consequences TV



Obesity Prevention

- Target Audience
 - Family builders – 20 to 49 year old parents
- Consumer Insight
 - Americans perceive eating healthy and getting exercise as have-to-dos, and not something attainable in our crazy, hectic, 24/7 lives
- Creative Strategy
 - Incorporating healthy behaviors are simpler than you think and completely manageable when taken a step at a time
- Creative Concept
 - Take small steps to a healthy you



Small Steps TV



Youth Voter Participation

- Target Audience
 - Non engaged 18 to 24 year olds
- Consumer Insight
 - Even the non engaged kids are a lot more engaged in the political process than they realize
- Creative Strategy
 - You're already engaged, so acting on what matters to you is a lot easier than you think
- Creative Concept
 - Don't just take a stand. Act. Register and Vote.



Vote TV



What If The Creative Doesn't Match The Strategy?

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- Be vigilant, be tough, it's critical to get it right
- Don't be afraid to start over
- A strategy that uncovers real consumer insight should be seen and felt in the creative concepts
- A great strategy lends itself to all marketing vehicles from TV to a bumper sticker



How Many Ways Can You Reach Them?

- Integrated marketing is a lot more than TV
- People consume media in many ways
 - Advertising
 - TV, Radio, Print, Outdoor, Web
 - Direct
 - Letters, Phone Calls
 - Collateral
 - Brochures, Free Standing Inserts
 - Internet
 - Website, banner ads
 - Public Relations/Earned Media
 - Media Relations, Grassroots Marketing



What Are The Benefits Of Earned Media?

Karen Gruebnau
GMMB



Earned Media

Supporting Traffic Safety Through Sustained Communications



What Is Earned Media?

- Earned media is getting the news media to cover *your* story and *your* message on *your* terms
- Earned media is not free – you have to work for it
- Effective earned media for an ongoing issue must be planned throughout the year. Multiple techniques, activities, events, and channels must be employed



Earned Media

Advantages

- Generally less expensive
- Generally more credible because it comes through ostensibly objective third party

Disadvantages

- Difficult to control message
- Difficult to control placement, therefore difficult to target
- For a repeated story, hard to maintain interest



What Is Paid Media?

- You pay media outlets to run *your* ads with *your* message when *you* want them to run
- You control who sees/hears your message
- A successful paid media plan requires extensive research
- Paid media can be expensive
- An effective advertising strategy is part of an integrated campaign



Paid Media

Advantages

- Controlled message
- Controlled placement – ability to target
- Repetition

Disadvantages

- Cost – both for production and placement



How Do Earned and Paid Media Work Together?

- Earned media supports advertising
- Earned media builds support beyond the target audience
- Earned and paid media must carry the same message



How Do You Get Earned Media?



First, You Must Have Something To Say

- The News Hook
 - Hard news
 - News you can use
 - Localized angles
 - Feature news
- But in all cases, it has to be something that reporters and editors:
 - Care about
 - Think is important
 - Think their consumers will want to hear or read about



Message Discipline

- Develop key points to explain your news hook and drive all communications
 - Maintain consistent message throughout campaign
 - Prepare spokespeople: media training
- Remember that for seat belt and impaired driving enforcement campaigns, the media hook should shine a spotlight on the enforcement



Example: Deadbeat Drivers

- Zero Tolerance for drivers who admit to not always buckling up kids when they know it's illegal and dangerous
 - Police cracking down by stopping and ticketing deadbeat drivers
 - Public outrage toward deadbeat drivers -- equivalent to child endangerment
- National commitment and public acceptance key to law enforcement participation



THE NATION'S NEWSPAPER



NO. 1 IN THE USA . . . NEARLY 6 MILLION READERS A DAY

November 23, 1999

Police looking to pull over child-safety scofflaws

By Abe Estimada
USA TODAY

WASHINGTON — Click it, or get a ticket.

If you have kids in the car, those are words to live by this week as 7,000 police agencies nationwide begin cracking down on drivers who don't follow seat-belt laws for children.

Authorities are particularly serious because it's Thanksgiving week, usually the busiest travel time of the year.

Car crashes killed 2,009 children ages 16 and under in 1998. About half of those children weren't wearing restraining devices, according to federal transportation data.

"Car crashes are the leading cause of death among children, and it is an adult responsibility to make sure that their children are buckled up," National Transportation Safety Board



By Sarah Rengewer

In Bakersfield, Calif.: Andrew Nunez, 9 months old, wait in their mom's car at a safety-seat

Chairman Jim Hall says. The crackdown is part of the Air Bag and Seat Belt Safety Campaign, which is held each spring and November at the

fail to secure their children. highest fines in the USA, up to

"It's just a matter of high-risk behavior and disregard," Dewey says. "That's why we have said that these drivers, 'dead-beat drivers,' need to be ticketed, stopped and fined, to keep kids safe."

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The New York Times

Drive to Push Seat Belt Use By Children

WASHINGTON, Nov. 22 — Police officers nationwide will be stepping up enforcement of the laws on seat belts for children during this Thanksgiving week, Department of Transportation officials said today.

“Enforcement translates into higher restraint use,” Transportation Secretary Rodney Slater said.

front seat or back seat. Twenty-five states require that children up to 16 be restrained at all times.

Over the two years that the campaign has focused on drivers not buckling up their children, seat belt use is up and deaths are down. Fatalities for children under 5 have declined 12 percent. And seat belt use has increased from 62 percent to 70

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A study of 800 adult drivers that was released today by the seatbelt campaign contained both bad news and good news: The study found that 13 percent of those who regularly drove with children under age 12 admitted not making sure the children were always restrained. On the other hand, 70 percent of drivers said they felt angry when they saw unbuckled children in a car.

Law enforcement agencies in every state will conduct child safety checkpoints. The officers will also enforce the laws on seat belts for adults.

All states have laws requiring that children under 4 be restrained while riding in a car. But the laws vary with regard to upper age limit, type of vehicle and even whether a passenger is in the

saw unbuckled children in a car.

“Drivers who consciously break the law and knowingly place children at deadly risk by failing to buckle them up are deadbeat drivers,” said Janet Dewey, executive director of the seatbelt safety campaign. “And they need to be stopped, ticketed and fined.”

Chicago Tribune

The Truly Deadly 'Deadbeat Driver'

Thursday, November 25, 1999 — Drivers who won't buckle up their kids to save their lives have an added incentive to do it anyway this holiday weekend — to save money.

The Illinois State Police and the Chicago Police Department have joined a national effort to step up enforcement of child seat-belt and infant-restraint

up their kids know that traffic accidents are the leading cause of death for children. And they know it is illegal to drive with a child unrestrained in the car. But they do it anyway.

According to the survey, they have their reasons: They're in a hurry, their kids put up a fight about it, they don't think they'll get in an accident,

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It's appalling to think that any parent wouldn't buckle up a child, because automobile accidents are the leading cause of death for children ages 5 to 14. More than 2,000 infants and children died in car crashes last year, and almost 320,000 were injured.

changed forever by catastrophic injuries would be whole today if they had been properly buckled in. So why don't parents make the minimal effort to protect their kids from injury or death?

A new survey, commissioned by the Air Bag and Seat Belt Safety Campaign, found that an astonishing 71 percent of drivers who don't buckle

“buckle-up” habit from infancy and who always wear seat belts themselves don't usually have to fight with their kids about it. And those parents who prefer to give in rather than fight over it? They're increasing their chances of not having any kids around to put up a fight.

How To Sustain Coverage of Your Issue Over the Long Haul?

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- Develop a plan that includes multiple activities, techniques, events, and channels
- Employ a rhythm – peaks and valleys
- Put a new top on your story or develop new angles that cause media to find it interesting
- Attach to other relevant news



You Must Know Who To Call

- Identify reporters who cover the issues you wish them to report and keep those lists current
- Develop a strong and positive relationship with key reporters
 - Set up meetings with reporters/editors
 - Track the stories reporters cover and their interests
 - Be responsive
 - Respect their deadlines



You Must Prepare To Pitch

- Broadcast
 - For television, focus on the visual
 - Networks and local stations want an expert; or a real person with a personal story
- Print
 - Reporters/editors want an expert and/or data to support what you're doing



You Must Get Your Information in Front of the Media

- Events/media opportunities, i.e., checkpoints
- News Conferences
- Media briefings
- One-on-one or “desk side” meetings
- Editorial board meetings
- Power of a good story
- A good spokesperson



Focus On The Basics

- Advisory
- News release
- Pitch letter
- Pitch calls
- Examples include: Template media materials from the NHTSA planner and the Air Bag & Seat Belt Safety Campaign's Law Enforcement Action Kit





November 25 – December 1 , 2002

NEWS ADVISORY

November 21, 2002

CONTACT:

John Chambers at 202.338.8700 or 202.258.0448

**12,253 LAW ENFORCEMENT AGENCIES NATIONWIDE
CRACK DOWN ON SEAT BELT SCOFFLAWS**

*U.S. Military Joins Largest Seat Belt Mobilization Ever
To Fight Leading Killer Of U.S. Servicemen and Women*

(Washington, D.C.) – As Americans rely on the U.S. military more than ever to protect them, the greatest danger military personnel themselves face is motor vehicle crashes. That's why the nation's armed forces will join more than 12,000 law enforcement agencies in a nationwide crackdown against seat belt violators starting November 25th and continuing through the Thanksgiving holiday weekend. The enforcement blitz comes as new data show that more men and women in uniform die in traffic crashes than combat or training combined.

Vehicle crash deaths among military personnel on and off base are up 35 percent from last year – the highest fatality rate for military personnel in the last four years. This year alone, more than 320 military personnel across all services lost their lives in traffic crashes both on and off the job. Tragically, nearly half of those young servicemen who failed to wear seat belts could have survived if they had buckled up. Military personnel by virtue of age and gender typically epitomize high-risk drivers and low belt users: males ages 18-25.

During the *Operation ABC Mobilization* law enforcement officers will intensify enforcement of seat belt and child passenger safety laws by setting up checkpoints or saturation patrols. Seat belt violators and drivers failing to restrain their child passengers will be ticketed.

- WHAT:**
- National News Conference to Launch the *Operation ABC Mobilization*
 - Child Safety and Seat Belt Police Checkpoint
- WHO:**
- **Dr. Jeff Runge**, Administrator, National Highway Traffic Safety Administration (NHTSA)
 - **General William L. Nyland**, Assistant Commandant of The U.S. Marine Corps
 - **Carol Carmody**, Chairman, National Transportation Safety Board
 - **Ron Ruecher**, Superintendent, Oregon State Police and Incoming President of S&P Division of the International Association of Chiefs of Police
 - **Chuck Hurley**, Vice President, National Safety Council and Executive Director, Air Bag & Seat Belt Safety Campaign
 - **Military serviceman w/ testimonial**
- WHERE:** Marine Barracks
8th & I Streets SE
Washington, D.C. 20010
- WHEN:** 10:00 a.m., MONDAY, NOVEMBER 25, 2002
POLICE CHECKPOINT FROM 6 A.M.-12 P.M. AT THE CORNER OF 8TH & I STREETS





May 20-27, 2002 - November 25 - December 1, 2002

FOR IMMEDIATE RELEASE:

Embargoed: November 25, 2002 --10:00 a.m.

Contact: John Chambers

202.338.8700
202.285.0448 cell

**U.S. ARMED FORCES JOIN LARGEST SEAT
BELT CRACKDOWN IN U.S. HISTORY**

*Military Aim To Fight Leading Cause Of Death In
The Armed Forces - Motor Vehicle Crashes*

(Washington, D.C.) - As Americans rely on the U.S. military more than ever to protect them, the greatest danger military personnel themselves face is motor vehicle crashes. That's why the armed forces are joining more than 12,000 law enforcement agencies in a nationwide crackdown against seat belt violators. The enforcement blitz comes as new data show that more young men and women in uniform are killed in traffic crashes than in combat or training combined. The *Operation ABC Mobilization* starts today and continues through the Thanksgiving holiday weekend.

"With more than 12,000 law enforcement agencies blanketing roads, and U.S. military bases around the world cracking down on seat belt violations, seat belt laws are being enforced. That's why now, more than ever before, not buckling up is likely to cost you a hefty fine. Sadly and more important, not buckling up could cost you your life," said National Highway Traffic Safety Administration (NHTSA) Administrator Jeffrey W. Runge, M.D., who is an emergency physician. "We must do everything we can to prevent these senseless tragedies on the road."

Vehicle crash deaths among military personnel on and off base are up 35 percent from last year - the highest fatality rate for military personnel in the last four years. More than 320 military personnel across all services lost their lives in traffic crashes this year alone. Tragically, nearly half of those young servicemen and women who failed to wear seat belts could have survived if they had buckled up. Military personnel by virtue of age and gender typically epitomize high-risk drivers and low belt users: males ages 18-25.

"We are losing more young men and women in traffic crashes than in combat and training combined," said U.S. Marine Corps Commandant General James Jones. "We don't leave our young servicemen and women on the battlefield and we shouldn't leave them on the highway either." Faced with a particularly high death rate compared to the other services, the Marine Corps has taken the lead in cracking down on seat belt violators.

In addition, recently enacted Department of Defense funding legislation strongly encouraged the Secretary of Defense to "direct all services to join the Marine Corps in actively participating in the *Mobilization* and other similar seat belt usage efforts throughout the year."

During the *Mobilization*, law enforcement officers will intensify enforcement of seat belt and child passenger safety laws by setting up checkpoints or saturation patrols. Seat belt violators and drivers failing to restrain their child passengers will be ticketed.

-more-



Air Bag & Seat Belt Safety Campaign • c/o 1310 Wisconsin Ave., NW • Suite 800 • Washington, DC 20007
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Page Two ... Operation ABC Mobilization

"Strong laws and strict enforcement of those laws are the only proven ways to get significant increases in belt use," said Carol Carmody, Acting Chair of the National Transportation Safety Board. "Seat belt use in states that conduct high visibility enforcement is 10 to 15 percentage points higher than in states that simply conduct public education."

High visibility enforcement relies on periods of intense enforcement of seat belt laws coupled with aggressive communications to let people know about the enforcement. For many non-seat belt users, and especially young people, the threat of a ticket has proven to be a more effective inducement to buckle up than the threat of injury or death. According to NHTSA, if every state conducted high visibility enforcement, 5,000 to 7,000 lives could be saved each year.

Teens will continue to be a key target of the *Mobilization* as well. Fatality rates for teens are twice that of older drivers, and the risk of crashes for teens is four times that of older drivers. This year, approximately 9,000 Americans, adults and children, will die in crashes simply because they failed to buckle their seat belts.

In an effort to encourage belt use among teens, many states are reaching out to high school principals to make announcements about stepped-up enforcement efforts throughout Thanksgiving week urging students to buckle up and avoid a ticket. In addition, nearly 400 college and university police departments with a combined student population of more than 4 million have signed on to the *Mobilization*.

"While the armed forces do everything they can to protect families from the unpredictable threat of terrorism, we must continue to address the most predictable and leading risk our families and military face every day - traffic crashes," said Chuck Hurley, executive director of the Air Bag & Seat Belt Safety Campaign and a Vice President at the National Safety Council. "The fact that our armed forces are not immune to these preventable tragedies is cause enough to make seat belt enforcement a national priority. We are honored to be working with them," said Hurley, who previously served as a naval officer.

Thanksgiving is one of the most dangerous holidays for motorists. The National Safety Council predicts that 575 people will die and 30,500 people will suffer disabling injuries resulting from traffic crashes during the Thanksgiving holiday period.

The *Mobilization* is conducted twice yearly by the Air Bag & Seat Belt Safety Campaign of the National Safety Council in conjunction with law enforcement agencies, state highway safety offices, NHTSA and the NTSB. The *Mobilization* is also part of Buckle Up America, an ongoing NHTSA initiative to increase belt use and save lives.

Law enforcement officers participate in the *Mobilizations* because they save lives. The U.S. Department of Transportation (DOT) reported recently that child fatalities from traffic crashes have declined by 20 percent since 1997, when the *Mobilizations* began, and more than 39 million more Americans are buckling up. The DOT has credited the *Mobilizations* for significantly contributing to this decline and for dramatically increasing adult and child restraint use.

####

Beyond The Basics

- Op-ed
- Letter to the Editor
- Drop in articles
- Photo release
- Audio News Release (ANR)
- B-roll / Video News Release (VNR)



Expect the Best Prepare for the Worst

- Have a crisis communication plan ready in advance
 - Identify spokespeople
 - Media train spokespeople
 - Create a chain of alert
 - Prepare materials to support initiative



Earned Media

Supporting Traffic Safety Through Sustained Communications



Paid Media and Talent Issues



Media Speak 101

- Reach
- Frequency
- Gross Rating Points (GRPs)
- Cost Per Point (CPP)
- Flight
- Daypart
- Bonus Spots



Paid Media

- Key Questions
 - Who do you want to reach?
 - Demographic
 - Geographic
 - What is the budget?



Paid Media--Media Selection

- Characteristics of different media
 - Broadcast Television
 - Cable Television
 - Radio
 - Outdoor
 - Print



Paid Media--Other Questions

- Length of campaign
- What level of communication?
 - Reach v. Frequency



Paid Media--Resources

- MRI--Mediamark Research Inc.
(national)
- Scarborough--(local)
- Nielsen--(TV viewing)
- Arbitron--(Radio)



Evaluating a Media Plan

- Is the target audience correct?
 - Primary, Secondary, Tertiary
 - Sub-targets (i.e., Pick-up drivers)
- Is the geography/market correct?
- Is the budget compatible with the geographic objectives?



Evaluating a Media Plan

- Do the GRP levels meet the goal?
 - TV
 - Strong--200 GRPs per week
 - Very Strong--300 GRPs per week
 - Radio
 - Strong--150 GRPS per week
 - Very Strong--200 GRPs per week
- Media Mix



Giving your agency good direction

- Define your target
- Budget
- Dates
- Geography
- Mandates and/or Limitations
- Available creative



Measuring Success for Media Campaigns

- Was the GRP goal met?
- Was programming correct?
- What was the overall value-added?
 - Goal is one-to-one
 - Other value added (i.e., Web sites, sponsorships, etc.)



Broadcast Talent Issues

- Some important terms for broadcast talent:
 - Unions--Screen Actors Guild (SAG) & American Federation of Television and Radio Actors (AFTRA)
 - Signatory---An entity that employs union talent and agrees to abide by the union regulations. This may be the agency or the client.



Broadcast Talent Issues

- Costs associated with union talent
 - Session Fee--one time payment to the talent for production of the commercial
 - Residuals--Fees paid to talent after the initial session fee based on holding or usage calculations
 - Holding Fee--Applies to television only--payment made every 13-weeks to ensure that the spot is available for future use
 - Usage Fee--Cost associated by medium by population to the talent for each use



Issues with Broadcast Talent

- Always ask if the creative uses union talent. If so, ask for estimated costs associated with airing the commercial.
- You cannot make changes to a union talent spot (with the exception of end tags) without paying session fees to the original talent.



Issues in Broadcast Talent

- Never mix union and non-union talent in the same spot.
- Right-to-work states--May be exempt from union rules. However, if agency or client is a signatory, union rules always apply.
- Both the CIOT and YDDYL national spots for radio and TV are governed by union rules.



Key Questions

- Does the commercial use union talent?
- Does the commercial require any changes?
- Where and when will the spots air?
- Are holding fees up-to-date for TV spots?

