

2010



national communications plan

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Great Progress Has Been Made, But There is Still Much to Do

Since record keeping began in 1961 the number of traffic fatalities on our nation's roads and highways is at an all-time low. In fact, fatalities dropped an unprecedented 9.7 percent between 2007 and 2008. We've made great progress in increasing seat belt use, increasing the use of child safety seats and reducing impaired driving.

Yet, tragically in 2008, **37,261** people still needlessly died and another **2.35 million** were injured in traffic crashes.

So, while great progress is being made, the sad reality is thousands of the deaths and injuries last year could have been prevented had more people acted responsibly and worn their seat belts, decided to not get behind the wheel after drinking, slowed down, or simply just paid more attention to their safety when driving.

That makes the mission of the National Highway Traffic Safety Administration (NHTSA), shared by state partners, to save lives, prevent injuries, and decrease traffic crashes more important than ever. While the successes are certainly noteworthy, there is still much more to do.

Impaired Driving and Other Challenges Still Need to Be Addressed

For several years, alcohol-impaired fatalities

had remained mostly unchanged, but as overall fatalities decreased in 2008, so did alcohol-impaired fatalities, by nearly 10 percent. While that number is significant and should be applauded, the 11,773 people killed in these alcohol-impaired fatalities accounted for 32 percent of total motor vehicle crash fatalities. That's nearly one-third of all fatalities that could have possibly been prevented.

It also should be noted that while overall alcohol-impaired fatalities dropped, according to an FBI study, the number of DUI arrests of women have increased nearly 30 percent in the last 10 years. Between 2007 and 2008 alcohol-impaired women drivers involved in fatal crashes increased in 10 states, while remaining flat in five states. That equates to almost 1,700 female alcohol-impaired drivers, a growing segment that will be addressed in upcoming collateral materials.

If we as a nation want to continue to decrease fatalities due to alcohol impairment, then we must now maximize the combined power of Strategic Communications and High Visibility Enforcement to create even greater change in socially accepted behaviors which will save more lives on our highways.

This is one of the biggest reasons why a strong national enforcement brand, *Drunk Driving. Over the Limit. Under Arrest.*, was created and introduced in August 2006 — and why NHTSA continues to have a second national impaired driving enforcement crackdown supported by paid advertising each December holiday season.

Alcohol-impaired fatalities are not the only area needing attention and improvement. While NHTSA's research shows child safety seat use is at an all-time high for children under the age of one, nearly three out of every four seats are not being used properly.

Our Work on Seat Belts Shows the Way

This year marks the 10th anniversary of the start of “Click It or Ticket” in the United States and the results have been remarkable. Since North Carolina led the way with the first program, it has been adopted by nearly all states and has sprouted into other High Visibility Enforcement initiatives at the regional and local levels.

Since the “Click It or Ticket” mobilizations began in 2000, about \$125 million has been spent on media, almost 3 million seat belt citations have been issued and seat belt use has risen in every State.

It is no coincidence that in 2009, seat belt use rates at the national level reached an all-time high of **84 percent**.

This achievement is a testament to the fact that High Visibility Enforcement when combined with strong, strategic paid and earned media produces strong results.

Strong Brands Backed By Strong Data and High Visibility Enforcement Create Results

Through “Click It or Ticket,” *Drunk Driving. Over the Limit. Under Arrest.* and their accompanying High Visibility Enforcement Mobilizations, significant progress is being made.

Some may say messages like “Click It or Ticket” need to be freshened from time-to-time. While we certainly need to continue to look at new ways to present a consistent, strong message, we must remain loyal to these already established, known brands. As proof of brand success, some may not know that in 2003, “Click It or Ticket” name recognition was at a low of 35 percent, but through collective strong enforcement efforts, strategic communications and message discipline, in 2007 that recognition increased 44 percentage points to 79 percent.

And since enforcement activities have remained aggressive, there is now an increased perception of the severity of seat belt enforcement and an increase in public support for it.

What “Click It or Ticket” has done for seat belt use, we need to continue to develop for the *Drunk Driving. Over the Limit. Under Arrest.* brand.

The Rise of Distracted Driving

With more technology usage than ever before, driver distractions have risen to unprecedented numbers. We live in a world where people expect instant, real-time information 24 hours a day, and those desires do not stop just because people get behind the wheel. Drivers simply do not realize the dangers that are posed when they take their eyes off the road and their hands off the wheel and focus on activities other than driving.

Thanks to the leadership of President Obama and U.S. Secretary of Transportation Ray LaHood, the deadly topic of distracted driving, has recently made its way to the forefront. As NHTSA continues to focus on occupant protection and alcohol issues, it will also be working to bring full-light to

this epidemic that causes thousands of deaths and hundreds of thousands of injuries each year.

This topic has been the interest of the media at the National, State and local levels and has helped create a buzz about highway safety like never before, so now is the time to continue this national debate and make a real difference.

Our efforts in Distracted Driving will certainly continue to evolve as new State laws go into effect and as new High Visibility Enforcement campaigns begin to be established. But, just like “Click it or Ticket” and *Buckle Up America* this new endeavor needs support from all levels, and NHTSA is excited to work side-by-side with the States to help stop this epidemic. **(For more information on distracted driving please visit www.distraction.gov.)**

Continued Success Depends on Continued Coordinated and Focused Efforts

The good news we are seeing—record-low fatalities on our highways—can be attributed in some part to lower vehicle miles traveled and a slower economy. But these record-low fatalities, higher seat belt use, and appropriate child seat use also come from the hard work that has taken place at both the State and National level over the past decade in direct support of highway safety enforcement and communications.

In order for us to continue to create real behavioral change in all areas of highway safety, we must continue to coordinate our efforts across the National, State and local levels. Working together on a united front will enable us to have the greatest impact.

Creating real behavioral change comes from

staying true to strong brands, and redoubling our efforts to support high visibility enforcement, in conjunction with the latest strategic communication techniques that carry these life-saving messages to the driving public. A recent report issued by NHTSA details the success of this effort and draws a direct correlation between “Click it or Ticket” and the national increase in belt use. For more information go to: www.nhtsa.gov

The National Communications Plan

In support of all of these important efforts, this 2010 National Communications Plan’s aim is not merely to communicate broad messages to the public, but to proactively support strong policies and sound programmatic efforts that encourage, create and achieve measurable behavioral change.

The intent of this plan is to deploy a series of year-round integrated marketing communications activities that build upon, leverage and maximize the impact of our major enforcement and advertising campaigns (the national “Click it or Ticket” mobilization and *Drunk Driving. Over the Limit. Under Arrest.* enforcement crackdowns).

In addition, a series of suggested bridging events and activities centered around key national holidays and events already in the public and media consciousness are included to help boost year-round awareness and the impact of our core social norming messages.

The plan that follows is built upon two separate programmatic tracks – impaired driving and occupant protection – but both are included in ONE integrated, year-round calendar of synergistic tactics and activities. We believe these tactics and activities will not only help expand our efforts,

but will hopefully help unite our broad network of advocates, alliances and partnering organizations to amplify the collective national message and reduce fatalities on America's roads and highways.



Communications Pyramid

NHTSA 2010 COMMUNICATIONS CALENDAR

JANUARY 2010	FEBRUARY 2010	MARCH 2010	APRIL 2010	MAY 2010	JUNE 2010																																																																																																																																																																																																																																																																																																																																																	
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FEBRUARY 1 - 8, 2010 Super Bowl Sunday IMPAIRED DRIVING Primary Message: Fans Don't Let Fans Drive Drunk	JUNE 20 - JULY 4, 2010 Fourth of July IMPAIRED DRIVING Primary Message: Drunk Driving. Over the Limit. Under Arrest. Secondary Message: Buzzed Driving Is Drunk Driving	OCTOBER 17 - 24, 2010 National Teen Driver Safety Week OCCUPANT PROTECTION Teens - Impaired Driving Message: Buckle Up America. Every Trip. Every Time.	OCTOBER 25 - 31, 2010 Halloween IMPAIRED DRIVING Primary Message: Buzzed Driving Is Drunk Driving	NOVEMBER 15 - 28, 2010 Thanksgiving Holiday Travel OCCUPANT PROTECTION Primary Message: Buckle Up America. Every Trip. Every Time.	NOVEMBER 29 - DECEMBER 11, 2010 Holiday Season IMPAIRED DRIVING Primary Message: Buzzed Driving Is Drunk Driving
MARCH 9 - 17, 2010 St. Patrick's Day IMPAIRED DRIVING Primary Message: Buzzed Driving Is Drunk Driving	JUNE 21, 2010 National Ride to Work Day Primary Message: Motorists and Motorcycles Share the Road	NOVEMBER 16, 2010 - JANUARY 2, 2011 Holiday Season IMPAIRED DRIVING Primary Message: Drunk Driving. Over the Limit. Under Arrest.	AUGUST 20 - SEPTEMBER 6, 2010 Impaired Driving - National Enforcement Crackdown IMPAIRED DRIVING Message: Drunk Driving. Over the Limit. Under Arrest.	NOVEMBER 19 - 25, 2010 National Seat Check Saturday (Sept. 25) - CPS Week OCCUPANT PROTECTION Primary Message: 4 Steps for Kids	NOVEMBER 29 - DECEMBER 11, 2010 Holiday Season IMPAIRED DRIVING Primary Message: Buzzed Driving Is Drunk Driving
MAY 24 - JUNE 6, 2010 Click It or Ticket - National Enforcement Mobilization OCCUPANT PROTECTION Primary Message: <i>Click It or Ticket</i>	MAY 2010				

Strategic Summary

Year after year, people in the United States hit the roads after having too many drinks, and all too often they end up killing or seriously injuring either themselves or innocent bystanders.

2008 was no different: **11,773** people were killed by alcohol-impaired drivers, as this epidemic continues to plague the United States.

As previously mentioned, there is some good news. After several years of remaining essentially the same, alcohol-impaired driving fatalities (fatalities in crashes involving a driver or motorcycle rider [operator] with a blood alcohol concentration [BAC] of .08 grams per deciliter) declined between 2007 and 2008 in 43 States, the District of Columbia and Puerto Rico. Sadly, those killed in these crashes in 2008 accounted for nearly one-third of all fatalities, which reinforces the fact that there is still much more work to be done.

Unfortunately, this good news is tempered with the fact that fatalities among motorcycle riders with a BAC higher than .08 continue to increase. In fatal crashes in 2008, a higher percentage of motorcycle riders had BAC concentrations of .08 or higher than any other type of motor vehicle drivers. The percentages for vehicle operators involved in fatal crashes were 29 percent for motorcycles, 23 percent for passenger cars, 23 percent for light trucks and 2 percent for large trucks.

Additionally, a recent FBI study released shows that DUI arrests for women have increased over the past 10 years. While men ages 21-34 continue to be the primary target audience, tertiary segments like Hispanics, as well as the new emerging group of women, continue to be of great concern.

While there is a focus on a specific target audience, there also is a focus on times throughout the year. Alcohol-impaired fatalities as a percentage of all traffic fatalities jump dramatically during nighttime hours and on weekends. Additionally, fatalities also increase during the holidays and times of National celebration. In fact, the 10 deadliest days of 2009 in order were: November 1, August 31, August 3, August 16, June 21, August 8, September 20, June 22, November 2, and tied for tenth, September 27 and October 11.

That is why this plan, in addition to promoting the two strong national *Drunk Driving. Over the Limit. Under Arrest.* enforcement crackdowns, features several other important social norming opportunities around strategically important dates on the calendar.

One of these important opportunities that will happen again in 2010 is the Television Bureau of Advertising (TBV) roadblock. Through a partnership with the Ad Council, the TBV gets hundreds of stations nationwide to commit to airing “Buzzed Driving” ads during primetime television free of charge. A new public service announcement featuring women was the theme in 2009 and will run again in 2010. Early reports show that in 2009, the ad aired on 613 stations just over 24,000 times. This is a great opportunity to prominently run both donated and paid ads supporting impaired driving prevention campaigns.

Understanding the Target Audiences

Impaired Driving

Primary Audience During the Enforcement Crackdown

During the high-visibility national enforcement crackdowns, the primary target audience will be comprised of men ages 21-34, with secondary targets being Hispanic men ages 21-34 and male motorcycle riders (with particular concern for riders ages 39-64, among whom fatalities have increased). Women will also be addressed in collateral materials. Assessments of past crackdown efforts have shown that targeting these high-risk demographic groups for paid-media buys during enforcement campaigns resulted in favorable outcomes.

Target Audiences During Non-Crackdown Periods

While the national enforcement crackdown serves as the cornerstone for our communications efforts, most of the year there is no national enforcement blitz or national advertising effort underway. During these periods, we will address specific target segments.

The first five segments are based on research by Yankelovich. Participants in the research all admitted to indulging in the risky behavior of driving after drinking alcohol. A brief descriptive profile of each of these target groups is outlined on the following page to help us better understand who they are, how to reach them and some preferred ways to help motivate them.

SEGMENT	DEMOGRAPHICS	LIFESTYLE AND SOCIAL CHARACTERISTICS THAT LEAD TO PROBLEM BEHAVIOR	SELECTED MEDIA AND LIFESTYLE PREFERENCES	WHAT WE SHOULD SAY OR SHOW ABOUT IMPAIRED DRIVING THAT WOULD CHANGE BEHAVIOR
<p>SEGMENT #1</p> <p>DISCONTENTED BLUE COLLARS</p> <p>LEVEL OF RISK OF FIVE SEGMENTS: ★★★★★</p>	<p>Primarily men, ages 21-34, single, lower-middle-class socioeconomic level, less likely to have a college degree, blue-collar and hourly-wage workers</p>	<ul style="list-style-type: none"> • Consume heavily and frequently: typically 6 or more servings of alcohol per drinking occasion • Drink more when stressed, unhappy, unwinding after a tough day, nervous and dealing with other negative, depressive emotions • Enjoy drinking to get drunk or to get a buzz • Consumption often at bars, clubs, restaurants or friends' houses • Relative to other segments, more likely to believe that they can get away with driving while drunk; and that driving under the influence "is not so bad." • Comparatively, more willing to "be a little reckless once in a while" and to have a devil-may-care attitude about life. 	<ul style="list-style-type: none"> • Heavy to moderate TV viewership. Program types and cable networks include sports (such as football, car racing, hockey, baseball, golf, ultimate fighting), MTV, VH1, Spike, Bravo, Comedy Central, Adult Swim and Versus. • Enjoy outdoor recreation: boating, fishing, hunting, camping, etc. • Fans of motor sports, including cars, trucks and motorcycles • Average readership of newspapers • Moderate use of Internet • Preferred radio formats are alternative, rock, classic rock and news/talk 	<ul style="list-style-type: none"> • NOTE: People in this segment may have alcohol dependency and other psychological problems, making behavior change difficult • Emphasize the economic costs of a DUI arrest; their jobs/incomes are extremely important to people in this segment • Enforcement threats are more likely to be noticed than any other message • Enlist bartenders and servers to help keep these intoxicated drivers off the road • Make it socially acceptable to seek help with alternative transportation; stress "planning ahead"
<p>SEGMENT #2</p> <p>MIDDLE-CLASS RISK TAKERS</p> <p>LEVEL OF RISK OF FIVE SEGMENTS: ★★★★★☆</p>	<p>Primarily men, ages 25-54, married, parents, middle-class or lower-middle-class socioeconomic levels</p>	<ul style="list-style-type: none"> • Remarkable in their carefree outlook on drinking and driving. Among all five segments, the most lax in attitudes about the personal risks and consequences of drinking and driving; about planning ahead to avoid driving after drinking; and about DUI avoidance behaviors such as limiting consumption, arranging for a designated driver, etc. • Least fearful of most penalties for DUI; and most likely to believe that they would "get off lightly" if arrested or pulled over • Most likely to believe that "as long as no one gets hurt, driving after a few drinks is OK." • Typically drink 4 or 5 servings of alcohol per drinking occasion • Usually drink alone or with just a small group of friends or family members • Relative to other segments, more likely to resist being a designated driver • Feel less accountable to others; more concerned than other segments about personal effects of a DUI arrest, and less fear than others about injuring or killing others in a crash 	<ul style="list-style-type: none"> • Heavy viewership of TV and a wide variety of programming types and cable networks • Average readership of newspapers and most magazines • More popular types of magazines include <u>Sports Illustrated</u>, <u>ESPN Magazine</u>, <u>Playboy</u>, <u>Maxim</u>, and <u>Traveler</u> • Moderate Internet use • Enjoy sports and music (attending live events as well as watching on TV) • Frequently attend and/or rent movies • Enjoy outdoor activities such as fishing, hunting, hiking, camping and boating 	<ul style="list-style-type: none"> • NOTE: This segment's general states of ambivalence and apathy make persuasion difficult • Stress heightened enforcement • Emphasize adverse personal consequences of arrest, particularly those that will "hurt" them economically: jail time/missed time at work, loss of license, high fines, legal costs, increased insurance rates, etc.

SEGMENT	DEMOGRAPHICS	LIFESTYLE AND SOCIAL CHARACTERISTICS THAT LEAD TO PROBLEM BEHAVIOR	SELECTED MEDIA AND LIFESTYLE PREFERENCES	WHAT WE SHOULD SAY OR SHOW ABOUT IMPAIRED DRIVING THAT WOULD CHANGE BEHAVIOR
<p>SEGMENT #3 LET'S PARTY!</p> <p>LEVEL OF RISK OF FIVE SEGMENTS: ★★★★☆</p>	<p>Primarily young men, ages 21-24 (also, some under-age), single, students in college or trade/technical school, renters</p>	<ul style="list-style-type: none"> • Inexperienced at managing their drinking and have low levels of good judgment about drinking and driving • Most likely of all segments to drink for purpose of getting drunk or getting a buzz • Typically drink at least 5 servings of alcohol per drinking occasion; average more than one serving per hour • Prefer to drink with friends • Strongly influenced by friends' drinking behavior • More likely to drink more when happy and feeling positive; and less likely to drink more due to negative emotions • Have carefree attitudes about the personal risks and consequences of drinking and driving (note: because of their young age, people in this segment are least likely to have ever been stopped/arrested) • Drink in a wide variety of settings and occasions (apartment, friend's house/ apartment, bars, clubs, restaurants, sports events, etc.) • Generally unwilling to be a designated driver (yet more willing to use one if someone volunteers) 	<ul style="list-style-type: none"> • Rely on Internet for news, information and entertainment. • Low readership of newspapers. • Although only moderate viewership of TV, several cable networks and programming types are more popular than others: Adult Swim, Comedy Central, MTV, VH1, Spike, ESPN, Bravo. • Highly engaged in movies, sports and music entertainment. • Frequent users of social networks, such as Facebook • Gamers – video, computer, Internet • Heavy users of mobile phones for voice and texting; also using mobile devices for email and Internet, which will continue to grow as technological improvements occur • Socially-oriented; prefer to do things with groups of friends approximately their own age 	<ul style="list-style-type: none"> • Threaten that if they continue to drive after drinking, “the party will stop”: getting arrested, going to jail, losing their license, increased insurance rates, dropping out of school, hurting or killing themselves or other people, etc. • Conversely, stress that “the party is more fun” when precautions and planning ahead make it safe • Enlist role models who (1) make it “cool” to seek help from friends, use designated drivers, plan ahead, etc.; and/ or (2) make it “stupid” to take bad risks for no purpose • Enlist bartenders and servers to help keep these intoxicated young drivers off the road • People in this segment place high value on their future careers and social lives; emphasize the adverse impact of a DUI arrest or serious crash on their future
<p>SEGMENT #4 RESPONSIBLE DRINKERS</p> <p>LEVEL OF RISK OF FIVE SEGMENTS: ★★★★☆</p>	<p>Primarily men, ages 25-44, married, parents, college degree, high socio-economics, professional/ managerial/ white-collar occupation</p>	<ul style="list-style-type: none"> • Typically drink 3 or more servings of alcohol per drinking occasion • Carefree in their attitudes about the personal risks and consequences of drinking and driving • Alcohol consumption is an integrated part of lifestyle and activities of daily living • Frequently drink alcohol when having a night out, at social and family gatherings, at restaurants and bars, and at other places away from home • Alcohol, especially wine or wine coolers, is a regular complement to most meals • Commonly drink to unwind or relax • At risk of driving after drinking because they generally deny the potential consequences of an accident or arrest; they think they are “OK to drive” and have driven before and gotten home just fine 	<ul style="list-style-type: none"> • Low to moderate viewership of TV; yet when watching, they enjoy an eclectic range of programming types and cable networks: movies, sports broadcasts, sitcoms, police dramas, A&E, cable news networks (e.g., CNN, CNBC), Comedy Central, DIY, Food Network, Golf Channel, Oxygen, TBS and Weather Channel • Not frequent newspaper readers • Very high use of Internet, especially for news and entertainment • Avid National Public Radio (NPR) listeners • Interested in staying current with popular culture and trends. • As likely to read magazines like <u>People</u> and <u>Entertainment Weekly</u> as they are <u>Time</u> and <u>Newsweek</u> • Home life (décor, furnishings, cooking, entertaining, etc.) is important 	<ul style="list-style-type: none"> • Remind them that when it comes to DUI consequences, “It only has to happen once.” • Show/demonstrate the irony of an individual talking about how bad and dangerous drunk drivers are and how important enforcement should be, then justifying his own drinking/ driving behavior because “I’ve only had a few...” • People in this segment tend to have conservative beliefs and believe that individuals should be accountable to all others around them. So emphasize/ remind them that part of “being a good citizen” means not driving after drinking. • Encourage appropriate behavior, i.e., find alternative transportation or use a designated driver

SEGMENT	DEMOGRAPHICS	LIFESTYLE AND SOCIAL CHARACTERISTICS THAT LEAD TO PROBLEM BEHAVIOR	SELECTED MEDIA AND LIFESTYLE PREFERENCES	WHAT WE SHOULD SAY OR SHOW ABOUT IMPAIRED DRIVING THAT WOULD CHANGE BEHAVIOR
<p>SEGMENT #5 SOCIALLY ACCOUNTABLE DRINKERS</p> <p>LEVEL OF RISK OF FIVE SEGMENTS: ★☆☆☆☆</p>	<p>Primarily men, ages 25-34, married, college or graduate degree, high socioeconomic, professional/managerial/white-collar occupation</p>	<ul style="list-style-type: none"> • Typically drink 3 to 4 servings of alcohol per drinking occasion • Alcohol consumption is an integrated part of lifestyle and activities of daily living • Frequently drink alcohol when having a night out, at social and family gatherings, at restaurants and bars, and at other places away from home • Alcohol is a regular complement to most meals • Commonly drink to unwind or relax • At risk of driving after drinking because they think they are “OK to drive” and have driven before and gotten home just fine 	<ul style="list-style-type: none"> • More likely to read newspapers and magazines than to watch TV • High focus on matters around the home: décor, furnishings, exteriors and landscaping, food/cooking/dining • Like to travel • Examples of preferred magazines: <u>Bon Appetit</u>, <u>Food & Wine</u>, <u>Better Homes & Gardens</u>, <u>Coastal Living</u>, <u>Cosmopolitan</u>, <u>Smithsonian</u> and <u>Travel & Leisure</u> • Examples of preferred radio formats: News/talk, NPR and adult contemporary • Examples of preferred cable networks: News (CNN, CNBC and Fox), Discovery, HGTV, Food Network and Weather Channel • Regular (albeit not heavy) users of Internet at both home and work 	<ul style="list-style-type: none"> • This segment has the strongest focus of all five segments on the potential consequences of driving under the influence – in terms of hurting others, as well as the potential of losing their license, getting arrested, facing legal consequences, etc. Therefore, powerful communications language should emphasize these consequences. • Encourage appropriate behavior, i.e., find alternative transportation or use a designated driver • Remind them that when it comes to Driving Under the Influence (DUI) consequences, “It only has to happen once.”

SEGMENT	DEMOGRAPHICS	LIFESTYLE AND SOCIAL CHARACTERISTICS THAT LEAD TO PROBLEM BEHAVIOR	SELECTED MEDIA AND LIFESTYLE PREFERENCES	WHAT WE SHOULD SAY OR SHOW ABOUT IMPAIRED DRIVING THAT WOULD CHANGE BEHAVIOR
<p>SEGMENT #6</p> <p>HISPANIC DRINKERS</p> <p>The following segment is based on extensive research derived from the Ad Council's Hispanic attitudes study, supplemented by sources from national Hispanic media organizations. A brief descriptive profile is outlined at the right to help us better understand who they are, how to reach them and some preferred ways to help motivate them.</p>	<p>1st and 2nd generation Hispanic men, ages 21-34, Spanish-dominant language (especially with family and friends), variety of Hispanic nationalities. 80 percent of Hispanics in the U.S. live in or near these 25 cities (listed in alphabetical order):</p> <p>Albuquerque Houston Phoenix Atlanta Las Vegas Sacramento Austin Los Angeles San Antonio Boston McAllen (TX) San Diego Chicago Miami San Francisco Dallas/Fort Worth New York City Tampa Denver Orlando Tucson El Paso Philadelphia Washington (DC) Fresno/Visalia</p>	<ul style="list-style-type: none"> Typically drink at least once a week while out (away from home) with friends and family. Virtually every social gathering of these types involves alcohol. Consumption is even common among adults at children's parties. Alcohol consumption viewed as essential to having fun, to help them relax, and to help them loosen their inhibitions about interacting with women Consumption of certain alcohols (for example, Mexican beers, tequila) is viewed as a way of continuing cultural traditions Perceive major differences between driving buzzed and driving drunk. Driving while buzzed is considered acceptable. They even think being buzzed helps heighten alertness while driving and helps sustain their pride and machismo. At risk of driving after drinking because they think they are "OK to drive;" have driven before and gotten home just fine; and consider alternative transportation too costly and/or too inconvenient. Not driving is also considered a sign of weakness and lack of "manliness." 	<ul style="list-style-type: none"> Enjoy watching TV, especially for entertainment; watch both Hispanic and English-language networks and programs Top Hispanic TV networks: Univision and Telemundo. Highly-rated programs: Fuego en la Sangre, Al Diablo con Guapos, Aqui y Ahora, and soccer/futbol events Highly-rated English-language programs include American Idol, Dancing with the Stars, Friday Night Smackdown, Family Guy and CSI: Miami; also NBA basketball and ML baseball Radio listening includes Spanish-formatted stations and adult contemporary music Relatively low readership of newspapers and magazines Internet use comparable to that of the U.S. population at large; tend to use Internet for entertainment purposes more so than the general population Of those with wireless mobile devices, more likely to use a wider range of features than the population at large and to use these features more regularly Lifestyle activities often involve family and/or friends Work, productivity and earning money are highly valued 	<ul style="list-style-type: none"> In general, direct, serious and emotional commercials appeal to this target group Portray the impact of an accident or drunk driving arrest/conviction on the offender's family Portray the impact of an accident in which someone else is injured Use facts to underscore the dangers and risks of buzzed driving Remind people that in the U.S., "Buzzed driving is drunk driving" Emphasize "All it takes is one mistake" and/or "Even one drink carries risks" Emphasize legal and financial consequences of a DWI arrest

SEGMENT	DEMOGRAPHICS	LIFESTYLE AND SOCIAL CHARACTERISTICS THAT LEAD TO PROBLEM BEHAVIOR	SELECTED MEDIA AND LIFESTYLE PREFERENCES	WHAT WE SHOULD SAY OR SHOW ABOUT IMPAIRED DRIVING THAT WOULD CHANGE BEHAVIOR
<p>SEGMENT #7 MIDLIFE MOTORCY- CLISTS</p> <p>The following descriptive profile was developed from research from Mediamark Research (MRI). MRI surveys 26,000 U.S. consumers through in-person interviews to measure lifestyle, media usage and purchase habits.</p>	<p>Men, ages 35-50, wide range of socio-economic strata (including higher income/higher education levels), empty-nesters, high degree of self-confidence in their motorcycle handling skills</p>	<ul style="list-style-type: none"> • Relatively inexperienced or “under experienced” in operating motorcycles. Some are riding bikes again after a 20 or 25-year hiatus – others are riding bikes for the first time – now at an older age to relive experiences of their youth and/or to experience the feeling of “freedom” associated with riding. • Alcohol is perceived to be a part of the riding culture and lifestyle. • Participating in activities like “poker runs,” “beer runs,” “bikers’ nights” at bars, bike weeks and rallies. Typically, alcohol is an inherent part of these events. • Riding is a social activity, often done with buddies for fun and leisure. Drinking is an acceptable part – if not encouraged aspect – of these social gatherings. • Consider themselves to be skilled enough and competent enough to operate a bike, even when impaired. • Generally deny the potential consequences of a crash or arrest; they think they are “Good to go” and have ridden in such inebriated states before and arrived home just fine. • Unwilling to leave their bikes somewhere or to let someone else operate their bikes (in order to find alternative transportation); therefore willing to ride the bike, even when impaired. 	<ul style="list-style-type: none"> • Avid viewers of sports programming on TV (all major sports, as well as auto racing) • Similarly, attend sports events with family, friends and/or work associates • Savvy and frequent users of the Internet for information and entertainment • As noted at left, riding is a social activity, often done with riding buddies for fun and leisure. They’re participating in activities like “poker runs,” “beer runs,” “bikers’ nights” at bars, bike weeks and rallies. • Being identified and known as a bike rider is important. Therefore, they are entrenched in all aspects of the biking culture and lifestyle. • The higher-income end of the segment likely pursues additional lifestyle interests such as travel, participation in sports (e.g., golf, tennis, skiing, boating) and attending entertainment events 	<ul style="list-style-type: none"> • Present fatality and injury facts/statistics (especially among the higher socio-economic end of the segment) • Emphasize the greatly-diminished level of control of a bike caused by alcohol • Position alcohol as a highly-likely cause of major embarrassment amid peers (should the rider lose control of his bike, lay it down, and/or get arrested) • Threaten that just one crash could put an end to their biker lifestyle <p>Please note: Because the primary riding season generally occurs throughout the spring to fall months, this message will only be included during that time, not during the winter holiday season.</p>

The National Enforcement Crackdown

The cornerstone of our national communications program is the *Drunk Driving. Over the Limit. Under Arrest.* national enforcement crackdowns

that include paid national advertising and national earned media activities to support events taking place around the Labor Day and Christmas/New Year holidays.

The National Enforcement Crackdown

Drunk Driving. Over the Limit. Under Arrest.

August/Labor Day

EARNED MEDIA

July 27, 2010 – September 12, 2010

PAID MEDIA

August 17-22, 2010/August 25-29, 2010/September 1-5, 2010

ENFORCEMENT

August 20, 2010 – September 6, 2010

Holiday Season

EARNED MEDIA

December 17, 2010 – January 1, 2011

PAID MEDIA

December 20, 2010 – January 1, 2011

The primary target audience for the 2009 campaign was men ages 21-34. Assessments of past crackdowns have shown that targeting this high-risk demographic through enforcement and related media leads to successful outcomes.

Newly arrived immigrant Latino men (also in the 21-34 age group) rise to an important secondary target audience during the high-visibility crackdowns, particularly in advertising used in the national media buy.

Core Campaign Messages

PLATFORM	RATIONALE	AUDIENCE	TAG LINE
Enforcement/Criminal Justice	This message is anchored in enforcement efforts and should only be used during crackdowns. Supports creative elements that communicate “the real costs” of driving impaired and all you stand to lose: your license, your freedom, even your life. If used without a strong law enforcement push, the message could become diluted.	Males, ages 21-34, and older Caucasian male motorcyclists, ages 39-64	<i>Drunk Driving. Over the Limit. Under Arrest.</i>
Social norming	An intervention message, asking friends to be aware of each other’s actions and plan ahead and get designated drivers for each other. This campaign is supported by a variety of partners that don’t support enforcement messaging.	Males, ages 21-34	<i>Friends/Fans Don’t Let Friends/Fans Drive Drunk. Designate a Sober Driver.</i> “Buzzed Driving is Drunk Driving. Designate a Sober Driver.”

Strategic Summary

Seat Belts

With seat belt use reaching an all-time high of 84 percent in 2008, it is apparent that the word has gotten out, thanks to High Visibility Enforcement programs like “Click It or Ticket,” that seat belts do save lives. But, now the challenge is to maintain this success and reach out to the remaining 16 percent of the population that still chooses not to buckle-up.

Research clearly shows that as popularity and use of the “Click It or Ticket” brand has increased over the past 10 years, seat belt use also has increased in nearly all States. As mentioned earlier, this brand recognition of “Click It or Ticket” has occurred relatively quickly, with an increase of 44 percentage points in just four years. As brand recognition has increased, coupled with continued high levels of enforcement, favorable attitudes towards seat belt enforcement also have increased, as well as support for primary belt laws.

So, with such convincing results, we strongly believe that if we remain true to the already-established, strong brand of “Click It or Ticket” at the Federal, State and local level, even more gains can be made, particularly among groups with continued, chronic low seat belt use rates. These groups include nighttime drivers, drivers in rural areas, drivers with high BACs, pickup truck drivers and teens. Recently, special programs and demonstrations have targeted many of these groups, and plans are to continue to target them again nationally in 2010.

The “Click It or Ticket” enforcement mobilization during the May/Memorial Day period will continue to be the cornerstone of the program.

Child Passenger Safety

In addition to the work that still needs to be done to increase seat belt use, there is still much work to do in ensuring the safety of our children while riding in motor vehicles.

Motor vehicle crashes remain the **leading cause** of death for children ages 3-14.

Child safety seats, when installed and used correctly, greatly reduce the potential for injury or worse, death. Sadly, nearly three out of every four child seats are still not being used correctly.

Another problem facing our younger passengers is that too many parents are under the false impression that children who have outgrown child safety seats can move right into seat belts. Nothing is further from the truth. Seat belts, which are designed to fit adults, will not fully and safely restrain a child in a crash.

Continual communication with the target audience is necessary due to a perpetual supply of new parents and grandparents responsible for securing their most precious passengers. Additionally, with the ongoing upgrades and design changes to child-restraint-systems and changes in state laws, it is necessary to continually deliver messages that are clear, concise and report the most up-to-date information.

Understanding the Target Audiences

Seat Belts

Primary Audience During the Enforcement Mobilization

During the “Click It or Ticket” enforcement mobilization, the primary target audience for paid-media buys will continue to be men ages 18-34, which includes those who typically do not wear seat belts, as well as part-time users. Assessment of past mobilization efforts has shown that targeting this demographic group for paid media buys resulted in favorable outcomes.

Target Audiences During Non-Mobilization Periods

Several additional audiences have been identified and will be targeted with specific outreach activities during the rest of the year. These include:

Segment #1: 18-to 34-year-old men in rural areas who drive pickup trucks

Segment #2: Teens

Segment #3: Hispanics, with emphasis on newly arrived Hispanic men

Segment #4: African-Americans, with emphasis on men ages 18-34

A brief profile (Chart 1) follows on each of these to help us better understand who they are, their preferred media, and suggested approaches to motivate them.

SEGMENT	DEMOGRAPHICS	LIFESTYLE AND SOCIAL CHARACTERISTICS THAT LEAD TO PROBLEM BEHAVIOR	SELECTED MEDIA AND LIFESTYLE PREFERENCES	WHAT WE SHOULD SAY OR SHOW ABOUT PART-TIME BELT USAGE THAT RESONATES WITH THEM
SEGMENT #1 18-to 34-YEAR-OLD MALES WHO DRIVE PICKUP TRUCKS	Men, ages 18-34; live in rural areas; drive pickup trucks; generally mid-scale or lower household incomes and affluence; married with children; work in agricultural, industrial, mining, construction and other types of generally blue-collar occupations	<ul style="list-style-type: none"> • Compared to non-pickup-truck drivers, more likely to not wear belts because they “don’t like being told what to do.” • May consider belts as an abridgement of their sense of freedom • Compared to non-pickup-truck drivers, they cite more reasons (i.e., excuses) for not wearing belts • Generally engage in riskier behaviors, compared to most other adults • Other factors that likely lead to nonuse or only occasional use of belts: <ul style="list-style-type: none"> - Sense of invincibility - Less chance of being ticketed (especially in rural areas) - Physical size of truck leads to belief that it’s safe - Not in habit of wearing belt 	<ul style="list-style-type: none"> • Television and Internet are the primary media for entertainment, news and other information • View themselves as part of the MTV generation; not likely to be offended by messages that are offbeat, daring or politically incorrect • Computer game and video game enthusiasts • Comfortable with and skilled at using advanced telecommunications technology, including various features of mobile phones such as texting, Internet access and a wide range of “apps” 	<ul style="list-style-type: none"> • Expense of paying a fine • Hassles and costs related to being injured in a crash • Possibility of job loss (and therefore, his and family’s primary source of income) due to injury in an accident; “wear it for your family” • Facts (especially those reflecting high numbers of fatalities and injuries among this demographic group) • Emphasis on belt use as a smart thing to do, rather than something that’s required
SEGMENT #2 TEENS	Teenage drivers, ages 16-20	<ul style="list-style-type: none"> • The most often cited rationale for non-use of belts is “I forgot to put it on”; the second and third ranked reasons (respectively) are “I’m driving only a short distance” and “The belt is uncomfortable.” • Compared to older drivers, they cite more reasons (i.e., excuses) for not wearing belts • Males, in particular, generally engage in riskier behaviors, compared to most other young adults • Exerting a new-found sense of independence when driving without parents in the vehicle • Significantly more likely than older drivers to agree with these statements: <ul style="list-style-type: none"> - “Seat belts are just as likely to harm you as help you.” - “Putting on a seat belt makes me worry more about being in a crash.” - “A crash close to home is usually not as serious as a crash farther away.” - “I would feel self-conscious around my friends if I wore my seat belt and they did not.” 	<ul style="list-style-type: none"> • Television and Internet are the primary media for entertainment, news and other information • View themselves as part of the MTV generation; not likely to be offended by messages that are offbeat, daring or politically incorrect • Computer game and video game enthusiasts • Comfortable with and skilled at using advanced telecommunications technology, including various features of mobile phones such as texting, Internet access and a wide range of “apps” 	<ul style="list-style-type: none"> • Threat of having to pay a fine • Threat of crash/injury caused by “the other driver” • Threat of parental reactions relative to fines, insurance rates, repair costs, and/or medical costs • Possibility of loss of job skills or educational advancement, due to injury in a crash • Among males, particularly: graphic messages and images that stimulate higher perceived risk and anxiety • Reward or incentive program for wearing belts • Peer pressure and promotion, including promotion of belt use by admired celebrities (but only if they have relevant stories to tell) and/or real victims

SEGMENT	DEMOGRAPHICS	LIFESTYLE AND SOCIAL CHARACTERISTICS THAT LEAD TO PROBLEM BEHAVIOR	SELECTED MEDIA AND LIFESTYLE PREFERENCES	WHAT WE SHOULD SAY OR SHOW ABOUT PART-TIME BELT USAGE THAT RESONATES WITH THEM
<p>SEGMENT #3</p> <p>HISPANICS</p>	<p>First-generation Hispanics; especially males; live primarily in urban areas; states with the predominant share and/or concentrations of the first-generation Hispanic population: California, Florida, New York, Texas</p> <p>Note: Within the Hispanic population there are two overall groups: the recent arrivals that only speak Spanish and use Spanish-language media and the more acculturated Hispanics that speak English and Spanish but prefer to use Spanish-language media</p>	<ul style="list-style-type: none"> • Unfamiliar with seat belt laws • More likely than non-Hispanics to not use belts because of belief that “probability of being in a crash is too low” • Significantly more likely than the general population to agree with these statements: <ul style="list-style-type: none"> - “Seat belts are just as likely to harm you as help you.” - “Putting on a seat belt makes me worry more about being in a crash.” - “A crash close to home is usually not as serious as a crash farther away.” - “I would feel self-conscious around my friends if I wore my seat belt and they did not.” - “If it’s your time to die, you’ll die, so it doesn’t matter whether you wear your seat belt.” - “Seat belt use was not fully enforced in my native country so I assume it is the same here” (Lack of awareness of US seat belt laws). - “Seat belts are just uncomfortable to use” - “The police are not going to stop me just for not using the seatbelt” (Comment: These mirror the attitude statements of the African-American segment) • Some indication that Hispanic men perceive belts as “not macho” and that wearing belts make them look paranoid • For some, the seat belts in their vehicles are damaged and inoperable 	<ul style="list-style-type: none"> • TV networks with highest ratings of Hispanic viewers: Univision and Telemundo • Televised sports of high interest: Major League baseball, NBA basketball, college football, and professional soccer • Frequent radio listeners; top formats are news/talk, adult contemporary and contemporary hits radio. Studies show they tune in 26-30 hours per week, more than the general population. • Phone card campaigns (seat belt use messages before the card provides directions on how to dial). • Internet (social networking sites). In 2010 the number of Hispanic Internet users will approach the number of African-American users, showing the growing importance of targeting this ethnic group through online venues. 	<ul style="list-style-type: none"> • Threat of being stopped by police and getting a ticket • Threat of sustaining life-altering or job-ending injuries • Threat of financial, mental and physical burden on family • Educational/informational programs implemented via faith-based organizations • Use Spanish in all communication vehicles; include relevant Spanish images. Likewise, avoid use of wording, slang and catch-phrases that would be unfamiliar or irrelevant to them prior to moving to the U.S. (even though such phrases may be common to the general population). Use universal Spanish language (i.e., neutral accent devoid of regionalisms) so the messages can be understood by everybody, no matter the country of origin. • Present real stories of how seat belts saved Hispanic drivers/passengers from injuries • “Be a safe driver for your family and friends” • “Set an example for your family and friends”

SEGMENT	DEMOGRAPHICS	LIFESTYLE AND SOCIAL CHARACTERISTICS THAT LEAD TO PROBLEM BEHAVIOR	SELECTED MEDIA AND LIFESTYLE PREFERENCES	WHAT WE SHOULD SAY OR SHOW ABOUT PART-TIME BELT USAGE THAT RESONATES WITH THEM
<p>SEGMENT #4</p> <p>AFRICAN-AMERICANS</p>	<p>African-American adults, with emphasis on men ages 18-34</p>	<ul style="list-style-type: none"> • Some consider that buckling a seat belt is a statement of no confidence in the driver's abilities, whether the driver is oneself or another • Significantly more likely than white drivers to agree with these statements: <ul style="list-style-type: none"> - "Seat belts are just as likely to harm you as help you." - "Putting on a seat belt makes me worry more about being in a crash." - "A crash close to home is usually not as serious as a crash farther away." - "I would feel self-conscious around my friends if I wore my seat belt and they did not." - "If it's your time to die, you'll die, so it doesn't matter whether you wear your seat belt." <p>(Comment: These mirror the attitude statements of the Hispanic segment)</p> <ul style="list-style-type: none"> • Some indication that young men perceive belts as "not cool" among their peers • Generally, African-Americans have many of the same reasons for nonuse as the general population, including driving only a short distance, forgetfulness, discomfort and concern about wrinkling clothes. 	<ul style="list-style-type: none"> • Avid fans of televised professional and college basketball and football. Also watch professional wrestling and boxing. • Enjoy music (particularly urban, rap and R&B styles) offered via radio, downloads and live concerts • Although not motor sports fans, high interest in enhancing their own vehicles 	<ul style="list-style-type: none"> • Reminder messages that "it's the law." Also, implication of threat of being stopped by police and getting a ticket • Emphasis on the unpreventable and unpredictable risks involved when drivers don't buckle up • Educational/informational programs implemented via faith-based organizations, community religious leaders, local health and medical providers and schools; no one of these single sources is universally trusted, so parallel messages with different messengers may be warranted • Use culturally relevant themes, images, and media vehicles. Including people in the messages is important. • If enforcement is portrayed, use African-American officers so as to not reinforce concerns about racial profiling

Child Safety Seats

In addition, two other target audiences have been identified for our communications efforts geared specifically toward increasing the regular and proper use of child safety and booster seats.

Segment #1: Parents, grandparents and caregivers of infants and toddlers.

Segment #2: Parents, grandparents and caregivers of children old/large enough for booster seats.

A brief profile and description of each of these two target audiences can be found on the following page.

CHILD SAFETY SEATS SEGMENT #1- PARENTS, GRANDPARENTS AND CAREGIVERS OF INFANTS AND TODDLERS

Demographics

- Adults ages 18-34 (parents), 50+ (grandparents) and caregivers; drivers for children birth to age 4; emphasis on residents in rural areas and on people in lower income brackets

Lifestyle and social characteristics that lead to problem behavior

- Seat misuse. Although the vast majority of parents and grandparents are using child safety seats (and think they are being used properly), many of the seats are being used incorrectly, for example:
 - Positioned in front seat
 - Facing the wrong direction
 - Loose and/or poorly attached straps
 - Damaged straps, seat shells and other parts
 - Retainer clip misuse
- In a hurry and/or dealing with inclement weather; don't take time to properly adjust straps, etc.
- Economic constraints
- If several passengers in vehicle, space for seat may be limited
- General indifference to safety; correlation between adult driver not wearing safety belt and child passenger(s) being unrestrained/ improperly restrained
- Among parents of toddlers, perception that a regular safety belt is sufficient

Selected media and lifestyle preferences

- Highly attentive to information, topics, how-to's and tips on raising children
 - Use Internet for such information
 - Social network users (parents more so than grandparents)
 - Attentive to TV talk shows such as *Oprah* and selected cable stations/programs geared for parenting advice
- Grandparents likely to read local newspapers regularly

What we should say or show about safety seat nonuse/misuse that would change behavior

For parents/grandparents/adult drivers:

- Appeal to parents'/grandparents' desires to do whatever is best for the child's well-being and safety
- Present proper use of safety seats as a serious, life-or-death matter
- Explain how misuse of a safety seat can be as dangerous as nonuse
- Provide facts about the types and numbers of injuries associated with nonuse and misuse
- Communicate the benefits of Lower Anchors and Tethers for Children (LATCH) and how it makes installation of child seats easier.
- Explain how parents/caregivers can use nationwide network of child safety seat inspection stations to their advantage to make sure all child seats are being properly used.

CHILD SAFETY SEATS SEGMENT #2 – PARENTS AND GRANDPARENTS OF CHILDREN NEEDING BOOSTER SEATS

Demographics

- Adults ages 25-39 (parents), 50+ (grandparents) and caregivers; drivers for children usually ages 4-8 (Booster seats are recommended once children outgrow their forward-facing seats, usually around age 4 and 40 lbs through approximately age 8 or 4'9"); emphasis on residents in rural areas and on people in lower income brackets

Lifestyle and social characteristics that lead to problem behavior

- Economic constraints
- Booster seat not needed for "short trips"
- General indifference to safety; correlation between adult driver not wearing safety belt and child passenger(s) being unrestrained/ improperly restrained
- Perception that a regular safety belt is sufficient
- Extra passengers in vehicle, limiting available space for the booster seat
- Child knows how to "escape" from seat
- Child complaints (especially regarding comfort and/or not wanting to have to be "in a baby seat")

Selected media and lifestyle preferences

- Highly attentive and interested in information, topics, how-to's and tips on raising children
 - Use Internet for such information
 - Social network users (parents more so than grandparents)
 - Attentive to TV talk shows such as *Oprah* and selected cable stations/programs geared for parenting advice
- Children at this age are active in organized sports, recreational activities, scout groups, performing arts, etc. Parents are responsible for transportation to/from activities.
- Grandparents likely to read local newspapers regularly

What we should say or show about booster seat nonuse that would change behavior

For parents/grandparents/adult drivers:

- Threat of having to pay a fine
- Threat of accident/injury caused by "the other driver"
- Reward or incentive program for using booster seat
- Peer pressure and promotion, including promotion of belt use by admired celebrities (but only if they have relevant stories to tell) and/or real victims
- Possibility of child's loss of quality of life, educational advancement or future job skills due to injury in an accident

National Enforcement Mobilization

While specific launch details for the 2010 mobilization are still to be determined, it will closely resemble the activities surrounding the 2009 national “Click It or Ticket” mobilization, in which state and local law enforcement agencies across the country mobilized in late May through Memorial Day for a two-week enforcement blitz targeting individuals who are not wearing their seat belts. The mobilization is supported by a two-week paid media advertising campaign to create widespread awareness of the enforcement effort. The new advertising spot that debuted in May 2009 will once again be used in 2010.

As noted above, the primary target audience for the mobilization period is men ages 18-34, skewed towards young men who drive pickup trucks. In addition, for this campaign, newly arrived male Latino immigrants and African-American men are considered secondary and tertiary targets,

respectively. Assessments of past mobilization efforts have shown that targeting these high-risk demographic groups with paid-media buys for enforcement campaigns has resulted in increased seat belt use among these targets.

2010 National Mobilization “Click It or Ticket”

EARNED MEDIA

May 10, 2010 – June 17, 2010

PAID MEDIA

May 17, 2010 – May 31, 2010

ENFORCEMENT

May 24, 2010 – June 6, 2010

Core Campaign Messages

Throughout these activities, we will utilize several different creative tag lines to promote our core occupant protection messages to different audiences.

PLATFORM	RATIONALE	AUDIENCE	TAG LINE
Enforcement/Criminal Justice	The message is anchored in enforcement efforts and should only be used only during mobilizations. Communicates a strong, straightforward message: If you don't wear a seat belt, you will get a ticket, no second chances, no excuses. If used without a mobilization, this message will become diluted, especially in states with only secondary seat belt laws.	Males, ages 18-34	"Click It or Ticket"
Social norming	A soft-sell message that does not mention enforcement. This message should NOT be used during mobilizations. Includes both seat belts and child passenger safety seats, so it has more of a family focus. Also has a "road trip" emphasis, telling the audience to buckle up every time, regardless of how short the trip may be.	Families (males and females, ages 25-54)	<i>Buckle Up America. Every Trip. Every Time.</i>
Social norming	This breaks down how children move through the various safety seat stages into four segments, making it easy to digest and remember: infant, toddler, booster and safety belt. By following these steps, parents can help keep their children from injury or death in a crash.	Families with children ages birth - 8 or 4'9"	"4-Steps for Kids"
Social norming	This is designed to educate parents of young children who have outgrown their toddler seat, that a booster seat is a lifesaving transition to an adult seat belt.	Parents of children ages usually 4 - 8 or 4'9"	<i>If They're Under 4'9", They Need A Booster Seat</i>

Distracted Driving www.distraction.gov

2009 was the year that the issue of distracted driving made its way to the forefront as a problem of national proportions. In fact, according to Webster's, Distracted Driving was 2009's word of the year.

But, make no mistake, this is not just a fashionable problem that will fade away with time. This is a problem that is here to stay.

In 2008 alone, **6,000** people were killed and another **515,000** people were injured in crashes involving a distracted driver.

Last year, Secretary Ray LaHood hosted the first Distracted Driving Summit in late September. This meeting brought together senior transportation officials, elected officials, safety advocates, law enforcement representatives, private sector representatives and academics to address a range of issues related to reducing distracted driving through enforcement, public awareness, education and technology. This topic has become Secretary LaHood's personal passion as he continues to hear the heartbreaking stories from family members that lost loved ones because of a distracted driver.

Following the Distracted Driving Summit, President Obama issued an Executive Order banning all Federal Government employees from texting while driving a Government vehicle, while driving their private vehicle on official Government business, or

while using Government-issued cell phones while driving.

But, the Federal Government is not the only level of Government that is tackling this new problem. In fact, 19 States currently have laws banning texting and many other states are debating the issues.

So, while there is much more to do, the conversation has begun and we must continue to capitalize on this opportunity.

We Have Tackled Problems Like This Before

For those who have been in the business of highway safety for many years, you can definitely draw comparisons between distracted driving and the early days of *Buckle Up America*. When *Buckle Up America* was first created, highway safety officials knew something had to be done to get more Americans to buckle up. But just as with distracted driving, enforcement was not a solution that could be used nationwide. So, in an effort to affect social behaviors, *Buckle Up America* was born.

As that brand began to change the way Americans viewed wearing their seat belts, State governments followed suit and enacted laws that made wearing a seat belt mandatory. Eventually, through years of hard work and dedication, *Buckle Up America* turned into a High Visibility Enforcement campaign coupled with a strong media campaign called "Click It or Ticket."

Where Do We Go From Here?

NHTSA is now working to implement a new program to address distracted driving that it believes will

follow a path similar to that taken by *Buckle Up America*. NHTSA has launched a new website, www.distraction.gov, that offers a wide variety of facts, stats and tools to spread the message. Please be sure to visit frequently as the site is constantly being updated and retooled to make it a user friendly resource for States.

As part of this plan, NHTSA also is developing a new social norming campaign, called “Put It Down.” This new program will offer a number of tools and resources for States to raise awareness of this issue and to get partners involved.

In addition, there is a strong media component to this plan. As you know, television is the primary

way to reach most Americans. So, in December 2009, NHTSA released a new PSA featuring Secretary LaHood that has aired in a number of markets nationwide. Please feel free to encourage your local media stations to use it as well.

Finally, beginning in Spring 2010, NHTSA is sponsoring two distracted driving demonstration projects in Syracuse, N.Y., and Hartford, Conn. The theme *PHONE IN ONE HAND. TICKET IN THE OTHER.* will provide a strong foundation for future High Visibility Enforcement campaigns. It will feature a strong High Visibility Enforcement Component from local law enforcement, along with a strong new enforcement ad and earned media templates.

Bridging the Mobilizations and Crackdowns

Our efforts for 2010, in addition to the National Mobilizations and Crackdowns, will continue to feature calendar-specific marketing events, both enforcement and social norming related, that will help us deliver our core occupant protection and impaired driving messages during all times of the year.

These promotional ideas are offered only to assist state and local partners in developing their own unique promotional programs and activities. NHTSA hopes that our many marketing partners

will review the themes and activities provided in this plan and made available throughout the year in both English and Spanish versions on www.trafficsafetymarketing.gov, and then tailor these ideas and resources to fit their own unique marketing objectives, situations and needs. For instance, there may be some cases in which a non-enforcement theme line is suggested around a particular holiday or event opportunity in this plan, but if a local community plans to conduct a high-visibility law enforcement blitz as part of the event, then clearly *Drunk Driving. Over the Limit. Under Arrest.* or “Click It or Ticket” should be incorporated instead.

A Schedule of Year-Round Marketing Activities to Counter Impaired Driving and Increase Occupant Protection Awareness

A variety of specific, year-round event initiatives with potential activities and planner materials to reach out to and remain in regular contact with targeted high-risk populations is outlined on the following pages.

Planners and Tool Kits

As part of these opportunities, detailed event planners or tool kits will be made available to our many partners in both English and Spanish on www.trafficsafetymarketing.gov. Creative collateral materials will be posted approximately three months before each event and earned media materials will be posted approximately two months prior to each event in order to give partners time to

initiate their own planning activities.

In most cases, the planners will include both social norming and enforcement messages to help partners launch the most appropriate local promotions depending on the level of high-visibility enforcement planned in their communities.

The planners will include helpful research, information, strategy, targets and downloadable marketing tools to help our partners develop more effective communications activities coordinated with the national program. In many cases, the planners will offer nontraditional media ideas or idea starters for promotional activities.

Opportunities for corporate cause-related and sports marketing partnerships to provide promotional support for impaired driving or occupant protection initiatives with certain calendar events should also be considered. These promotional partnerships will be announced in the planners as appropriate.

February 2010

Calendar Event

Super Bowl Sunday

Primary Purpose

To remind all Super Bowl partygoers and football fans during the season of the dangers of impaired driving and to promote the use of designated drivers and safe/sober ride options.

Window of Opportunity

February 1-8, 2010

Messages of Emphasis

“Fans Don’t Let Fans Drive Drunk”

“Designate a Sober Driver.”

Primary Audiences

- Men, ages 21 to 34 (with emphasis on Let’s Party, Middle-Class Risk Takers and Discontented Blue Collar)
- College Students (male and female with male skew, ages 18 to 22)

Secondary Audiences

- Men, ages 35 to 59, higher income, professional/managerial
- Young Women, ages 21 to 25, just finishing college or starting first jobs

Potential Theme

“Fans Don’t Let Fans Drive Drunk”

Potential Planner Components Developed by TEAM

Unique collateral templates for:

- Handout card art
- Poster art

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- PSA script template
- Sample print PSA

March 2010

Calendar Event

St. Patrick's Day

Primary Purpose

To remind all St. Patrick's Day revelers of the dangers of impaired driving, and to promote the use of designated drivers and safe/sober ride options.

Window of Opportunity

March 9-17, 2010

Message of Emphasis

"Buzzed Driving is Drunk Driving"

Primary Audiences

- Men, ages 21 to 34 (with emphasis on Let's Party, Middle-Class Risk Takers and Discontented Blue Collar)
- Women, ages 25-44

Secondary Audience

- Young Women, ages 21 to 25, just finishing college or starting first jobs

Potential Theme

"Buzzed Driving is Drunk Driving. Designate Your Sober Driver Before the Parties Begin."

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Coaster/napkin art
- Poster art
- Web banners and landing pages

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Radio PSA script template
- Sample print PSA

May/June 2010

Calendar Event

“Click It or Ticket” National Enforcement Mobilization

Primary Purpose

Maximum enforcement visibility and publicity about enforcement blitz

Window of Opportunity

May 24 – June 6, 2010

Message of Emphasis

“Click It or Ticket”

Primary Audience

- All men, ages 18-34, with special emphasis on rural pickup truck drivers

Secondary Audiences

- Part-time belt users and their family members
- Newly arrived Hispanics
- African-Americans
- Teens ages 15-18

Potential Theme

“Click It or Ticket”

Potential Planner Components (Includes materials for Spanish and Teen audiences)

Unique collateral templates for:

- TV :30
- Radio
- Outdoor
- Internet materials
- Poster art

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Proclamation template for endorsing mobilization
- Radio PSA script template
- B-Roll footage

June 2010

Calendar Event

Ride to Work Day

Primary Purpose

As part of National Ride to Work Day (June 21) remind motorists to always “Share the Road” with motorcyclists, and provide safety information and reminders to motorcyclists and the public

Window of Opportunity

June 21, 2010

Message of Emphasis

“Share the Road with Motorcycles”

Primary Audience

- All motorists, motorcycle operators and their riders

Event Theme

“Share the Road with Motorcycles”

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Coaster/napkin art
- Poster art

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- PSA script template
- Sample print PSA

June/July 2010

Calendar Event

Fourth of July/Independence Day

Primary Purpose

To support enforcement activities around July 4 and to promote the use of designated drivers.

Window of Opportunity

June 20 – July 4, 2010

Messages of Emphasis

Drunk Driving. Over the Limit. Under Arrest.

“Buzzed Driving is Drunk Driving”

Primary Audiences

- Men, ages 21 to 34 (with emphasis on Let's Party, Middle-Class Risk Takers and Discontented Blue Collar)
- Women, ages 25-44
- Motorcycle Operators

Secondary Audience

- Young Women, ages 21 to 25, just finishing college or starting first jobs

Potential Themes

Drunk Driving. Over the Limit. Under Arrest.

“Buzzed Driving is Drunk Driving. Designate a Sober Driver.”

Potential Planner Components

Unique collateral templates for:

- Art for guerrilla marketing, e.g., indoor restroom boards and posters
- Handout card art
- Coaster/napkin art
- Web banners and landing pages

Customizable press materials for:

- Suggested talking points and basic fact sheet
- Basic news release
- Radio PSA script template
- Sample print PSA

August/September 2010

Calendar Event

Impaired Driving National Enforcement Crackdown

Primary Purpose

To deter impaired driving by generating maximum exposure for national enforcement crackdown.

Window of Opportunity

August 20 – September 6, 2010

Message of Emphasis

Drunk Driving. Over the Limit. Under Arrest.

Primary Audiences

- Men, ages 21 to 34 (with emphasis on Let's Party, Middle-Class Risk Takers and Discontented Blue Collar)
- Women, ages 25-44
- Motorcycle Operators

Secondary Audiences

- Men, ages 35 to 59, higher income, professional/managerial
- Young Women, ages 21 to 25, just finishing college or starting first jobs
- Newly arrived immigrant Latino men, ages 21-34

Potential Planner Components

Unique collateral templates for:

- TV :30
- Radio
- Handout card art
- Coaster/napkin art
- Poster art
- Web banners and landing pages

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Proclamation template endorsing crackdown
- Radio PSA script template
- Sample print PSA

September 2010

Calendar Event

Child Passenger Safety Week

Primary Purpose

To promote and leverage Child Passenger Safety Week and National Seat Check Saturday (September 25)

Window of Opportunity

September 19-25, 2010

Messages of Emphasis

"4-Steps for Kids"

Booster Seats

Primary Audience

- All parents, grandparents and caregivers of young childrens

Potential Themes

Under 4'9" ? Booster Every Time

www.nhtsa.gov

Potential Planner Components

Unique collateral templates for:

- Internet banner ads
- Poster art

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Sample proclamation

October 2010

Calendar Event

Parents and Teens (Teen Driver Safety Week)

Primary Purpose

To remind all parents of teenage drivers to establish and enforce all the “rules of the road” with their kids including seat belt use and other graduated drivers license (GDL) requirements. This planner coincides with the national Teen Driver Safety Week.

Window of Opportunity

October 15-20, 2010

Message of Emphasis

Set rules for your teen drivers

Primary Audience

- Parents of Teenage Drivers

Potential Theme

Drive by the Rules. Keep the Privilege.

Potential Planner Components

Unique collateral templates for:

- TV :30
- Radio
- Handout card art
- Poster art

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- PSA script template
- Sample print PSA

October 2010

Calendar Event

Halloween

Primary Purpose

To leverage the burst of holiday hype surrounding Halloween to offer a real reminder of the risk of death, disfigurement or disability that can come from impaired driving.

Window of Opportunity

October 25-31, 2010

Messages of Emphasis

“Buzzed Driving is Drunk Driving. Designate a Sober Driver.”

Drunk Driving. Over the Limit. Under Arrest.

Primary Audiences

- Men, ages 21 to 34 (with emphasis on Let’s Party, Middle-Class Risk Takers and Discontented Blue Collar)
- Women, ages 25-44
- College Students (male and female with male skew, ages 18 to 22)

Secondary Audiences

- Young Women, ages 21 to 25, just finishing college or starting first jobs
- Newly arrived immigrant Latino men, ages 21-34

Potential Themes

“Don’t Let Halloween Turn Into a Nightmare”

“Buzzed Driving is Drunk Driving”

Drunk Driving. Over the Limit. Under Arrest.

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Coaster/napkin art
- Poster art
- Web banners and landing pages

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Radio PSA script template
- Sample print PSA

November 2010

Calendar Event

Thanksgiving Weekend Travel

Primary Purpose

To use the holiday hype and the heavily traveled Thanksgiving weekend as a way to remind part-time belt users of the need to always wear their seat belts and to ensure that all of their passengers are always buckled up, every trip, every time.

Window of Opportunity

November 15-28, 2010

Messages of Emphasis

Buckle Up America. Every Trip. Every Time.
“Click It or Ticket”

Primary Audience

- All drivers and passengers

Potential Themes

“Tighten Your Belt Before and After Thanksgiving Dinner”
Buckle Up America. Every Trip. Every Time.
“Click It or Ticket”

Potential Planner Components

Unique collateral templates for:

- Poster art
- Internet materials

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Proclamation template
- Radio PSA script template

November/December 2010

Calendar Event

Halloween

Primary Purpose

To support enforcement activities and to remind all holiday partygoers of the dangers of driving impaired.

Window of Opportunity

November 28, 2010 - January 2, 2010

Messages of Emphasis

Drunk Driving. Over the Limit. Under Arrest.

“Buzzed Driving is Drunk Driving”

Primary Audiences

- Men, ages 21 to 34 (with emphasis on Let's Party, Middle-Class Risk Takers and Discontented Blue Collar)
- College Students (male and female with male skew, ages 18 to 22)

Secondary Audiences

- Men, ages 35 to 59, higher income, professional/managerial
- Young Women, ages 21 to 25, just finishing college or starting first jobs

Potential Themes

Drunk Driving. Over the Limit. Under Arrest.

“Buzzed Driving is Drunk Driving. Designate a Sober Driver.”

Potential Planner Components

Unique collateral templates for:

- TV :30 and :15
- Radio
- Handout card art
- Coaster/napkin art
- Poster art
- Web banners and landing pages

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Radio PSA script template
- Sample print PSA
- 3D Month Proclamation template

Evaluating the Success of Your Communications Campaigns

Developing a smart, data driven communications plan is an essential first step, but without an evaluation strategy, there is no way of knowing if your plan is working or whether you need to make adjustments. Knowing the effect of your communication activities and fine-tuning areas that need improvement will help you reach your objectives.

Measuring success requires defining, up front, what success is. In other words, every campaign should have clearly defined and measurable goals. Too often vague goals are set, and consequently it's impossible to determine whether efforts have truly made an impact.

A well-stated, specified goal almost always includes some form of statistical or quantifiable factor. If a benchmark statistic for that factor already exists, then the goal should note what amount of change will occur over a specified time.

Different indicators of progress in changing perceptions or behaviors include:
Awareness, Knowledge, Understanding, Preference, Attitude, Opinion and Behavioral Change.

Additionally, when looking at the communications portion of a campaign, it is important to monitor, evaluate and assess communications performance as well. For example, measuring media by what percentage of a target audience was reached and with what frequency; estimating the total media/audience at an event; measuring the column inches of an article that ran in print media; conducting surveys to assess behavior changes in awareness levels; holding focus groups about changes in perceptions, and much more, depending on the objectives.

Evaluation of Paid Media

How do I know if the campaign is working?

There are four commonly known research techniques for these types of measurements:

- **Telephone surveys/interviews** – A method of conducting a survey that involves calling participants on the telephone and asking them questions from a prepared questionnaire.
- **Mail surveys** – A survey where respondents are asked to complete a questionnaire (unaided) and return it to the sender by mail.
- **E-mail surveys** – A survey in which respondents are contacted by e-mail and they respond to the survey via e-mail.
- **Intercept surveys** – A one-on-one interview done in-person at a central location, like the DMV, the mall, etc.

Examples of measures for the above techniques may include unaided message recall including:

- “Heard or saw the ad”
- “Believed more enforcement was taking place”
- “Started wearing a seat belt at night”

When should I evaluate a campaign?

- Is your program on-going but relatively “quiet,” without high profile, high-visibility elements?
- Is it a short-term, intense program, such as a mobilization or crackdown?
- Is it a slightly longer program, but during a fixed period of time, such as summertime travel?

Ongoing programs can be assessed meaningfully during intervals that range from once a quarter to once a year.

- Tracking studies will monitor change and progress overtime. Valid comparisons can be made from one time period to another.
- Measurement and research variables and techniques must remain very consistent.

Fixed period programs with defined starting and ending times can be assessed in two key stages:

- Establishing statistical benchmark measures before the program begins
- Measuring results immediately when the program ends

Note that in certain cases, subsequent tracking measures may be needed.

How do I complete an evaluation?

Unless your measurement needs are relatively simple, a professional should be enlisted. A marketing research specialist within your department, from another department, or from an outside firm is recommended. A research specialist will save you a significant amount of time and provide useful advice that will improve the outcome of your study.

In addition, you should recruit partners to help with manpower. For example, groups like MADD might

be willing to provide manpower for DMV surveys; university professors might assist with student manpower in order to provide students with “real world” experience.

Putting your evaluation to work

Once you have completed your communication campaign’s evaluation, you can use specific findings to put the evaluation to work and make improvements.

- **Refining your creative approach** – Did the target audience understand the creative materials’ communications objectives? Based on feedback, how can you make improvements?
- **Refining your primary message** – Did your message resonate with the target audience?
- **Refining your media buy** – Use your post-buy reports to see what mediums worked the best and make adjustments.
- **Adding, refining or deleting entire components** – Were there certain elements in the plan that worked better than others?
- **Reallocating your budget** – Allocate dollars to those areas that were the most successful.
- **Demonstrating campaign effectiveness and rationale to support continuance.**

Evaluation of Earned Media

When evaluating earned media, it’s often challenging to quantify results. Some suggested ways to see if your plan succeeded is to look at the following:

1. Did we send out the number of desired releases, make the number of desired follow-up calls, brief as many editorial boards, etc., as we said we would?
2. How many news clips did we generate?
3. Did we monitor, retrieve and report all of the

clips or news media hits we wanted to?

4. Did we follow up with print media outlets to pitch placement of op-eds?
5. Did any op-eds get placed?

Putting your earned media results to work

Once your campaign is complete, you can also use the results of your evaluation to improve or modify future messages.

- **Refine your message** – Did it resonate with the media? How can you make your key message stronger or more appealing in future campaigns?
- **Refining your media outreach** – Did you have success in getting your news releases and op-eds placed in print media? Did the media turn-out for your event and run stories in the nightly news or respond to requests for one-on-one interviews? What is the reach of the print outlets that ran your story? Based on results, how can you tailor messages to increase the outreach in future campaigns?

Creative Materials Production Process

Television

1. Client and agency meet for creative input
2. Agency writes creative brief and sends to client for approval
3. Client and agency go through rounds of revisions
4. Client approves creative brief
5. Agency inputs with creative team
6. Creative team presents concepts in written form
7. Agency and creative team revise and refine concepts
8. Final written concepts are illustrated in storyboards
9. Agency presents storyboard concepts to client
10. Client and agency go through rounds of revisions
11. Client selects spot
12. Agency sends final storyboards/spot out for bid to production companies, inputs with directors
13. Agency receives and negotiates bids, reviews input from directors
14. Agency presents bids and director feedback to client
15. Client selects bid, agency awards bid to production company
16. Meetings regarding pre-production details begin (locations, props, casting, scheduling, etc.)
17. Pre-production details are confirmed and approved
18. Client, agency and production company arrive at location/set
19. Final pre-production meetings are held
20. Shoot is started and wrapped
21. Editing begins
22. Client reviews rough cut
23. Client and agency go through rounds of revisions to rough cut

24. Client approves rough cut
25. Music and effects are laid down and rendered
26. Client and agency go through rounds of revisions to the spot
27. Client approves final edit
28. Spot is distributed to media via satellite

Radio

1. Client and agency meet for input
2. Agency writes creative brief and sends to client for approval
3. Client and agency go through rounds of revisions
4. Client approves creative brief
5. Agency inputs with creative team
6. Creative team presents scripts
7. Agency and creative team revise and refine scripts
8. Client selects spot
9. Talent VO selections are sent for approval
10. Client approves VO
11. Talent records VO, music is laid down
12. Client approves final edit
13. Spot is distributed to media as an MP3

Print

1. Client and agency meet for input
2. Agency writes creative brief and sends to client for approval
3. Client and agency go through rounds of revisions
4. Client approves creative brief
5. Agency inputs with creative team
6. Creative team presents conceptual art
7. Agency and creative team revise and refine concepts
8. Agency selects photographer
9. Meetings regarding pre-production begin (locations, props, casting, scheduling)
10. Photography shoot is started and wrapped
11. Shot posters are sent to client for final approval
12. Final files are sent to client

Media Work Sheet

Campaign

Describe the basic scope of the campaign.

Occupant safety campaign using the “Click It or Ticket” creative.
 Increase safety belt usage from ____% to ____%.

Paid Media Budget \$ _____

Target Audience

Describe the audience demographically, and include any additional information you may have on your target. Indicate any ethnicity as well.

Primary Target Audience: Men 18-34

Additional Target Information: blue collar; tend to drive pickup trucks

Geography

List target markets in order of importance

1st _____ 2nd _____
 3rd _____ 4th _____
 5th _____ 6th _____

Special Considerations: _____

Flight Dates

Identify those days/weeks advertising is to run. Indicate any required hiatus days/weeks.

Wednesday 8/16 – Sunday 9/3 (15 days) – Hiatus on all Mondays and Tuesdays

Advertising Units

	:60	:30	:10
TV	___	___	___
Radio	___	___	___

Media Post-Buy Guidelines

A. Post-Buy Overview

A post-buy is the performance measurement of a specific media buy. When a proposed media buy is made, TV program ratings from the period when the buy will actually run are projected based on the most recent Nielsen ratings information available. For example, the media buyer will project program ratings for the May 2007 Click It or Ticket mobilization by seasonally adjusting ratings from previous books. After the May 2007 ratings data are released by Nielsen, the ratings projected for the buy will be compared to the actual program ratings from the May '07 book.

B. Post Buy Report Components

The components of a media buy that should be evaluated are:

- 1. Invoice Reconciliation** – Did the media schedule run as ordered in the proposed media buy? The media buyer should use the invoices they receive to reconcile whether the spots actually ran in the correct programs and the number of paid and non-paid PSA spots that actually ran. In addition, the invoice review will identify if the media buy delivered the appropriate daypart mix. The media buyer should identify the results of their invoice review in the post-buy report.
- 2. Audience Delivery (GRPs)** – The proposed media buy should have indicated the projected audience ratings (GRPs) for each TV program purchased. Once the buy has run, and the ratings book (Nielsen

– TV) is published for the time period you purchased, the State, or its agency, should report if the programs/spots purchased actually delivered the number of rating points (GRPs) that were projected.

The objective is to deliver plus or minus 10 percent of the GRP goal in the proposed media buy (90 - 110 percent). If your media buy delivered only 80 percent of the projected GRPs, it means that the proposed buy may not have reached the audience enough times to achieve the campaign goal. The media buyer should be required to negotiate make-good media-weight for the under delivery. The make-good spots should be scheduled during your next paid media flight.

- 3. PSAs (Non-Paid)** – If the goal is to have the station provide one non-paid PSA for every spot purchased (1:1) and it delivered one spot for every three spots purchased (1:3), the State has an opportunity to negotiate additional PSAs during the next flight. The post-buy report should identify the ratio achieved for non-paid PSAs to paid spots.

C. Post-Buy Techniques

Post-buys are typically evaluated from station affidavits using the exact times the spots ran. The exact time is measured against the ratings book to determine the delivery of the actual programs purchased. If you, or your agency, do not have the media buying software to run a post-buy, most TV stations can do it for you or your agency.

D. How a State Can Use Post-Buy Results for Future Planning

1. **A post-buy can help with station negotiations.** If a station consistently underperforms (its programs deliver lower ratings than projected), your media buyer can negotiate for make-good media to run concurrently with your paid media schedule.
2. **The post-buy also can help with future negotiations for spot placement.** Local

broadcast TV commercials generally run during the half-hour breaks (9PM, 9:30PM, 10PM, etc.). The ratings can vary significantly based on which half-hour break the commercial ran in. Consistently poor placement of spots can have a negative impact on the overall media delivery of the buy. Therefore, in order to be included on an upcoming buy, a station may agree to guarantee placement of your spots to traditionally higher performing half-hour break positions.

Materials That Can Help Your News Releases and Event get Coverage

Effectively communicating with the media is key to rounding out a successful communications campaign. All communications with media should have a concise, clear message and should have a strong “hook” to attract local outlets. These hooks should provide a fresh, new way for listeners or viewers to hear the message of why wearing their seat belts or not driving impaired is important.

NHTSA produces a wide variety of research notes, fact sheets and other materials for campaigns throughout the year that contain the latest data, and many times, separates that data into specific local and State numbers. To see the latest research notes and fact sheets please visit www.nhtsa.gov.

Event Check-List

2010 [EVENT TITLE]
Updated [Insert Date]

Date:
Time:
Location:

Lead

Pre-Event Tasks

MEDIA PITCHING

- Media List(s)
- Local media pitching
- National media pitching
- Media pitching to begin: XX DATE

PRESS MATERIALS

- Media pitch points to be drafted by:
- Media advisory to be drafted by:
- Press release to be drafted by:
- Advisory and release to be approved by:
- Press kit materials to include:
- Press kits to be assembled by:
- Press tables staffed by:

BBR PRODUCTION

- B-roll to be compiled from which sources
- Principal interviews to be taped for BBR include:
- Ads/Creative materials to be included in BBR
- Background information for Slates to be provided by

CREATIVE MATERIALS

- Banner(s)
- Podium placard
- Charts/press kit stickers/lapel pins/etc.

LAW ENFORCEMENT PARTICIPATION

- Law enforcement point of contact
 - Law enforcement participation coordinated by whom?
 - High Ranking Police Official to be acknowledged (if applicable)
-

PRINCIPALS

- Who will do official invites?
 - What is the order of speakers?
-

TALKING POINTS/REMARKS

- Who will draft?
 - Who needs to approve?
-

EVENT SITE LOGISTICS

- Comprehensive site brief
 - Property owner permission (in writing)
 - Weather contingency (if outdoor venue)
 - Lighting
 - Sound/Mult Box
 - Podium
 - Media Table/Chairs
 - Green Room
 - Generator
 - Easel(s)
-

MISC. DOCUMENTS

- Cell phone contact list
 - Event line-by-line (agenda)
-

Lead	Day of Event Tasks
	STAGING LOGISTICS
	<input type="checkbox"/> On-site Point of Contact
	<input type="checkbox"/> Staging Load-in Time: XX time
	<input type="checkbox"/> Show Ready by: XX time
	<input type="checkbox"/> Staging team on-site to break down at: XX time
	PRESS CALLS
	<input type="checkbox"/> Local media follow-up by:
	<input type="checkbox"/> National media follow-up by:
	MEDIA MATERIALS
	<input type="checkbox"/> Press sign-in sheet
	<input type="checkbox"/> Press Kit transportation to event site
	<input type="checkbox"/> Ad Beta tapes or high-res CDs on site for distribution
	MEDIA COORDINATION
	<input type="checkbox"/> Individual(s) to staff media table
	<input type="checkbox"/> Individual to coordinate any post-event one-on-one interview requests
	LAW ENFORCEMENT COORDINATION
	<input type="checkbox"/> Individual to coordinate motor vehicle presence
	<input type="checkbox"/> Individual to coordinate officer participation on stage
	PRINCIPAL ARRIVAL/PARTICIPATION
	<input type="checkbox"/> Principal arrival times
	<input type="checkbox"/> Principal staffers/assistants contact info

Lead

Post-Event Tasks

BITES AND B-ROLL (BBR)

BBR approval needed by:

BBR to be approved by:

MATERIAL STORAGE

Banner/podium placard ownership

THANK YOU LETTERS

List of recipients to be compiled by:

Thank you to be drafted by:

Letters to be mailed by: XX DATE