

partnerscreative

Montana Department of Transportation AD COLLEGE

Prepared for
MDT
October 16, 2014

Ad College

- Introduction & purpose
- Media 101 & 201
- Q & A over media section
- Break
- PR 101 & Social Media 101
- Q & A over PR and Social Media

agenda



Lori & Stacy

- 40 years of combined experience.
- Experience in multiple industries.
- Worked on MDT account off and on for 10 years.

intro



Why are we here?

To educate and provide marketing tips to MDT partners in the areas of media, public relations and social media.

purpose



Terms you must know

- *Target audience*: the desired audience for advertising defined by demographics (age, sex, income).
An MDT example: adults 18-24, predominately male with low to medium income levels, many of them are just entering college.
- *Reach*: the number of different persons exposed to an ad at least once.

Media 101



Terms you must know (cont.)

- *Frequency*: the number of times the audience reached will be exposed to an ad.
- *Effective reach*: reaching the desired audience three or more times.
- *Dayparts*: media that is placed based on established periods of time.
An example: early-morning drive, early news, prime time, late night, weekend.

Media 101



Terms you should know (cont.)

- *Permanent billboards*: the structure is 14 x 48; vinyl is used because only one location is used.
- *Rotary billboard*: the board is usually smaller and moves around the city every 30 days.
- *Vinyl*: a material used for billboards that lasts forever, can be taken down and stored. Cost \$550.
- *Poster flex*: a material used for billboards that last 30-60 days. Cost \$200.

Media 101



Terms you should know (cont.)

- *DEC (daily effective circulation)*: the number of cars that pass by a billboard each day.
- *Circulation*: the number of people that read that particular newspaper or magazine.

Media 101



Tips to remember

- Defining your *target audience* is the first step in the media planning process.
- You should never run an ad just once. Shoot for *three or more* times.
- Produce poster flex for billboard creative that you will NOT use again. Otherwise, produce a vinyl and store it until it's needed again.
- Summer is the worse time for TV.

Media 101



Tips to remember

- Early-morning drive and P.M. drive are the best times to reach the working population.
- Prime time TV slot is the highest viewed daypart by all audiences.
- Radio can be purchased in :15 increments.

Media 101



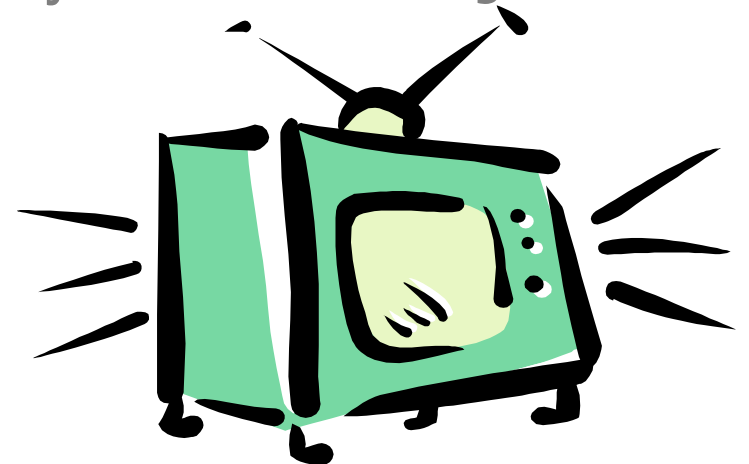


Which way do I go?

TV

- Ability to generate the greatest reach. If you are looking to create mass awareness, TV is the most efficient and effective medium to use.
- Selectivity by daypart — zero in on target.
- More expensive media option.
- Production can be expensive and have long lead time.
- Use existing creative and tag with your own message.

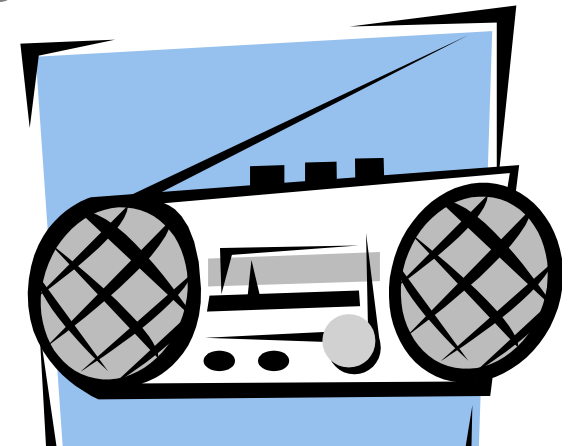
Media 201



Radio

- Ability to ask for immediate call to action.
- Frequency medium. You can achieve multiple touches with your audience more cost-effectively.
- Value-added opportunities. “If we make this buy, can you throw in XYZ.”
- Not a visual medium, younger demographic wants visual appeal (per Team Zero).
- Reach multiple targets by purchasing different station formats and dayparts.

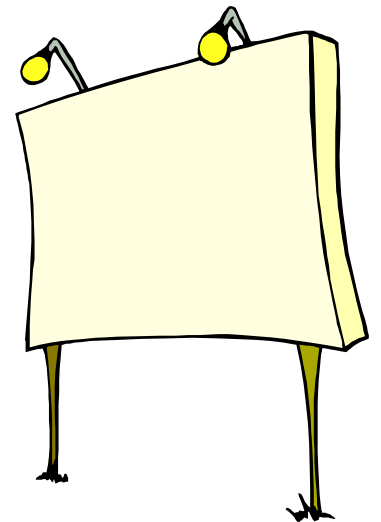
Media 201



Billboards

- Capable of both *reach* and *frequency*.
- Single message only, no more than 8 words.
- Visual medium.
- Can move around the city through rotary program to make your presence seem bigger.
- Can position boards in strategic places if inventory allows with billboard company.
- Availability in some markets can be low.
- Check DEC numbers — want a highly visible location.

Media 201



Online

- Facebook/YouTube/ESPN/MSN/Google.
- Easy to target individuals.
- Extend your message beyond your target.
- Measureable.
- Cost-effective.

Media 201



Newspaper

- A reach medium for older demographic. Younger demographic gets their news online.
- Opportunity to tell a story w/ detailed copy points.
- Immediate call to action.
- Good in small, rural markets; rural residents still seem to read the newspaper.
- Can reach specific targets by placing in certain sections of paper. (Sports = men, health = women.)

Media 201





Questions?

When to use public relations?

- Something new to announce.
 - *New program*
 - *New statistics*
 - *Major event*
- Remember: Must be newsworthy. News media will want to cover.

PR 101



Tools of traditional public relations

- Press release.
- Media alert.
- Media event.
- Pitch.

PR 101



Why send a press release?

- Announcing new program or new initiative.
- Releasing new statistics.
- Keep in mind:
 - What else is in the news currently?
 - Piggy back on national or statewide story?
 - Timeliness
 - Is it relevant *right now*?

PR 101



Elements of a press release — Content Pg. 1



FOR IMMEDIATE RELEASE

Media Contacts:
Lori Warden or Joe Nickell, PartnersCreative
prdept@partnerscreative.com, 406.541.2263

Vision Zero: Officers heighten patrols to increase safety on Montana roads as summer travel season begins

Increased law enforcement part of new Montana Department of Transportation initiative to save lives.

May 15, 2014 — Helena, Montana — As the Montana Department of Transportation begins its new "Vision Zero" initiative directly aimed to save lives on Montana roads, almost 50 law enforcement agencies throughout the state ramp up patrols to enforce Montana seat belt laws and stop behavior that puts drivers and occupants at risk during the start of the busiest travel season.

As part of MDT's May Mobilization efforts to increase seat belt usage and encourage safe driving, increased patrols by local police departments, county sheriff's offices and the Montana Highway Patrol start Monday, May 19, continuing through Memorial Day weekend and concluding Sunday, June 1. The Montana Highway Patrol's Safety Enforcement Traffic Team will focus special patrols on Interstate 90 and U.S. Highway 200, two of the state's busiest travel corridors. Patrols monitoring all traffic violations, including impaired drivers, heighten again during the weeks around Fourth of July and Labor Day.

Increased enforcement is timed during what has historically been the deadliest period in Montana for fatal crashes —between May and October — when 61 percent of all vehicular fatalities occurred in the last 10 years.

"We're starting the time of year when a majority of our highway fatalities happen in Montana," said Montana Department of Transportation Director Mike Tooley. "From May through October, when the roads are dry and days are long, is not a time for Montanans to be complacent about safe driving, but a time to be extra diligent on the roads by always buckling up and only driving sober."

Of the total 2,309 Montana highway fatalities in the last decade from 2004 – 2013, 62 percent of these people were either not wearing a seat belt or wearing it improperly. In Montana's new Vision Zero initiative, a combined effort across public safety and law enforcement agencies to

Page 1 of 2

Logo

FOR IMMEDIATE
RELEASE - always all caps

Media contacts

- Name, phone, email of person who can be easily reached.
- Use cellphone if necessary.

PR 101



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Page 1 of 2

Headline

- States the nut.
- Always contains verb (never past tense).
- No period.

Subhead (optional)

- Secondary info.

PR 101



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Page 1 of 2

Dateline

- Date.
- City, state of origin.

Lead paragraph

- Lead with news hook.
- Who, what, where, when, why. Don't cram in too many details.
- Focus on audience / not your organization.

PR 101



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Page 1 of 2

Supporting facts / details

Quote

- Emphasizes point.
- Person on leadership team.
- Attribute w/ full name & title.
- Never attribute with "says" — attribute with "said" or "explained."

Order can be interchanged with quote in second paragraph.

PR 101



Elements of a press release — Content Pg. 2

eliminate deaths and injuries on Montana roads, MDT calls for all Montanans to buckle up, drive sober and practice safe driving behaviors.

"Too many lives are shattered on Montana highways from tragedy that could have been prevented," Tooley added. "Vision Zero is a goal and a new mindset for all Montanans that death and serious injury on Montana roads is unacceptable. We won't address our traffic fatality issue as a state until every Montanan buckles up, drives responsibly, avoids distraction and only drives sober."

In a new media campaign this month, MDT reaches out to embolden all Montanans to buckle up. On outdoor billboards motorists will see a bloody crash scene depicting the realistic devastation of a young person thrown from the vehicle, a scene that happens frequently on Montana roadways with occupants in crashes who have not buckled up. The boards will hang with the banner "Life Shattered" to remind Montanans that by not buckling up their lives could too easily be shattered as well as the lives of their loved ones.

On TV, MDT shows how lives shattered in a car crash also shatter the lives of those who love the victims. In MDT's latest commercial, a mother mourns the loss of her son, whose life could have been spared if he had buckled up.

Vision Zero

High-visibility enforcement, education, safe engineering of roadways and emergency medical response funding through the Emergency Medical Services Grant Program all support Montana's Vision Zero initiative — working to eliminate deaths and injuries on Montana roadways. #VisionZeroMT

Click It, Don't Risk It

Extra patrols by local law enforcement and the Montana Highway Patrol are funded by the Montana Department of Transportation through the Selective Traffic Enforcement Program, using funds from the National Highway Traffic Safety Administration. The Montana Seat Belt Enforcement Mobilization education campaign, "Click It, Don't Risk It," runs May 19 to June 1, alongside increased enforcement.



###

Quote

- Additional quote from same person or another authority/expert.

Supporting facts / details.

Elements of a press release — Content Pg. 2

the last 10 years involved a crash with an impaired driver or occupants who were either not wearing their seat belts or wearing them incorrectly.

Vision Zero focuses on four emphasis areas:

- **Education** through public information campaigns during the busiest travel periods and local outreach through Buckle Up Montana, DUI Task Force and Safe On All Roads (SOAR) programs, including teen traffic safety educational programming.
- **Enforcement** of Montana seat belt and impaired driving laws by Montana Highway Patrol and local law enforcement agencies, whose presence reminds drivers and occupants to obey traffic laws. In addition to increased enforcement periods during Mobilization and Selective Traffic Enforcement Program or STEP periods, when traffic enforcement is increased around the busiest travel times of the year and around events that include an emphasis of alcohol consumption.
- **Engineering** of Montana roadways to ensure that Montana's thousands of miles of state roads and highways are built and maintained with safety as the first concern.
- **Emergency medical response** adequately funded and equipped to respond to vehicle crashes with proper emergency response vehicles, training and medical equipment through the Emergency Medical Services Grant Program.

"All four areas of focus for Vision Zero are critical as we move toward zero deaths and injuries on Montana roadways," Tooley said. "But we can't do it without the complete support of every Montanan. That means that every time you get into a vehicle: Buckle up, make sure your children and friends are buckled up, and never drive impaired or allow an impaired person to drive."

MDT starts a media campaign this month to reach drivers of all ages during the state's busiest and deadliest travel season — from May through October, when 61 percent of all roadway fatalities have occurred in the last 10 years. Billboard and television advertising will depict the graphic reality of crashes and the devastation family and friends experience when someone they love is lost to a crash.

###

Supporting facts / details
• Can be bulleted info.

PR 101



Elements of a press release — Content Pg. 2



Montana Dragon Boat Festival reaches \$2M economic impact

Third annual festival to attract thousands from across the United States and Canada to Northwest Montana.

June 26, 2014 – Kalispell, Montana – Approaching its third year, the Montana Dragon Boat Festival has grown into one of the top 10 dragon boat festivals in North America. The popularity of the annual September event has not only brought thousands of visitors to the Flathead Valley but also created significant economic impact to the region's fall shoulder season. Last year's second Montana Dragon Boat Festival had a total economic impact of \$2,049,300, according to the Institute of Tourism and Recreation Research at the University of Montana, which compiles spending and performance data on the state's largest tourism events.

"After the significant interest in the first Montana Dragon Boat Festival in 2012, we added a second day to the 2013 festival," said Diane Medler, Kalispell Convention & Visitor Bureau director. "And in doing so we nearly doubled the number of participants and grew the festival's economic impact to the region by 265 percent."

The 2013 festival drew 2,000 participants and 6,000 spectators. Forty-three percent of the teams came from outside Northwest Montana and included teams from Washington, Oregon, California and Wisconsin. Additionally, the festival drew 22 teams from Canada. Each of the 91 teams consisted of 20 paddlers, a drummer and a steersman racing 46-foot Chinese-style dragon boats on Flathead Lake.

The Montana Dragon Boat Festival is one of several events that the Kalispell CVB has brought to the Flathead Valley to boost tourism in the region's quieter shoulder seasons. Earlier this year the CVB hosted the first Montana Pond Hockey Classic. The outdoor hockey tournament attracted 1,500 spectators and 350 players to Kalispell's Foy's Lake, 90 percent of whom came from outside the state or outside the region. ITRR estimates that the February event had a \$632,610 economic impact to the region. This spring the CVB hosted the second Montana Spartan Race with 5,500 racers, 80 percent visiting from outside Northwest Montana. And in June it brought the Montana High School Rodeo State Finals back to Northwest Montana after a 30-year hiatus. Contestants and fans came from more than 100 Montana towns for the five-day competition.

"The Flathead Valley is fortunate to have spectacular scenery, but in addition, we have the highest quality of facilities that can accommodate an array of events, an abundance of lodging partners and

2014 Montana Dragon Boat Festival

When: Sept. 13 and 14, 2014

Where: Flathead Lake Lodge, Bigfork, Montana

Information and registration:
montanadragonboat.com

Team registration fees:
Nonprofit: \$650
Recreation / Competitive: \$750

Supporting facts / details

- Can be an info box.
- Good for public event details.

PR 101



Elements of a press release — Content Pg. 2

eliminate deaths and injuries on Montana roads, MDT calls for all Montanans to buckle up, drive sober and practice safe-driving behaviors.

"Too many lives are shattered on Montana highways from tragedy that could have been prevented," Tooley added. "Vision Zero is a goal and a new mindset for all Montanans that death and serious injury on Montana roads is unacceptable. We won't address our traffic fatality issue as a state until every Montanan buckles up, drives responsibly, avoids distraction and only drives sober."

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###

Boilerplates(s)

- One paragraph synopsis of program, organization sending release.
- Can include "about," mission, organization overview / history.
- Includes website if available.

###

- Denotes end of press release.

PR 101



What makes a good press release

- Written like a news story.
 - Always in third person
 - Never say: We announce...
 - Never say: Our program...
 - Remain subjective / don't express opinion
 - First person is for quotes and opinions
 - Attribute statistics
 - Written in AP (Associated Press) Style

PR 101



More tips for writing a good press release

- Feel free to write quote, then get edits / approval.
- Never use exclamation points or all caps.
- Always use same font and size (except for headline).
- Avoid insider language / jargon.
- On first reference always spell out acronym.
 - 1st use: Montana Department of Transportation
 - 2nd use: MDT
- Always have someone else proofread.

PR 101



Timing to send a press release

- Day announcement is ready to be made.
- When spokespeople will be available to talk.
- If for a public event, in time for public to participate and register.
- Tuesday – Thursday 9 – 11 a.m.
- Never on a Friday!

PR 101



Why send a media alert?

- Inviting media to cover an event.
 - Public events with dignitary or special groups
 - Special awards / recognition
 - Events with tie in to national movement/date, i.e., National Teen Driver Safety Week
- Informing media about a photo opportunity.
 - Think visual

PR 101



Elements of a media alert



– MEDIA ALERT –

Press contacts:

Lori Warden or Joe Nickell, PartnersCreative
406.541.2263 or prdept@partnerscreative.com

WHAT: Members of the media are invited to a press event announcing a new initiative aimed directly at saving lives on Montana highways.

WHO: Montana Department of Transportation Director Mike Tooley, Montana Highway Patrol and regional law enforcement representatives, and Montanans who wore their seat belts and survived major crashes.

WHEN: Wednesday, May 7 at Noon.

WHERE: The University of Montana Oval, Missoula
In the case of inclement weather, the event will be moved to the south atrium of the University Center (UC).
Parking directions: Please allow time to find parking on campus. Members of the media may use the attached parking permit/map in the designated parking areas marked in green on the map.

RSVP / INFO: Lori Warden, prdept@partnerscreative.com

Logo

Media Alert

- Make clear you're alerting media.

Media contacts

- Name, phone, email of person who can be easily reached.
- Use cellphone if necessary.

PR 101



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WHAT

- Explain in a sentence what the event is or what photo opportunity can be captured.

PR 101



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WHO

- List names and titles of officials attending, also any groups or organizations.

PR 101



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WHEN

- Date and exact time.

WHERE

- Give exact location with address, and parking directions if necessary.
- Provide passes for event and parking — don't expect media to pay to attend your event.

PR 101



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RSVP / INFO

- Name and contact info for person to RSVP to.
- Name and contact info for person who can provide additional information.
- Could be same person.

PR 101



Elements of a media alert — additional



— Media Invite and Photo Opportunity —

~~Kalispell Convention and Visitors Bureau to Introduce First Dragon Boats to Montana~~

WHAT: Come watch as a team of 20 paddlers introduce the sport of dragon boat racing to Montana, in anticipation of the upcoming Montana Dragon Boat Festival this September — a new Montana signature event expected to attract visitors from around the country and Montanans to the Flathead Valley. The Kalispell Convention and Visitors Bureau is giving media the first opportunity to view the Hong Kong-style, 46-foot dragon boats on Flathead Lake.

WHO: Kalispell Convention and Visitors Bureau Group Sales Manager Rob Brisendine, additional spokespeople and sponsors from the Flathead Valley, 20 paddlers from Whitefish Credit Union and Glacier Bank, and one Chinese Water Dragon.

WHEN: **Thursday, July 19, 2012 at 10 a.m.**

WHERE: **Flathead Lake Lodge**, 150 Flathead Lodge Road, Bigfork, Mont.

Directions: the lodge is located just south of Bigfork off the Eastshore Highway (Hwy 35). ~~Coming from the north, the lodge is the next turn after Wayfarers State Park at approx. mile marker 30.5. Turn at the Flathead Lake Lodge sign on the west side (lakeside) of the highway. Map:~~ <http://goo.gl/maps/vcb1>

WHY: In the Year of the Water Dragon, dragon boat racing will make its Montana debut on Flathead Lake on Saturday, September 8, 2012. The sport is the eighth-fastest growing sport in the world, with interest spreading especially in the United States and Canada. The Montana Dragon Boat Festival will be the first opportunity for residents of Montana and the inland Northwest to view and participate in dragon boat racing. Teams from Colorado, Nevada, Texas, Washington, Montana, and the Canadian provinces of Alberta and British Columbia have already signed up to participate. <http://www.montanadragonboat.com>

RSVP: To RSVP to the exclusive media event, please contact Lori Warden or Suzanne Elfstrom at PartnersCreative at prdept@partnerscreative.com or 406.541.2263 by 12 p.m. on Wednesday, July 18.

PHOTO OPP

- Call out photo opportunity in heading.

WHY

- If your event or organization is new, add a Why or About section providing more explanation.

PR 101



When to send a media alert?

- Two-three days in advance of event/photo opp.
- Ideally Tuesday – Thursday 9 – 11 a.m.
- Never on a Friday!

- Complement with a press release at time of event.

PR 101



How to send a release / alert

- Create an email list.
 - Gather contacts from news websites, send to editor and news desk email address
- Create a clear, concise subject line.
- Provide a greeting and brief couple sentence intro before release / alert.
- Always keep info in body of email.
 - Only attach photos or supplemental materials

PR 101



You've pressed send — now what?

- FOLLOW UP.
 - If you haven't heard from media in a couple days, pick up the phone
 - Leave concise message
 - Provide more info if requested

PR 101



Other tools of public relations

- Media event.
 - Keep in mind:
 - Will they come? Is it truly newsworthy?
 - Spokespeople
 - Time of day
 - Location/camera back drop
- Pitch.
 - Story idea for in-depth news story

PR 101



Social media — why should you do it?

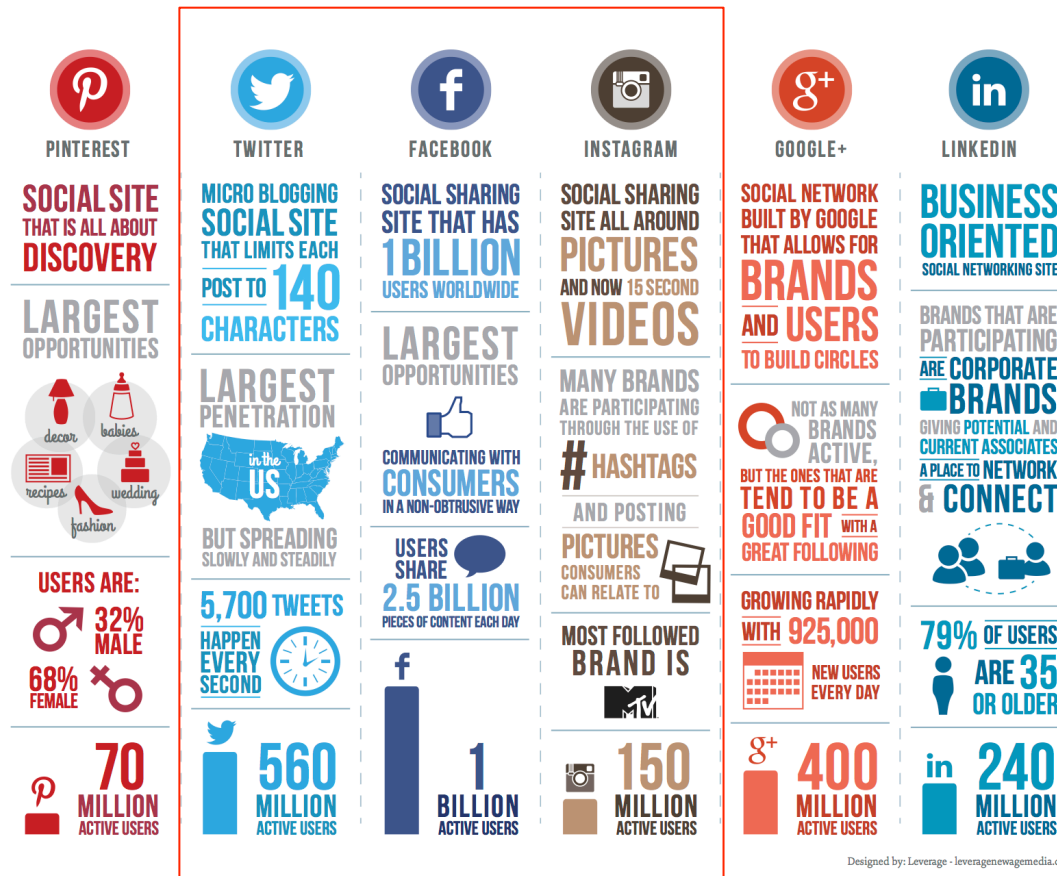
- 74 percent of all Internet users use social media.
- Demographics.
 - 18- to 29-year-olds: 89 percent
 - 30- to 49 -year-olds: 82 percent
 - 50- to 64-year-olds: 64 percent
 - 65+: 49 percent
- Social mobile users: 67 percent of 18-29 year olds.

Source: Pew Research January 2014

Social 101



Social media — where should you post?



Designed by: Leverage - leveragenewagemedia.com

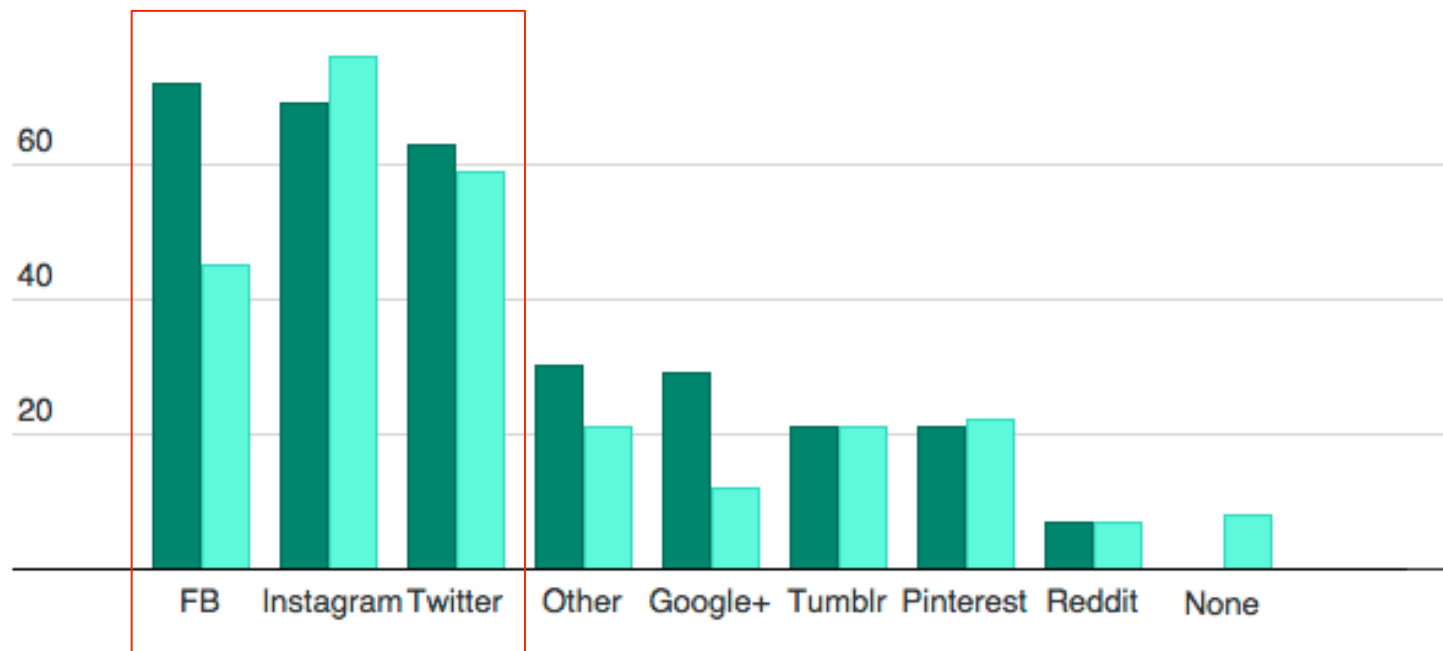
Social 101



Social media — where should you post?

What social networks teens use (%)

■ Spring 2014 ■ Fall 2014



Source: [Piper Jaffray](#)

The Washington Post

Social 101



Social media — Facebook tips



- Frequency: Post once a day, ideally. At least three times per week. Never repost the exact same information; always reword.
- Content: Ideally 60% should point to other high-value third-party content; 40% original content.
- Ideas: Videos, articles, events, photos, accolades / recognition (tag persons in photos), safety reminders, links to website.

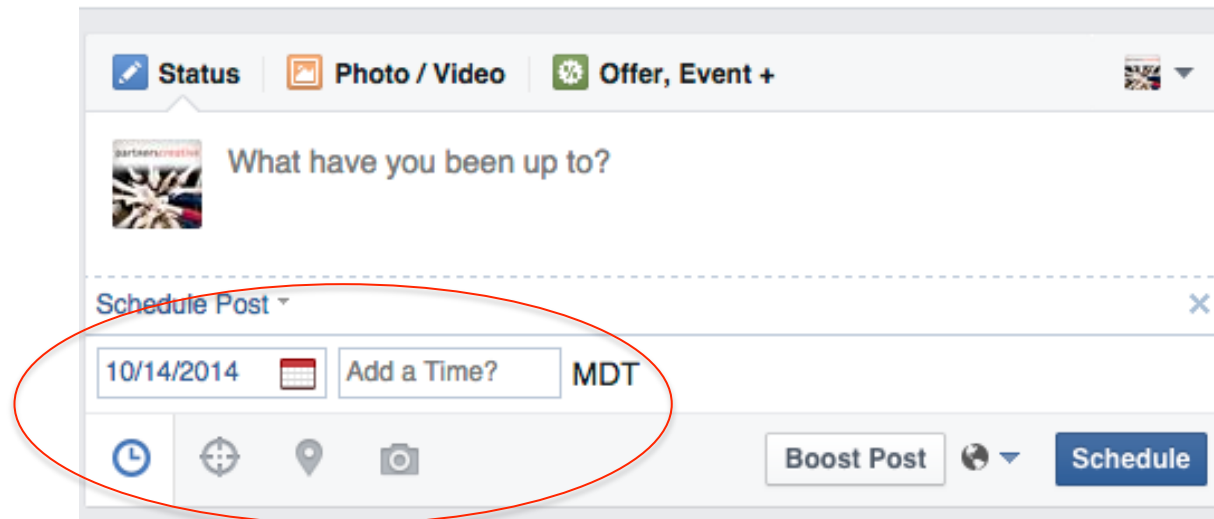
Social 101



Social media — Facebook tips



- Time: 1 – 4 p.m.
- Schedule: Use clock tool to schedule in advance.



Social 101



Social media — Twitter tips

- Characters: 120 – 130.
- Use one or two hashtags.
- Ask people to “retweet.”
- Add a link.
- Time: 1 – 3 p.m., later for teens.
- [Content](#): Keep it short, video links, article links, events, inspirational reminders.

Social 101



Social media — Instagram tips



- Use hashtags.
- Like others' posts.
- Get creative with your composition.
- Be inspirational.
- [Content](#): Visual, inspirational — don't forget to write comment.

Social 101



Social media — tools

- Posting calendar.
- Scheduled posting tool, such as Hootsuite.
- Bit.ly links.

Social 101



Social media — #VisionZeroMT

- Use with all posts about safe driving.
- Use on Facebook, Twitter and Instagram.
- Encourage engagement:



Share how a seat belt saved your life or the life of someone you know. #VisionZeroMT

Social 101



Integrating PR, social media & paid media

- Public relations (time).
 - Introduces and provides third-party legitimacy
- Social media (time).
 - Introduces, reminds and engages
- Paid media (time and \$).
 - Introduces and reminds

Social 101

