

## OSA Conference Call: Parent Media Campaign, February 26, 2008

What follows is information and notes from the Conference Call on the Parent Media Campaign conducted February 26, 2008. Thanks to Ashley Pullen of Greater Waterville C4C for sharing her notes from the call.

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- Informational update: Using Parent Media Materials in Movie Theaters

### Attendees:

#### Registration List

Name	Org or County	Email	phone
Adrienne Gallant & Connie Putnam	Knox CCHC	<a href="mailto:adgallant@verizon.net">adgallant@verizon.net</a> <a href="mailto:c-putnam@verizon.net">c-putnam@verizon.net</a>	594-5440
Joan Churchill	Community Concepts	<a href="mailto:jchurchill@community-concepts.org">jchurchill@community-concepts.org</a>	739-6364
Carol Bell	ACAP	<a href="mailto:cbell@acap-me.org">cbell@acap-me.org</a>	768-3056 x629
Melissa Fochesato	Midcoast	<a href="mailto:mfochesato@midcoasthealth.com">mfochesato@midcoasthealth.com</a>	373-6957
Bill Paterson	UNE / CHCC	<a href="mailto:WPaterson@une.edu">WPaterson@une.edu</a>	602-3589
Liz Blackwell-Moore	Com. Promoting Health	<a href="mailto:Eblackwell-moore@propeople.org">Eblackwell-moore@propeople.org</a>	553-5867
Lisa Laflin	Franklin HCC	<a href="mailto:lflaflin@fchn.org">lflaflin@fchn.org</a>	645-3136 x5103
Connie Roux	Partners for Healthier Com	<a href="mailto:croux@goodallhospital.org">croux@goodallhospital.org</a>	490-7711
Rachel Charette	Power of Prevention	<a href="mailto:Rachel.charette@nmmc.org">Rachel.charette@nmmc.org</a>	834-3195 x3621
Patrick Walsh	Waldo County Gen Hosp	<a href="mailto:pwalsh@brmaine.org">pwalsh@brmaine.org</a>	338-2200
Jamie Comstock	Bangor Health & Welfare	<a href="mailto:Jamie.comstock@bangormaine.gov">Jamie.comstock@bangormaine.gov</a>	992-4463
Ashley Poulin	Greater Waterville PATCH	<a href="mailto:Ashley@gwc4cy.org">Ashley@gwc4cy.org</a>	
Robin Mayo Christie Whitten	Piscataquis Public Health Council	<a href="mailto:rmayo@mayohospital.com">rmayo@mayohospital.com</a> <a href="mailto:cwhitten@mayohospital.com">cwhitten@mayohospital.com</a>	564-4344
Stephanie Thompson	RVHCC	<a href="mailto:rvhccthomps@zwi.net">rvhccthomps@zwi.net</a>	364-7408
Michelle O'Meara	Union River Healthy Communities	<a href="mailto:healthy2@downeasthealth.org">healthy2@downeasthealth.org</a>	667-5352
Patty Duguay	RVHCC	<a href="mailto:rvhcc@zwi.net">rvhcc@zwi.net</a>	364-7408
Joyce Steel	Health Lincoln County	<a href="mailto:jesteel@midcoast.com">jesteel@midcoast.com</a>	563-6123
Christine Letcher	Healthy Androscoggin	<a href="mailto:lettech@cmhc.org">lettech@cmhc.org</a>	795-5991
Anne Rogers	OSA	<a href="mailto:Anne.rogers@maine.gov">Anne.rogers@maine.gov</a>	287-4706
Erik Gordon	OSA		
Kim Laramy	Ethos Marketing and Design	<a href="mailto:klaramy@ethos-marketing.com">klaramy@ethos-marketing.com</a>	207-856-2610 x238
Jo McCaslin	OSA	<a href="mailto:Jo.mccaslin@maine.gov">Jo.mccaslin@maine.gov</a>	287-8917

Cheryl Cichowski	OSA	Cheryl.cichowski@maine.gov	207 287-4391
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**OSA Parent Media Campaign Status Report:**

- 1) Parent **Meeting Kit**
  - a. Parent Meeting Kit is at the printers and OSA should have ready by 3/14
  - b. Includes videos, handouts, etc. to conduct a parent meeting, including brochures, invitations, outreach materials and agendas. Bookmarks, Brochures, Easy-to-use materials for parents and community members, Print Ads for Modeling and Monitoring.
  - c. DVD's are included: Town Hall Underage Prevention Summit, Time Warner Videos, Monitoring and Modeling TV Ads, Surgeon General PSA's
- 2) TV Ads for Local use
  - a. Included in Parent Meeting Kit
  - b. Offer to Local Cable Access Channels
  - c. Corporate/Hospital/Inhouse networks
- 3) A Resource Guide For Maine Parents
  - a. Date due 3/31 printed – draft copies available early if needed for Town Hall Summit – email Jo or Cheryl if needed before 3/31.
  - b. This publication is an update of the 2002 Parent Booklet – updated information, tested for lower literacy and ease of reading.
- 4) TV Schedule/Political Windows
  - a. Text Message and Instant Message Monitoring TV ads will begin on 3/17
  - b. Political Windows for spring and fall – what does it mean and when are they?
- 5) Radio Ads for local use
  - a. Date due 5/1
  - b. How to use
- 6) Newspaper Ads for local use
  - a. Date available 3/14 – are included on the Parent Meeting Kit and will be available on the website.



**Office of Substance Abuse  
“Monitoring” Awareness Campaign  
Spring TV 2008 Summary  
(Media Buys)**

Campaign Objective

- Generate awareness among Parents of the importance of “Monitoring” your teens
- Support the local community outreach groups

Media Approach

- Launch a high frequency television campaign in the earlier part of spring to avoid the political window and take advantage of lower commercial rates and more available inventory
- Leverage the non-profit status of OSA to secure bonus PSA weight and/or value added that will supplement our paid commercial schedule for increased frequency
- Include an online component with MaineToday.com and renew our FMI Listing’s on WCSH6.com and WLBZ2.com to reinforce the “Monitoring” messages

Timing

Television

- March 17<sup>th</sup> – April 27<sup>th</sup>
- Six consecutive flight weeks

Online

- MaineToday.com, March 17<sup>th</sup> 2008 – March 16<sup>th</sup> 2009
- FMI Listing on WCSH6.com and WLBZ.com for six weeks (3/17-4/27)

Geography

- Statewide – ALL Markets
  - Portland-Auburn
  - Bangor
  - Presque Isle

Media Specifics

- Major network buy, supplemented by a statewide cable campaign:

Portland TV

200 Weekly GRP’s

96.8% Reach, 12.5X Frequency

- WCSH
  - Early Morning News
  - Evening News

- 207
- WGME
  - Early Morning News
  - Oprah
  - Evening News
- WMTW
  - Dr. Phil
  - Wheel/Jeopardy
  - Primetime (Dancing w/ Stars, Oprah's Big Give)
- WPFO (FOX)
  - Prime Access (7p-8p)
  - Primetime (American Idol)
  - Red Sox Opening game
- CW
  - Primetime (America's Next Top Model)
- Time Warner Cable - Statewide
  - FOX News, HGTV, LIFETIME, A&E, TBS "Raymond", USA "House" & "Law & Order), SPK "CSI", MSNBC

Bangor TV

200 Weekly GRP's

96.8% Reach, 12.5X Frequency

- WABI
  - Early Morning News
  - Evening News
  - Oprah
  - Prime Access (7p-8p)
- WLBZ
  - Early Morning News
  - Dr. Phil
  - Evening News
- WVII
  - Wheel/Jeopardy
  - Primetime (Dancing w/ Stars, Oprah's Big Give)
- WFVX (FOX)
  - Primetime (American Idol)
  - Red Sox Opening game
- CW
  - Primetime (America's Next Top Model)

Presque Isle TV  
200 Weekly GRP's  
96.8% Reach, 12.5X Frequency

- WAGM
  - Early Morning News
  - Evening News
  - Dr. Phil
  - Oprah
  - Prime Access (7p-8p)
  - Primetime Rotator (M-Sa 7p-11p)
  - Weekend News
- FOX
  - Primetime (American Idol)
  - Red Sox Opening game
- Online buy with MaineToday.com
  - Existing "Monitoring" creative
  - Half Page; 300 X 600
  - 125,000 Impressions
  - News story Pages
- FMI Listing plus link on WCSH6.com and WLBZ.com



## 2008 Broadcast Calendar

**Political Window Opens**

**Election, Primary or Caucus Day**

**Political Window**

November 24  
December 19

Month	M	T	W	T	F	S	S
January	31	1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
February	28	29	30	31	1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
March	25	26	27	28	29	1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
April	31	1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
May	28	29	30	1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
June	26	27	28	29	30	31	1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29

Month	M	T	W	T	F	S	S
July	30	1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
August	28	29	30	31	1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	31
September	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
October	29	30	1	2	3	4	5
	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
November	27	28	29	30	31	1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
December	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28

NH Presidential Primary - 1/8/08 - Window opens 11/24/07  
 Maine Republican Presidential Caucus - 2/2/08 - Window opens 12/17/07  
 Maine Primary - 6/10/08 - Window opens 4/26/08  
 NH State Primary - 9/9/08 - Window opens 7/26/08  
 General Election - 11/4/08 - Window opens 9/5/08

Democratic National Convention in Denver 8/25-8/29/08  
 Republican National Convention in St. Paul 7/10-7/13/08

## **NOTES from 2/26 Conference Call: OSA Parent Media Campaign Materials**

- Materials are targeted at parents of children ages 11-18
- Materials can be obtained from Jo or Cheryl at OSA
  - Turnaround time is 9-10 days at most (can be sooner if you let them know)
  - **ADDED INFO:** contact the OSA IRC 1-800-499-0027 or [osa.ircosa@maine.gov](mailto:osa.ircosa@maine.gov) for any publication needs.

### **How other groups have engaged parents:**

- Before the end of the school year send out a brochure to parents with monitoring messages
- Put materials in pediatricians' offices
- Biweekly newspaper articles in weekly newspapers
- Have a table/present at freshman orientation nights for 8<sup>th</sup> grade parents
- Set up an ATV to show CADCA's satellite broadcast as a lunch & learn (done at a hospital)
- Go TO parents instead of having them come to an event
  - Sporting events, school ceremonies, etc.
  - Craft fairs, sportsmans' shows
  - Target youth development personnel (scouting leaders)
  - Get ad aired at local movie theater (one group spent \$6k for the ad to run for 6 months on all screens at all shows)
  - Give bookmarks to library for alcohol awareness month

### **How other groups plan to engage parents:**

- Present materials at a DARE graduation
- Present materials at GEAR UP events
- Have a table/present at parent financial aid info. Nights
- Have worksites distribute materials to employees
- Gorham Youth Voices 9-minute video contains many of the messages in the parent kit—they made DVDs of this and mailed to all middle school parents
- Put articles in the local paper around prom/graduation season
- Mailed tip sheets to parents of seniors around prom/graduation season
- Give information to high school counselors
- Put monitoring/modeling tips in school newsletters

## Attendee Comments shared through the evaluation:

<b>Many of you shared some helpful tips and experiences that will benefit others. We tried to capture them, but need help. Please list or briefly summarize one or more of the tips and experiences you spoke of on the phone. We will compile and email out to all.</b>
Thank you because there were great ideas. I reaffirmed that we need to go to parents rather than expect them to come to us when not in crisis situation; weekly column in newspaper created from OSA and other materials; trying to figure out how to capitalize on "captured audiences" at school sporting events, awards nights, etc.
letters to parents sent from the school, signatures from superintendents and police chiefs on the letter
Sending out a video to all the middle school parents about monitoring and modeling behavior with a tip sheet and a letter to parents. I also talked about using the athletic contract signing meeting as a time to catch parents and give them information about parental monitoring
Using parent kits at a DARE Graduation night.
attending parents 8th grade orientation night with info
Worskite wellness parent information distribution and CADCA satellite broadcast
Could we get a list of all who participated and their contact information?
Getting parent information out at DARE graduation, FASFA workshop
Some cinemas are very picky about what ads they will run, meeting with principals to get permission to mail to all students, local libraries to distribute bookmarks in April, direct mailing of monitoring brochures to all HS and MS parents

### **Informational Update:** Using Parent Media Materials in Movie Theaters

Some communities requested information/assistance in determining if the OSA Parent Media can be used in movie theaters. Ethos did some research for us and here is what we determined:

A specific request came in for Smitty's in Biddeford & Sanford – and unfortunately they can definitely NOT use the TV ads, and converting them would be cost-prohibitive. We do have two options - both of which we have reviewed with the Smitty's Production Manager:

- a) We can provide him with pdf images of the MaineToday.com creative and he will produce a still slide for the Goodall community coalition coordinator at no charge – which is a value of \$250 plus the free on-screen space
- b) if however, they want it digitalized to appear similar to what is running on MaineToday.com then CMG will need to charge them \$350 for production/design time, but the on-screen space will still be at no charge.
- c) a third option is to just run the Find Out More, Do More Logo as a static slide.

In researching this we also reached out to all other cinema companies – those who would be able to air the TV ads – but there is not a single one who will run the existing TV creative for free.

If it makes anyone feel better - here is some statistical information:

Cinema is most effective in reaching teens 12-17 and young adults 18-24 - they represent 71% of the audiences in movie theaters. Based on this, the Parent Media materials is not really geared for the right audience for cinemas.