

How To Use This Media Toolkit

Preparation is the key to an effective public education campaign. As one of the marriage experts in your community, you know best which of these tools will be the most effective in increasing the dialogue about marriage in your area.

Placing the Print and Radio PSAs

We are disseminating the print and radio PSAs nationally; however, many of you have strong relationships with your local newspapers and radio stations, and may be able to get them run by contacting those people directly.

Our high-quality, timely PSAs have broad appeal and can help newspapers and radio stations fulfill their community service obligations. There may be specific ones that resonate in your community, so don't feel obligated to send every PSA to every contact.

If placing PSAs is new for you, here are some key steps to follow:

1. **Make a list of key newspapers and radio stations.** Remember, our target is 18- to 30-year-olds, so some outlets will be more appropriate. It is important to know about the publication/radio station so that you can demonstrate how our PSAs complement their efforts.
2. **Identify the person at the station who accepts PSAs.** We are seeking donated (or free) ad space for these public service announcements, so the person to contact in most cases will be the public service director (not the advertising department).
3. **Prepare your "pitch."** Once you have identified the appropriate person by calling the outlet or checking on the Web site, determine what you are going to say to encourage them to use the PSAs. For example, "During tough economic times, many marriages experience increased stress. We have PSAs that recognize that marriage is a journey with ups and downs. Our community has seen the impact of unmarried parents and children whose parents are divorced. (insert a local fact). The Web site **TwoOfUs.org** has been created to provide people with facts about healthy marriages and relationships, and concrete ways to solve problems that may arise."
4. **Make your pitch.** Depending on the contact, this step may be by e-mail or phone. Let them know you can forward the PSA(s) electronically. Copies of each print and radio PSA are on the enclosed CD.
5. **Follow up.** Thank those who have run the PSAs and ask those who have not yet whether they might consider doing so in the future. Our messages are "evergreen" (not tied to a particular month or event).

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How To Use This Media Toolkit (*cont.*)

Placing Outdoor/Transit PSAs

Depending on where you live, there may be an opportunity to place outdoor or transit PSAs. Unlike the print and radio PSAs produced by NHMRC at not cost to you, there is a cost to placing outdoor (billboard) and transit (bus) PSAs. While some companies that manage these placements may donate the space, there are still costs associated with production. We have enclosed electronic files sized for these opportunities, but it would require some expense on your end to have them produced.

Talking to the Media

To increase the dialogue about marriage, we also benefit from news coverage. We have included a fact sheet about the original research done by TRU, as well as the national news release to help underscore the importance of our work.

Our research has shown that the vast majority of people want to get married and stay married; however, they are not sure how to resolve certain issues. So our objective is not for everyone to get married; rather, we want to share helpful information about the benefits of marriage and healthy relationships that is available at **TwoOfUs.org**. For those who need more assistance, the services you provide in your community can directly help address those needs.

If you receive questions about the Campaign, please feel free to contact NHMRC's Ellen Holman at 405-418-3832.

Promoting the Web Site

TwoOfUs.org has a wealth of information for people at all stages of their relationships, from dating to marriage to parenting. Please include a link on your Web site and visit us regularly to see what's new. We are sharing electronic versions of the Web banner ads which you can display on your Web site and forward to community partners.

We also are providing digital artwork for a promotional card for your workshop participants. One version is in color (to be produced by a printer); one version is in black & white and may be photocopied. The card encourages people who want additional information on budgeting, preparing for a baby, or romance after children, they can visit **TwoOfUs.org**. And people who visit the site are provided with local information to connect to you for more hands-on opportunities.