



February 2009 Webinar Transcript

Launching a National Conversation about Marriage - The Resource Center's National Media Campaign

Moderator: Patrick Patterson

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12:30 pm CT

Operator: Ladies and gentlemen thank you for standing by. Welcome to the ICF International February 2009 Webinar. During the presentation all participants will be in a listen-only mode. If at any time during the conference you need to reach an operator, please press star 0. As a reminder, this conference is being recorded Wednesday, February 25, 2009.

I would now like to turn the conference over to Patrick Patterson. Please go ahead sir.

Patrick Patterson: Thank you. Good afternoon everybody. Welcome to the National Healthy Marriage Resource Center's February 2009 Webinar entitled Launching a National Conversation about Marriage - The Resource Center's National Media Campaign. We are very excited about this Webinar and looking forward to a great exchange as well as feedback and comments from you throughout. As she stated earlier, my name is Patrick Patterson. I'm the Resource Center Manager and will be facilitating today's Webinar.

As some of you may be aware, the Resource Center's media campaign was featured in last week's USA Today in the Lifestyle section. Very good coverage, very great coverage, and subsequently we had a number of follow-ups regarding the campaign. So we're looking forward to sharing with you the campaign, the strategies that we've prepared to use, as well as how we plan to launch the campaign.

As in the case with any national movement, there tends to be a media campaign to help shift public thinking and impact the way folks talk about particular issues and this is no different. We're looking to set a stage, set a brand, when supporting the work that we're doing but also the work that's going on in local communities throughout the country.

This Webinar is intended to be a special preview of the National Healthy Marriage Resource Center's national campaign for 18-to-30-year-olds aimed at launching a national conversation about marriage.

Before we go further, I'd like to invite (Robin McDonald), Director of State and Territory TANIF Management from the Office of Family Assistance, to provide welcoming comments to our audience today. (Robin)?

Robin McDonald: Thank you Patrick and good afternoon to you all. This is a dream for us. About a year-and-a-half ago, we started this process of thinking about what we can do. As you all know, the Fatherhood Campaign has a national media campaign. As we begin we thought it was a good idea to do the same with Healthy Marriages. So we're very excited about the fact that this has now come to fruition. I appreciate all of the teams who have been working on this along with their hard work.

The research behind this was very impressive. I've seen some real creative work, particularly with the TwoOfUs.org. I learned a lot. I think we all learned a lot about this - particularly about 18-to-30-year-olds. I even think I learned a lot about myself as a - well, a not-18-to-30-year-old. You know we learned about Facebook and Twitter and all of these exciting things. I think all of that kind of thinking together is going to make for a very dynamic media campaign.

So we look forward to other products that I think that you're going to hear a lot about today. I just encourage you all - go up and spend some time on www.TwoOfUs.org. It's really great - real exciting and looking forward - I'll be around to help with any questions that any of you all may have. Thank you. Patrick?

Patrick Patterson: Thank you (Robin). Today's Webinar is full of information so I'm going to be very brief. The bios for each representative should have been received prior to today's Webinar, so I won't read them. I will just spend a second about who our presenters for today's Webinar are.

Our first presenter is (Ellen Holman). She's the Resource Center's Communication Outreach Manager based in Oklahoma City. (Ellen) will share the campaign objective research, the findings, and our emphasis on having an online presence by virtue of the "TwoOfUs" federal Web site.

Our second presenter is (Holly Maust). She's an Online and Social Marketing Manager at (Barkley REI). She's based in Pittsburg, Pennsylvania. (Holly) will feature the TwoOfUs.org Web site and discuss the campaign's social networking strategies and approach to engage target populations in the National Conversation about Marriage.

Our third presenter is (Kris Tremaine), Senior Vice President, ICF International. She's based in Fairfax, Virginia. (Kris) will cover the tactics that the campaign will use for outreach, will preview messages and ads, explain what it means to be a partner with us, agreeing to take the campaign and implement it in your local community, and how to become a partner with this national effort.

So, those are our presenters and here are a few housekeeping notes before we get started. This Webinar is being recorded, for those of you that are taking notes. So if you want to pause for a second to just listen to what's being discussed, you're free to do that. The recording and all materials will be posted on our Web site, www.healthymarriageinfo.org, seven to nine business days following today's Webinar. You can go there to get that information shortly thereafter.

We are able to receive questions throughout all the presentations as they're going on today. For a quick one-on-one on how you submit questions, I'll send it over to (Stephanie Wofford) to walk us through that process. (Stephanie)?

Stephanie Wofford: Thank you Patrick. Good afternoon everyone. I'd like to direct your attention to the demonstration slide that we have currently displayed on the screen. You should find the Question and Answers pane designated by the letters Q & A located at the top of your screen. You can either click on that portion of the menu bar to open the pane, or you can open and then drag the pane off the menu bar to display it as a standalone box.

To ask a question this afternoon, we request that you type your question into the box highlighted here. At that point, you click the Ask button and you will receive an automatic reply that allows us to free up your Question

and Answer pane in case you would like to ask another question later on. All questions will then be forwarded to the facilitator.

Thank you Patrick.

Patrick Patterson: Thanks (Stephanie). Our objectives for today's Webinar are four-fold. Again, we're very excited about this so we want to be very specific and detailed on what we present today. Our first objective is to discuss in detail the objectives of the National Conversation About Marriage and be very specific about what we intend to happen and how you can be a part of that.

The second objective is to share the media campaign's clear approach through the strategies related to traditional media. The third objective for today is to share the media campaign's new video strategy and the TwoOfUs.org role in the campaign - a very dynamic Web site that we're very proud of.

The fourth objective for today is to discuss strategies that grantees and programs, whether you're funded or not funded, if you're on the line, can participate in or help implement the National Conversation about Marriage in your local community - and I will just say throughout the conference.

So with that, we're going to get into the presentations. Like I said, there's a lot to cover. At the very end of today's Webinar I'll facilitate the Q & A as opposed to after each presentation.

So with that, I'd like to invite Ellen to begin. Ellen the time is yours.

Ellen Holman: All right, Patrick. Thank you very much. As Patrick mentioned, I am Ellen Holman. I'm the Communications and Outreach Manager for the National Healthy Marriage Resource Center. I'm really excited today to get to share with you where we're headed with this campaign and give you a sneak peak.

We haven't launched this campaign. We're in a phased roll-out and right now we're in the initial stages where we're reaching out to the media. We're generating a little buzz, trying to create a little excitement. As Patrick mentioned, we've been fairly successful with that. USA Today has taken an interest and various other news media across the nation. So you are on the inside track to get a sneak peak.

Let me just go through a little bit of what we're going to talk about today. I'm going to tell you a little about our partners - people who have made this media campaign possible. To give you a background of how we got to this campaign and some of our thinking behind that. I'm going to share with you campaign objectives and tell you what we hope to accomplish with this campaign.

Then I'm going to go through our massive learning process that we have undertaken to learn about our target audience, which is 18-to-30-year-olds. I'm going to end with an overview of our campaign implementation to share with you our overall thinking behind that.

First, a little bit about our partners. This is our team that has been just dynamic in creating this campaign with us. We first have Barkley REI. Barkley REI is responsible for helping us concept and develop www.TwoOfUs.org. They are an interactive firm out of Pittsburg and they are the best and the brightest. They have worked with many different public interest campaigns.

They work with the ad council and are very much focused on user experience. They understand everything about social media and the new trends - Web 2.0. We're very fortunate to have them on board with us as a partner and to help us make TwoOfUs.org as dynamic as possible.

We also have ICF International. Again, they work on public interest campaigns. They've have a lot of experience coordinating with federal agencies and consulting with them on different public health campaigns, public education campaigns, and they are instrumental in helping us develop our strategy for our media campaign and also the creative implementation.

Tru Research is an expert in tweens, teens, and twenty-somethings out of Chicago. They have been helping us with our research strategy - getting that together, making sure we are doing it in such a way with very sound methodology going forward. It's an intensive strategy and they've been instrumental in that. They work with huge companies doing market research across the country about this population, including Nike and so forth.

We also have Public Strategies listed here and they have a separate marketing department that's helping advise us on different aspects of our campaign.

Not listed here, but of course very important, is the Administration for Children and Families. They are with us in every aspect of our program - not just the media campaign. We're very, very fortunate to have them.

So how did we get to this national media campaign? Here is just a little background. As we thought about the mission of the National Healthy Marriage Resource Center and we looked at the field and we thought, you know, how can we provide support to the field? How can we move this forward? We looked at all of these different programs, all this wonderful work going on at the ground - on the ground level at state and local levels delivering Healthy Marriage services.

We saw a need a there. We saw a need for a nationally focused communications strategy to elevate what you are doing to help get people into your classes. You are amazing at going out and making sure people understand the value of marriage education and understand that this is something they need to work on and they should come to your class.

We saw an opportunity to make a cohesive, you know, national effort out of those efforts and to not compete with the local efforts on the ground but to help elevate the conversation to talk about why marriage is a good thing. We specifically focused on 18-to-30-year-olds because they are the ones who are getting married for the first time.

Again, you know, we have a wealth of information about healthy marriages and relationships and we just saw a need to have a national venue to be able to push this out, in addition to all the wonderful work that's going on at the state and local level.

So why are we targeting 18-to-30-year-olds? We talked about who to target and there's a lot of great work being done with 18-to-30-year-olds in the Healthy Marriage arena. We looked at them and we saw, of course, that they have a high expectation that their marriages will last a lifetime; yet they're postponing marriage.

This population currently is tending to opt to live together - sometimes prior to marriage but sometimes instead of marriage. Again, the high percentages of first marriages fail. We looked at this and we thought we need to provide 18-to-30-year-olds good guidance before and during the marriage so that we're not just reaching them when they are in crisis and actively looking for services.

That brings us to our campaign objectives. What do we hope to accomplish with this campaign? Well, the very first thing is we want to launch a National Conversation about Marriage among 18-to-30-year-olds. Now, why is that good? Why do we think a conversation is important? We think a conversation is important because 18-to-30-year-olds may -- and we've seen that they -- see marriage as an outdated concept. It's something that belongs to their parents.

As we see, you know, some people are choosing - more and more of them are choosing to live together instead of being married. More and more of them are choosing to delay marriage. We wanted to make - have them be able to own this concept of marriage - to put it in their own vocabulary, to type it and make it their own. The way we're doing that is to launch a national conversation.

Well what, you know, is key about a conversation is that it's two ways. It could be many ways. The idea is that not everybody is going to agree with us. Not everybody is going to agree that this is a good. In a conversation we want those views to be heard. We want people to take this as their own. It's all part of normalizing this idea that, yes, marriage and relationship is something that is good and is something that you are able to take control of and work on yourself.

The second objective is we wanted to increase confidence that marriage is indeed a viable option. We wanted them to feel like they could accomplish a marriage and that they could go and not just be downtrodden by the idea of the large divorce rate. They can have an active role in their marriage and that is an option for them.

Our third objective is to provide tools and skills to help people reach their relationship goals through TwoOfUs.org. With a media campaign, you know, we can accomplish only so many things in those 30 seconds. We thought we need to have a very strong call to action to reach millions of people and get them into one place where we can then funnel them out to local services.

We settled on TwoOfUs.org as this gathering place. (Holly) will talk a little bit more about it later, but we set that

up in order to facilitate this conversation but also to funnel them to more intensive services through our local partners. We hope that you'll be able to engage with us in that effort.

All right, this is looking a little muddled here on my screen but let's see how it looks on the next one. So I'm just going to skip that one but I will tell you that once we decided on this 18-to-30-year-old population, we engaged in this massive learning effort about them. One of the things that characterize this population is that they are in many different places in their lives.

They're not like teens, you know. We know a lot about teens. We know that teens most likely are going to high school and are still living at home. Though 18-to-30-year-olds are spanning the gamut. They're dating, they're living together, and they're thinking about marriage, they may be employed, they may be in college, and they may be already parents. So we decided we had to really get good about what they're thinking, what their attitudes and beliefs are.

The first way we did that was through this, Phase 1, where we went out and we talked to the people in this age group. We conducted focus groups in four different markets. Now these markets are representative - are geographically diverse. They're based on the census markets. We went to Boston, Chicago, Los Angeles, and Nashville to talk to these folks.

What we found, when we talked to these folks, are different themes about their attitudes and beliefs about marriage, you know. This was an exercise to get an idea of when they think of marriage, when they think of relationships, what ideas resonate with them? We took these findings and we helped develop our next phase of research which is a survey that we put out into the field - and this is our quantitative phase.

This is our far-reaching phase. In this phase, the goal was to try to identify ways that this very large population of 18-to-30-year-olds breaks down. You know, how can we group these folks in accordance with their attitudes and beliefs toward marriage?

This research helps us to identify those groups and to begin making decisions about, you know; who are we going to talk to with this campaign? Because 18-to-30-year-old is a very large group, especially in this country.

You can see on here, we conducted the survey online. We had 3602 complete - not just participants but completions. They were balanced across age and (depth) and gender. What this means is - what all this sample size and this reliability rate means - is that we are able to take the information we found in this survey and say this is generally applicable to this population across the United States.

We had a couple of different kinds of information come out of this survey - the first of which was information about the whole group. Like, I said, this is generalizable to the whole population of 18-to-30-year-olds in the United States. So, for example, we found out that 82% of young adults claim that they will be married for life. Again, they have this high expectation about marriage. We also found out different information about how this

group can be broken down by attitude.

The really amazing part of that - of that second kind of finding - is that with this information - now that we see how people break out into these groups with their attitudes and beliefs about marriage - now we don't have to just rely on demographics to target these folks. Now we don't have to just rely on their relationship stages. It's really revolutionary. We're very fortunate to be able to have resources to undertake this research.

You know, again, one of the ways - when we looked at the field, of how can we elevate what we're doing - how can we be helpful to our field - is to actually spend the time and spend the resources to get to know this population really well. So that we can base our messages on how they break down with their beliefs and attitudes about marriage.

So here we are. These are our five segments. I'm not going to go into these in great detail. This is just a little teaser. For those of you who are OSA grantees, we're hoping to present some of this at the Office of Family Assistance Annual Conference. For those of you who are not, we are also looking at different ways to disseminate this information because we don't want to just hold this close to our chest.

It's revolutionary. Its stuff that hasn't been done before and we think it has a lot of implications beyond this campaign. We're really anxious to get it out to you but we want to make sure we get it out in the right way.

So, going back to the pie graph - this represents the whole of the 18-to-30-year-old population out there, as the way we surveyed them. You can see they're broken down by percentages. They broke out into five different groups. Again, these five different groups - they are based on attitudes and beliefs about marriage and relationships.

So we'll start with the "I don'ts." The "I don'ts" are a group that represent 14% of the population. They view marriage as really an unnecessary risk. It's something that -- either because they've been burned or because they've been taught -- marriage is an unnecessary risk for them to take.

The next segment represents 22% of the 18-to-30-year-olds. We're calling these folks the "not yet set." These skew a little bit younger in population and they see marriage as something that they're not entirely ready for. They see it as something that they aspire to. Again, 82% of all these adults - young adults - do. Though they see it as something they're not ready for.

23% of the 18-to-30-year-old populations are "realists." These "realists" see that marriage is a partnership. They're the testers. They live together before marriage to see if the relationship works. They really weigh their options and they see marriage as a partnership between their spouse and them.

Then 19% of the 18-to-30-year-olds are the "romantics." As we know, the "romantics," as is implied by their name, see marriage as a love story. They're pretty passive about their relationship. They think that life is

something that just happens to them. They also see marriage as a fairytale - which it's, you know, if it's not perfect then it's not meant to be.

22% of 18-to-30-year-olds, and I suspect most of the people on this call, are "true believers." These are the folks that see marriage for its value. They see it as the centerpiece to their life's plan.

So we took this information -- all this great information about their attitudes and beliefs -- and we thought, well we can't talk to everybody, you know. It's hard to have an effective media campaign if we're talking to the general population. The whole point of this research was to be able to narrow down our focus.

So we thought who are the people that we can do some good work with? We came to the conclusion that the "I don't's," the "not yet set," and the "romantics" are three groups where we could make a difference. (Kris Tremaine) of ICF will talk a little bit more about this later, in a little bit, of how our thinking informed our messaging. Though we can't do it all and so since we have this great information about attitudes and beliefs, we decided to focus on these three groups.

The "I don't's," you know, we want to hold marriage open as an option for them. The "not yet set," we want to keep their eye on the prize and help them make good choices in the state that they are now. For the "romantics," we want them to know that, yes, marriage can be a fairy tale but that you have a part to play in it, and that marriage is also about the every day and just because it's not perfect doesn't mean it's not right.

Because we're focusing on these three groups and because, you know, I think a lot of the marriage media I've been a part of creating before this research has appealed to me as a true believer. I think - I suspect that's the case of most of us out there.

This is the part that's kind of a little uncomfortable for us because as we go forward and we craft messages based on these groups and based on this amazing information about these groups that we now have, sometimes we come up with messages that we think, that's a little uncomfortable for us. That wouldn't necessarily appeal to me. Well, again, that's because most of us are true believers. As we go forward you'll see these concepts and we'll explain how they're tailored to these three groups.

So because of that discomfort and because of the fact that we needed to make sure we were hearing what we were hearing; we did a third phase of research. Once we decided on these groups and once we came up with some messages that we thought would work for them, we went back out into the field to make sure we were hearing what we were hearing.

Again we targeted these four different groups to make sure we had some geographic diversity - four different markets - Boston, Chicago, Sacramento, and Lexington, Kentucky. We talked to the "I don't's," we talked to the "romantics," and we talked to the "not yet set," and we said, "Here's what we're thinking. Tell us what you're thinking. Tell us your reaction to these messages."

So we were able to find some great things out. I think the most important - that of which - a piece of information that we found out during Phase 3 is again this reinforcement of the idea that for this group, marriage requires a fresh vocabulary. That's where the conversation comes in. We need them to take this and make it their own. We need to craft messages that fit in with their vocabulary and their current thinking at this time. Marriage is, indeed, a serious subject to them.

We have the ability to inject a little humor. So you can see if we'd gone through these three different phases, how we've gone from the very general to the very specific, you know. We have learned different things that can really help us with our implementation. Like, for example, that marriage is a serious subject and we have to treat it as such but that it is possible to inject a little humor, that it is indeed effective to do so.

Okay, so we have this great learning process. It was three huge steps, it was over a matter of months, but we were also doing some different learning with our partners - with (Barkley REI), who has been helping us with our new media efforts and with True Research International who knows the media habits of these folks, of this target population.

The biggest thing we know is that these folks - technology has always been a part of their lives. They use their computers as media centers, you know. It's not just word processing anymore. They're chatting with their friends, they're listening to music, and they're watching their movies. They prefer portable devices and they are masters at social computing.

These are big blanket statements we're saying about 18-to-30-year-olds. We know that as you get older on the scale, of course you may not be as plugged in but you're still plugged in. So this helps us inform, you know, how we are going to implement this campaign. Now we know their attitudes and beliefs, we know something about the way they use media.

We put our heads together, we talked to people who are already doing a lot of this marriage media in their field related to recruiting for their services, and we came up with a strategy for how to implement this campaign. You see - when you think of a media campaign - when I think of a media campaign, I think of TV. I think of, you know, 30 second PSAs that show after the nightly news. For 18-to-30-year-olds that just doesn't cut the mustard.

So I have on here, "It's not your mother's media campaign." What I mean by that is it's not going to be the traditional focus on traditional media - on print, on TV. We're going to have those strategies and it will play a key component, but really where our emphasis is online - again, coming back to TwoOfUs.org. We are really focusing on having an online call to action where we can gather people in one place and then funnel them out to more intensive local services.

We're also emphasizing new media tactics. How are we going to get people to TwoOfUs.org? Well, we're going to go where they're already talking - where this population is already talking. That means going out to

MySpace, and that means going out to YouTube and bringing them into the conversation on our site.

So how are we going to use traditional media? Well, not everybody, you know, gets their information online. What we know about lower income groups is that they do indeed use the Internet. They have access, even if they don't own a personal computer. We want to make sure that we're reaching them and we want to make sure they know this resource is available since they have to be a little bit more active in their approach about getting online. It's not that they're just online all the time.

So we will have traditional media strategies. We will have print, transit, we will have radio, and again Kris Tremaine's going to talk a little bit more about that. That's how we're going to use our traditional media and tactics to support this wonderful online emphasis.

With that, I will turn it back over to Patrick who will then turn it over to Holly and she's going to talk a little bit about how "TwoOfUs" plays such a key role in our campaign and talk a little bit more about our online new media strategies. Patrick?

Patrick Patterson: Thanks (Ellen). Great job covering the campaign, our overview, and also the thorough research that we did prior to developing our campaign messages.

With that, we'll turn it over to (Holly) who will now walk us through TwoOfUs.org and the campaign social networking strategy.

Holly Maust: Hello everyone. It's (Holly Maust) from (Barkley REI). As Patrick said, I handle both the online media and social media departments.

One of the things that we looked at with this program is really what's important to the twenty-somethings. For them it's all about, "Me-me-me-me-me. What are you doing for me?" But another thing that's important to them is that they want to be part of a community. For the online space what that means is if you take "It's all about me" and "I want to be a part of a community," it's social media. It's, "Let me tell about what I'm doing and we can be friends." This also means that, "I want to consume media on my own terms, when I want it, where I want it."

So with this audience you're seeing them use iPhones, iPods, mobile applications, they're watching TV shows online, they're engaged on YouTube, iTunes. So how do we interact with this audience?

"TwoOfUs" is a great foundation for us. It's to be the first-stop-shop to provide marriage information, resources, and training. It is built by relationship stage, which we'll go through. We've made the Web site so that it speaks to our target audience. So you'll see polls, podcasts, and videos on it. We've also - have a sense of community. As we go through the Web site, you're going to see that we've really built this Web site to kind of take a life of its own as we build up this community. One of the most important things is that we provide great

content.

So on the Home Page on TwoOfUs.org you'll see a core poll. This will always be on there. What people are talking about within the community? Excellent articles. So, this one here is, "Honey did you hear me?" Then on the top navigation you'll see the stages that we've created. So, Dating, Exclusive, Engaged, Married, Parents, and then the Community.

So with the Dating stage section, you'll see some topics that are relevant to that. So with this one it's, "A little thing called fear of commitment" and a great article around that. We also have, as I said, podcasts, and we always have polls. In the top right you'll see a poll that's relevant to this section.

Also, on each of these sections, in the lower right-hand corner, people can find local programs in their area. So if we go to the next one, that's Exclusive, again you see in your area you'd be able to find programs.

Last we have articles around this segment. We see what people are talking about around this segment, and then we have some polls. Because we know with this target audience, as (Ellen) was saying, you know, there is a sense of fun that this audience does appreciate.

With the Engaged section - so we have "How to survive the wedding," other top articles, a poll that revolves around the engagement process. The Married section - so, again, we have hot topics for this section, a quick poll that revolves around this. To the right, "Live and "Love" is on all of these sections as well and that is a newsletter that anyone can sign up for.

So the great thing about these sections is they are going to evolve so as we get more content, you know, we'll have more articles, more podcasts, and videos, audio. It really will take a life of its own. We have the Parent section here. So, "Five ways to find time for yourself." You're able to see what others are talking about within this section. Again, having a fun poll, a way to find the local programs, and then the newsletter.

The Community section is what we're looking at now. It's really an awesome section. You are able to have videos, photos; you're able to have blogs. There's a message board so that you're able to talk to others about marriage and relationships. As we get more members and more content, we can see this being such a huge role with this Web site.

Here is a copy of the newsletter that you would see if you signed up for it. Very similar and stylistic with the Web site.

Then from that foundation of the Web site, we begin to look at practical executions - one of them being online media. So we will have a layer of online media, which is banner ads, to maximize our efforts. These ads will run on sites that resonate with our target audience, as (Ellen) was explaining. So you'll see ads on YouTube, Facebook, MTV, and ESPN.

Social media is definitely, I think, the biggest opportunity to have the conversation with this audience. This is a chart basically - the online activities for Internet users 18-to-27. 77% of this audience is frequently going to Facebook, MySpace, and other social networking sites. They're also going to Wikipedia and they have personal blogs. So they're definitely engaged in this space.

So for the folks who are not familiar with Facebook and MySpace, it is a social networking services - both of them - that allows you to connect with your friends, coworkers, and others who share similar interests or who have common backgrounds. Many people use it as a way to stay in touch with people after they finish school or as a way to share their life publicly.

So what we've done is create a MySpace page. As you can see, it is very in the same vein in terms of the style of the "TwoOfUs.org." It's very enticing. We have featured videos here, the About Us section, we will be able to lead people to our other social media touch points. We will have a media player so we could have, you know, fun music playing that's romantic in nature. You will also be able to, at this point, sign up for emails or wireless alerts so that you can get information whenever we update.

This is the MySpace page, as well, on the bottom half. You'll be able to get an RSS reader to also see - whenever we get new information; you'll be able to pull it here. Obviously we'll have a set of friends, which we will be doing outreach for. Then have a Comment section so that people can, you know, engage with each other and have the conversation in MySpace which, you know, they're already in.

We also have created a Facebook Fan page where, similar to MySpace, we can have different applications within the page. So we can become fans of other pages. So to the right you see that we're fans of the Dating Revolution, Couples Life Magazine. We also would provide them with information to get back to the Web site as well as the other social media touch points.

This is a continuum of the Facebook page. So we would be able to put polls similar to what we have on "TwoOfUs.org." We would be able to put our YouTube channel on here. We would have our RSS feeds so that people can see the new content that's on the site. We could also have a fun, you know, music player with romantic music. Above the I Like, which is the music, is a discussion board. So this would be where people could have conversation, you know, in this space.

The next channel that we are going to be using is YouTube. For folks who are not familiar with YouTube, it is a video sharing site where users could upload and view and share video clips. You are able to embed YouTube videos on your MySpace and Facebook pages as we are doing with "TwoOfUs." You are able to create and join groups within this space.

So here is the YouTube channel. We have some of our videos that are on the "TwoOfUs" Web site. It is also (skinned) similar to what the "TwoOfUs" Web site looks like. We see this as a great opportunity for consumers to share with us their videos. Maybe it's a marriage proposal that they got on video or, you know, a funny

bridesmaid dress. You know, just a cool way to keep the engagement and conversation going within video.

Twitter - not a lot of people are familiar with Twitter. It is one of the fastest-growing social media networks. It's basically a micro-blogging network. You are limited to typing 140 characters. It's a great way to connect with friends, family, and coworkers to stay connected. The question that it asks you when you open it up is, "What are you doing?" Twitter has really taken off in terms of news - news is using it. So The Today Show, USA Today, you know, basically any kind of news station has a Twitter account. Businesses have a Twitter account. So it's really a great space to play in.

We do have a Twitter page. So we currently, as of today, have 103 followers. It's an awesome place to have that conversation. So we are listening in this space, so we when we see somebody talking about marriage or relationships or a marriage education, we're able to immediately have that conversation with that person and become friends and followers of them.

We're also able to push out information. So, you know, ask them - one of the questions is, "What qualities are most important to you in someone you date? Post your answers here." That will direct somebody to the Community page on "TwoOfUs.org." So it's a great way to have a conversation as well as to push out information.

So how these all work together is we find tools within these spaces that make it seamless, manageable, and fresh. So when we're able to, for example, have videos, we pull the videos from YouTube and we direct them to Facebook and MySpace. With our Twitter, we're able to share the Twitter that we have on MySpace and Facebook. So this is just the way to keep everything in a manageable way. It's also a great way to maximize exposure and opportunity within this space.

As I was saying, with Twitter - with all of our social media, we're listening to the conversation. We have a program in place where we basically are listening for certain key words that are relevant to your audience. We are listening to that in blogs, on forums, on Facebook, on Twitter, on MySpace - anywhere online that there's a conversation happening, we're able to listen to that conversation and engage in it.

It really helps us refine how we are reaching out to the consumer. It identifies strategies to continue to influence the conversation. We're able to see who the key influencers within these spaces are, and we're able to see the rules of engagement with are, you know, where people are having the conversations and what they're talking about. As I was saying, here are some of the places that we're listening at.

We're also doing an outreach plan. So we have these listening tools. We are seeding information, whether it is marriage bloggers on relationship networks, blogs, and forums, family social networks, Yahoo Answers - I don't know if any of you are familiar but Yahoo Answers is a great place to seed information. Anybody could ask a question and anybody can answer so why not it be TwoOfUs.org. You're also able to update Wikipedia pages like Relationship Education.

So in terms of the online space and what you can do, definitely become engaged in the community section on TwoOfUs.org and send content to us if you think it would be a good fit. I think these things are key. You know, as I was saying the TwoOfUs.org really is something that's going to evolve and it will become bigger and better with more content and engagement so you all could definitely help us and have a role in that.

Utilize the online banners that will be provided to you in the toolkit. We know that this audience is in the online space and we are providing you banners so that you can engage in your area. Have your constituents -- friends, fans -- follow us on our social media touch points. If you're already in the social media space, which I know some of you are, then let's leverage our communities together to make them bigger.

I think that's it, Patrick. I'll send it back to you.

Patrick Patterson: Okay thanks Holly. Good job on that. There have been a number of questions that are coming up for you and Ellen I'm going to pull those at the very end. I appreciate the presentation. We'll have more questions for you guys a little later.

With that we're going to turn it over to Kris Tremaine who will cover the tactics that the campaign will use for outreach and preview the messages that most folks have been waiting to see. Kris?

Kris Tremaine: Thank you Patrick. Great. So we have heard a great overview from Ellen about the campaign and, kind of, where we're headed, and from (Holly). Obviously very central as we talk about campaign strategy - the center of our strategy is the TwoOfUs.org which is truly a robust Web site. I think as you all get to spend some time on it you will agree that the information it's providing for our target audience is outstanding. It's really going to help give them the tools and direct those to the resources that they need to help them have successful marriages and relationships.

So in terms of - just a quick refresher - our overall strategy, as I said, with this campaign is designed with the call of action mind of going to the Web site. When we talk about the target audience Ellen has talked about our research and, you know, in the 18 to 30 there is such a broad base of different types of individuals and that - in different stages of life and relationship and marriage readiness.

So as Ellen mentioned, you know, historically most of the media campaigns have more focused on the true believers or those who are already planning to get married in the near term. You know, they know they're going to be married for life. They're, sort of, already there.

To us that weren't who we wanted to focus on. We wanted to focus on some of these other groups that may be open to hearing our message about marriage and getting the tools and resources to help them along the way but they're not really being approached about this subject and they're just not at the same place that the true believers are.

Some of you may also be wondering, well how does - some of you, I know, reach out to low income groups or different minority groups. We are approaching the first phase of this very broadly -- the 18-to-30-year-olds -- that fall in these segments. As you can imagine in our three segments that we're targeting -- the "romantics," the "I don'ts," the "not yet set" -- they comprise, you know, all sort - all minority groups, many different income levels.

So we know we can't be perfect and hit everybody but we're really trying - what we're really trying to do is approach this from - we're 18-to-30-year-olds and some might say, well, is this going to - are these 18-to-30-year-olds on the Web or do they have cell phones to get Twitters?

The answer is yes. Research shows absolutely yes they are. We have extensive statistics on that. But they are on the Web. They do have Facebook accounts. They do have cell phones and are using these technologies, this 18-to-30-year-old demographic. So we think by using the new media tactics we will reach even our lower income audiences.

As Holly also mentioned we also are going to supplement that approach with traditional media. For example in urban areas we'll use transit and this will hit some of our, perhaps, lower income audiences in transit and help direct them to these resources.

So that's really, you know, our over-arching campaign. You'll also see as I present to you the ads that we've done. We're ensuring that we represent our many different audiences and different minority groups.

So the other thing I want to say - and I'm going to get into showing you these ads - but as Ellen has shared with you we did a lot of research and we don't always get to do this kind of research and social marketing. When we do, as a social marketer we're thrilled because we have really gotten to learn in a substantial way about these audiences and these different segments.

We - you know, we got to test all these concepts I'm going to show you to hear what their reactions to all the different ideas we presented. What kind of headlines work and what kind of copy and visuals work? So as we show you that just keep the - show you the ads, keep in mind that we have gone out in many parts of the country with our audiences to these.

So back to the strategy. We - I've talked about our audiences. The key to any successful social marketing media campaign is really we want to approach this and design a program that provides an overall surround sound. What I mean by that is that we're reaching these audiences with the same consistent messaging through various medium.

So obviously the new media and the social networking site is a key way we're going to do this and we'll supplement that with print advertising, radio and transit. This will all be distributed through public service announcements so, you know, we will be launching a major effort to get those placed in appropriate medium

that reach our target audience, so radio; obviously we're going to be trying to get it on stations that appeal to these audiences.

In addition to the public service announcement advertising we'll also be aggressively reaching out to the media on our own. As you know this has already started. You know, we gave USA Today an exclusive article.

Overall we're actually very pleased with the outcome from this article. I remind everyone, you know, when you go out to the media you lose control over your message to some extent. So we can't guarantee what they'll ever use as their headline or so, you know, some of the copy in the articles. However if we go back to our overall goal of trying to launch a national conversation about marriage, you know, we're already well on our way to doing that with the articles.

I think, you know, there's always in any public education and outreach initiative - there's always some levels of people who will disagree with you or take a different angle and that's okay. I think we all need to realize that gives us the opportunities to actually go back with our message and answer some of what the media's questions might be about this subject. So I encourage you to keep that in mind.

So in addition to the USA Today we actually just distributed a national press release that went out and many of you, I think, have seen that. We will continue to pitch our story in the media. We're also, on March 10, going to be conducting a radio tour that features many of our experts including (Professor Paul Amato), our True Research executive (Peter Picard) who did all this great research, and even our project director (Mary Myrick).

A radio media tour, if you don't know what that is, basically you set up a series of interviews during morning drive time, and these will be all over the stations all over the country, and one by one the stations interview our panel of experts. We provide them with information ahead of time. Again, we can't control exactly what they will ask us. Though we can - and this gives us a great opportunity to impart our messages that we want to make sure we get out there. Certainly about - our messages about marriage and the importance of seeking tools and resources that will help create successful relationships and marriages. Mostly our call of action - trying to get out there our TwoOfUs.org.

So that's really our over-arching strategy. Now I want to show you what we're really excited about, which are some of our advertisements. So these first two - and I'm going to just go through these ads and tell you, kind of, the thinking behind them, reminding you again, you know, we have tested these. There's still some production work being done on these ads so - but they're very close to being final at this point. I will talk to you briefly about how these ads reach our audiences.

So these first couple of ads - and if you can't read that, which you may not be able to, the headline is, "He may not always be charming, but he's always your prince." These ads are geared towards our romantic segment that Ellen talked about earlier. It's a segment mostly comprised of women.

You know, one of the characteristics of this group is they believe that marriage is a fairy tale, and fairy tale endings, and they also don't necessarily believe they're in control of their destiny. They tend to romanticize marriage and idealize it, and maybe there's some reality checking we need to help them with.

So the idea of this it to try to say, you know, there's more to marriage - our copy talks about engagement rings, wedding rings, snoring. It takes more than love to make a marriage work but whether shouldering, a cuddle, or a good cry he'll be by your side wherever your journey takes you. Finding marriage and relationship tools to help you along your path to happily ever after at the TwoOfUs.org.

So this idea of journey and of doing things together, and it's more than just the wedding, this is all things that came out in our testing of how to appeal to this group. Again, the big call of action being going to TwoOfUs.org.

You know, sometimes people think they can accomplish a lot more in an ad than you can and, you know, you have a very short 30 seconds for someone to read this ad and take away something. So, you know, even though sometimes we want to say a lot more, we really have to force ourselves to keep these simple and to keep a very clear call to action. In this case, again, going to the TwoOfUs.org.

The next ad - these ads are geared really - they're more age driven than attitudinal in terms of - among our group. They really appeal to all three groups and did so in our testing. It links to how Holly talked about this age group's sense of needing to be connected. It also plays on the social media - this Facebook idea of friending me.

For those of you on Facebook, you know, when you get a new friend you sent them a friend request, friend me request. So this plays along those lines. But it's very important to show the wedding attire to underscore the idea of the friending me is - actually your marriage partner is your best friend.

It also, in the text, which I'll read briefly, marriage is the first big step in the journey of a lifetime. So it's good to travel with someone who's your lover, partner, and best friend because weathering the highs and lows takes commitment and patience but the rewards are well worth the effort. Discover tools - so I'm not going to read all of these but you get the gist.

This ad also underscores the journey, again, which the idea of journey came out very strongly in our testing. It also speaks to highs and lows in life. I think particularly in our economy right now and where we are, we wanted to make sure our ads address that because, you know, couples more than ever -- and you know this as marriage educators -- are under tremendous strain and pressure right now. So we're hoping to address that as well.

The next ad - Friends with Benefits. Some of you, if you know how that - what that language means to our audience today might think this is a little controversial. Well this is an example of taking something that's, some language that's very relevant to this audience and may be seen as a negative and turning it as a positive for

us and showing how you know, this idea of friends with benefits to this audience when put in the context of marriage, you know, actually is really great.

Again, we know that the wedding attire was critical you know, to play on this phrase so we don't change the meaning, it does change the meaning of the phrase but it really is also trying to emphasize what happens when you realize your best friend, lover and soul mate are the same person. So it's just like the previous concept this really underscores friend, lifelong partner.

This ad is very much geared towards our I don'ts and our not yet set segment, you know, they're still getting the benefits they have the I don'ts have don't see marriage as something that's in the cards for them and are not yet set, aren't ready for it and they think there's more to life still to live. The idea of friends with benefits is trying to get at them that hey you can do all those things but with your best friend.

The other thing is, you know, this tested so well and I think part of it too is that an ad is designed to, you need an ad that's going to get attention and this headline is designed to do just that. It's to draw them in, make you read the text and then you realize what it's actually talking about.

Our next ad, this is an ad that one of the things that came out of our testing was how important humor is to this group. The 18 to 30-year-olds I think it was mentioned, these are also very savvy you know, they get good advertising and it's very important, they see it; they're online all the time. We wanted to do something really funny and appeal to again this really, appeals to probably more our I don'ts, I don'ts and our not yet set segment, but it also appeals to our romantics from their sense of not always having control of their destiny.

In this case we're saying this is, it's the one family member you get to choose and the text is it sells to so much more than a good friend, a lover, a partner, a confidant and a second sane person seated at the dinner table for holidays. Fine tips for weathering life's ups and downs and tools for creating healthy relationships. So it's underscored the idea of choice and again, interjects that humor that we heard was very important, as you can see from the funny characters in the ad.

Our final set of ads again go back to appealing to our romantics, you know, this idea here is like Rome, a marriage isn't built in a day it takes work. We're trying to quickly capture the attention with this twist on a visual of the real people on top of the wedding cake, but in street clothes, you know trying to appeal to the everyday person and moving away from the big day. But more thinking about a real long life long relationship and directing them again to the tools and resources to help them make that happen.

So those are our print ads. I'm briefly going to go through now on how we will take these concepts and put them into some other mediums. So I mentioned transit, transit by their ads, by their very nature require simplicity and we chose to go with the kind of really grab you headline of the friends with benefits for these ads and underscore the marriage by using the hands with the wedding rings.

Again, this is a quick draw, they're going to see this and they'll see this you know, in metros, (interior) these for the interior cards but the idea is for them to quickly get the message and to go to TwoOfUs.org.

The next set is just to show you some of our Web banner ads that (Holly)'s team will be using and that she also encouraged you, they'll be part of your toolkit to use. The more someone sees an ad, as I've mentioned, the more likely they're to search recall and then take an action. So you're seeing all these mediums because that's our goal. Again, we've paired down our print ads to the essential message in Web because it's very quick and again you see our call of action to the TwoOfUs.org.

Finally in terms of the different advertising, we've developed several radio ads. We just literally got out of the studio this week so we don't have them ready to play for you but they will be available soon for you to listen to and you will also get them as part of your toolkit. Though we've developed radio spots to reach our various target audiences the concepts that we chose for radio were the prince charming which compliments the print ads that we showed you earlier.

We wrote a script that focuses on the journey because again that tested very well, it reinforces that marriage is not just a one-day event or wedding but a lifetime journey. Then with family we did a focus one on family reminding the romantics and the I don'ts that their partner may not be perfect but it's their choice, which is an empowering thing for them.

So again, those will be made available to you in your toolkit, which I'll talk about in a minute. I'm going to actually skip ahead and come back to these slides because I think at this point it's important to talk about you all and how this can benefit you and also how you can become a partner in this campaign.

You know first really we believe this campaign, as we've been talking about, will help create a national dialog about marriage and ultimately support your effort to provide marriage education through your workshops and various other venues. We want you to use these materials that we're going to provide to you and help to disseminate them in your communities, and why do this?

You know these are great materials, I hope you'll agree in seeing them and when you get them in person but it's going to help us with a consistent messaging, you know, getting this message out in a consistent way and trying to get it out on a national level will only help better serve you know, create this dialog that then can help at a more local level for you all to actually get people into your classes.

You know we actually have the reference, the resources to be able to develop a relationship with millions of these young people, which we think will help you ultimately, facilitate your work. So in terms of becoming a partner you will receive and you can, there's different ways you can go ahead and request these and we'll also have them available at the round table, but we will have toolkits that we will provide to you and I'll go over the contents of those in a minute.

So you'll have all these ads and so forth in your, in the toolkit. We also want you to help you localize your stories and, we know that we're going to get some of these big hits you know, hopefully like this USA Today article. Also, to keep telling our story in a big way but at the end of the day most of the stories that they pull off they're going to make it more relevant to your local communities to where you all are.

So we want to help you to do that and also in doing that make sure that you benefit from the information that we have and we help you to shape the story that's going to really benefit all of you. So I think what's most critical in a partnership with all of you is that we share information. If we send something out nationally and you want to provide a local response to that we want you to speak with Ellen Holman actually.

She'll have backups if she's not available live so she can share with you what we're doing and what might be out there that can help you support your local story.

We want you to also sell a link and use our ads, link tools at TwoOfUs.org and put that on your Web site and help us track all of this great coverage we hope to get and look at when it's appropriate to respond and when it isn't.

One reminder always is that, you know, whenever you do a big public education campaign, as I said earlier you will get people that come out and might speak out against us and we just need to remember to stay on our message and provide answers to the questions that are important and we have great answers to. So we can help you do that and we know that you can help us do that as well.

Finally, on here is sharing videos and other things that Holly talked about with getting out our social networks and so forth. We look forward to you being a partner in that with us.

Very quickly I'm just going to go back, the media toolkit that we're putting together is still in the works but some of the campaign or some of the components that you will see in it. You'll get an overview of the campaign so all the things we've talked about today are sort of synthesized in a very brief overview for you. There will also be a research overview of all the audience segments and the research we conducted. Again, this should help you in strengthening, you know, stories that you might have localized stories.

We'll also have our news release in there; we'll have bios of some of our expert speakers that could potentially help you. I know you'll also, you all are experts and have those folks as well. You'll also get copies of everything, the PSA, the print ads, the radio that transmits the Web ads, all of that will be in your file in a desk with electronic files. So we in addition to all this we will include instructions, some instructions and tips for you for trying to use these materials in your various markets.

I'm going to skip now, becoming a campaign partner, I just reference this one slide here again about contacting Ellen. Ellen is a busy lady as we know and sometimes we, if you can't track her down, if you don't track her down the first time we want you to keep tracking her down and talk to her live before we respond out to the

media if possible. Again, it's so important there's, we're going to be going out in such a big way with this that it's just so important that we try to stay on message with each other.

So that's her contact information and then I finally want to kind of close with you know, really why is this so important to you. Patrick if you could get me to that final slide. Really what all this means and how this helps you and I think I've said that a little bit but in closing, really what we're trying to do is normalize a discussion about marriage on a big scale, so none of you have to do that. We know you're focused on what's important in your area and getting people to your classes so you can give them the tools and skills they need.

So this helps do this on a much bigger level out in the media and then, you know, our Web site will have you know, state by state information, links to your organizations and ways to access your classes and services. So we're like, you know, another big extension, you know, that's going to help direct people to you. As part of that what this is is really providing a follow-up tool. The TwoOfUs.org helps maintain this relationship for your individuals and couples maintain the sense of connectedness that we've talked about.

You know they may come to your class for eight hours and then what happens? We want to keep a relationship going with them and this helps them stay connected and to keep learning about marriage and family, and then when they need to find new classes or tools and tactics with their locals, but with you as our local partners.

It attaches your programs to something publicized and national. I think we're already seeing that and we'll continue to see that as we go out to the media. Again this very robust online fulfillment site for balanced research tools and all, and information. You know we're in this together. We all have the same goals so this is about trying to share resources and use our resources to help you do your very important work.

So that's all I have, I'm going to turn it over to Patrick.

Patrick Patterson: Thank you Kris. I just have to say, you know, those are very detailed presentations I think from Ellen where you talk about how we approach the campaign, to (Holly)'s about the actual social networking approach. Then with Kris talking about the actual outreach efforts, our actual ad plan to use, gives a pretty good overview of what we plan to do with the campaign.

I will say that there are a number of questions that have come in. I'm going to try to ask as many of those as I can. If there's a question for all three of you, Kris, Holly and Ellen I'll mention that and I'll give you the order that I prefer. If not I'll direct the questions directed to each of you as they come in.

So I'll start with Ellen with one of the first questions. One is what kinds of efforts were made to ensure that minorities were represented in the up front research that we conducted?

Ellen Holman: I'm glad you asked that Patrick, because we made concerted efforts to really focus on sort of

very large minorities which are the African American and Hispanic families. What we did was we included an over sampling of these folks in our data and specifically in the survey data, and what that means is we just wanted to make sure that these populations were represented.

When we were able to segment out this audience into attitude African Americans and Hispanics were very well represented. We were able to say things like well the romantics groups are actually primarily female and they skew towards African Americans as well. As we took that information about the attitudes and beliefs and that over sampling of those specific populations we went back to them and made sure that in our focus groups we tested specifically with lower income African American and Hispanics.

The idea is that we're at a very initial stage of this campaign. The idea is we want to make sure that our messages are targeted to the attitudes and to the kinds of media they use. Though we also want to make sure that we are not alienating folks, and so that's the point of that research was just to really make sure that we've included them in our thinking and that we're not alienating them and that these ideas resonate with them and so those are just a few of our efforts in that area.

Patrick Patterson: That's great. Thank you Ellen. A question for Kris. Are there any restrictions on co-branding the ads that you presented? Are there any restrictions on co-branding from grantees or programs co-brand the ads once they're released via the toolkit?

Kris Tremaine: Okay thanks. Yeah, there are restrictions on this. We are not co-branding this because it is a national campaign. So if we want, we don't want to confuse the audiences with multiple brands. We have one call to action which is to go to the TwoOfUs.org and we think that's very important in this. At which point when our audience does go to the TwoOfUs.org we will be able to direct them to various local services in the different markets.

Patrick Patterson: Thanks Kris.

Ellen Holman: Yeah I just, I would like to add to that Patrick if I may.

Patrick Patterson: Sure.

Ellen Holman: So just because you can't put your name or your logo or your Web site on the ad doesn't mean that we're not working to funnel people to you. We want you to be one of the 50 community partners that we are going to have and the way to do that is to make sure we have your information correct on www.TwoOfUs.org to make sure we're representing your services correctly when we funnel people out to local programs, and to get involved in the community on www.TwoOfUs.org.

Start up your own discussion group. Start up your own e-mail list and just work like that so that we are making sure we're partnering with you for this campaign. It just won't be through a logo it'll be through so much more.

We're going to maintain a relationship on a local level with you guys.

Patrick Patterson: Thanks Ellen and Kris. A lot of excitement around the campaign and the question that's come in is how will we know how the campaign is going? Will there be ongoing reports? Will there be Webinars or will there be things that folks can check into to see how well things are going?

Kris Tremaine: Well I'm sorry, we could all probably answer that in a lot of ways but we certainly will be capturing results from the campaign ongoing and following monthly metrics around our media outreach. REI Barkley and Holly will probably want to weigh in on this but we'll be capturing lots of Web metrics and what's happening, who's accessing our sites and ultimately hopefully you guys will be able to capture people that are accessing your services as a result of this campaign.

We will have a feedback mechanism with all of you and it was kind of back to the point I made about the necessity of sharing information with each other. That's how we will be successful is making sure we're updating you and when you learn things and hear things that you update us as well. (Holly) do you want to add anything to that?

Holly Maust: No. I think you definitely hit it on the head Kris. You know we're going to be doing the same thing with some of the analytics tools that we use and some of the listening tools that we use for social media, but and reporting back to Ellen. So yeah, I think definitely we'll have you know, more forthcoming once the campaign starts running.

Ellen Holman: Yeah and you know, a lot of what we're going to do in terms of helping report this out to you is definitely, you know, being in contact with you guys by e-mail if you contact me directly, but we're also going to do our best to post updates on healthmarriageinfo.org. That's where we're going to house this information just from a program perspective, a hey you professionals out there this is what we're doing kind of a thing.

Patrick Patterson: That's good. A question for Holly. This has been asked a couple different ways but what is viral video, you mentioned a couple times?

Holly Maust: Yeah. So viral videos they have somewhat of an amateur feel. They are, they're ones that usually in a humorous nature and we see with viral videos people share them a lot. So we're trying to come up with a viral video that will you know, speak to this campaign that will have people sharing the videos, you know, via e-mail or IM or on their blogs but it's just kind of an amateur video professionally done.

Patrick Patterson: Okay. All right. That's good. Another question for you (Holly). Is there a chance for folks to link to the TwoOfUs Web site or vice versa with their different Web sites?

Holly Maust: On the TwoOfUs.org?

Patrick Patterson: Yes.

Holly Maust: Ellen I think you might need to answer that one, I'm not sure.

Ellen Holman: Yes. Yeah there's actually a couple of ways we can do that. One, and these are ways we are currently doing it, one is the in your area the information we provide for people on a state to state basis, which I just want to say is in the you know, infancy stages, and can grow so much more with your help. We're also finding out ways to make it a lot more interactive. We can post your information there along with your link.

Another thing we do is that if you donate content to us that is couple focused, you know, and that works with this 18 to 30-year-old we'll provide a link to your Web site at the bottom of that, or the bottom or the top or wherever we do it of that content. So they're getting you in two different ways to your Web site. One is through the state-by-state information but also through just the actual content that's on the site. If you're our partner and we post your content we'll have it there.

Another way is to make sure again that you have an online presence in the community side and we can link to you there. So there's like several different ways that we're looking to do that and we are of course open to more ideas about that.

Patrick Patterson: Thanks Ellen. Holly another question for you. Are there plans to archive old articles and podcasts on the site once they get going?

Holly Maust: Yes. So how we have the back end system is set up Ellen and her team are able to archive basically any of the content, so video podcast articles and then if they wanted to bring them back to life they would be able to do that.

Patrick Patterson: That's great. This is a question for all three of you. There are several different elements to the campaign, which you guys have kind of detailed throughout this Webinar, our question is how can we state or communicate initiatives that are not funded by the federal government make use of the great tool that you've presented today? Kris, Holly and Ellen if you can respond in that order?

Ellen Holman: Sorry, did you say Kris first? This is Ellen.

Kris Tremaine: You can go ahead Ellen.

Ellen Holman: Yeah, I'll just jump in. I definitely think that we have a way to partner with the folks who are not just federally funded. Obviously the information we have access to initially be those folks that are federally funded because we're most familiar with them, we're the people, and they're the people who we're in most contact with. That doesn't mean we can't add you to the in your area portion of the Web site, and that doesn't mean we can't work with you to implement this campaign in your local area, because even though it's primarily

federally funded the messages resonate across the nation.

So if you are not federally funded we absolutely want you to partner with us in addition and we can work with you for different ways to make it work for you. But there's definitely no restriction on for us to only partner with federal folk and I would just encourage you to contact me about that and we can work together.

Holly Maust: This is Holly. To add to that I think that the social media is definitely a great place for us to share you know, if you are already engaged in that space. As I was saying in the presentation you know, let Ellen know let's work together to you know, build each other's communities whether it's I'm going to use some of my jargon but whether it's re-tweeting what you're tweeting about or you know, becoming a friend on our Facebook page. You know there's definitely ways in that space to partner.

Patrick Patterson: Kris do you have any comments or feedback on that question?

Kris Tremaine: No I think they've done a great job answering it.

Patrick Patterson: Well good. I've got time for one more question and then at the end of this question once you respond I'd like to offer you guys a chance to give any final comments and then I'll go through the close out of our Webinar.

I'm going to read this question as it was sent in. I think I'm pretty hip, my 28-year-old daughter tells me otherwise. I signed up for a Facebook page, I don't get it. I have followed things on Twitter, I really don't get that. Could we do a Webinar or are there any plans for outreach to help folks who don't understand these, will they be part of the toolkit or how will folks get a better understanding of these different media tools?

Ellen Holman: Well Patrick I'll take a crack at that. We want to emphasize the fact that we're not looking to create extra work for you guys so if you're not already on Facebook, if you're not already on Twitter there are other ways to partner with us. You can take the print ads and go to your local paper. You can just call up the reporter and give your local spin on the story in connection with me.

There are ways to work with us that don't involve going through social media. At this point in time we're not looking to do any intensive training on social media and that's just for the simple fact that we're not trying to create extra work for you, we're actually trying to take that part and do it so that you guys don't have to. That said, in the toolkit there will be some pretty clear instructions about associated directly with the different assets that we include in that toolkit. So there will be directions. We're not just going to hand it over to you without clear instructions on what to do with it.

Patrick Patterson: That's great. Before we move to the closeout of the Webinar I want to give you guys if you wanted to, a chance to give any final comments, final thoughts about what you're intent or what you hope to see. Starting with Ellen then Holly and then Kris.

Ellen Holman: That's great Patrick. I just want to reiterate that you know, the point of our doing this is just as much with people not federally funded and you know, it's the idea of being able to elevate the conversation. To have you guys not have to fight the fight of is marriage a good, we hope to be able to help you guys take care of that and to be able to make a relationship with those millions of people and in turn funnel those into local services on your end.

So we're just, again really excited with the idea of partnering with this wide range of folks. Encourage you to check healthymarriageinfo.org for updates and get in touch with me. Again it's ellen.Holman@publicstrategies.com and I appreciate your time today.

Holly Maust: It's Holly, I just wanted to say that we are really excited about the Web site. We feel like it's a great foundation through you all and you know, our other partners. We're really going to be able to bring this Web site to light with the content and the community and so I you know, so just playing with the Web site, you know, telling people about it. In terms of the social media you know, finding out I think like even Wikipedia there's great tools out there that you can learn more about it.

Kris Tremaine: This is Kris and I will just reiterate a thank you for your time and listening to us as we've presented what is very exciting and we worked on this a long time and are thrilled to see where we are at this point starting this great national conversation. I'm particularly excited to have been able to share all this creative in addition to the Web site, the creative that we think is really going to drive this conversation and drive people to these resources that all of, that www.TwoOfUs.org and all of you provide in the community.

We further say we really do look forward to your feedback on how the ads and this information is received in your various communities and again, just sharing with each other critical information news coverage, which you're hearing, I think that will help us all be successful in these efforts. Thanks.

Patrick Patterson: Thank you Kris. I just want to say thank you on behalf of everybody that's in the part of this Webinar, to Ellen, Holly and Kris for a great overview of the media campaign.

We'll move quickly to our evaluation slides. We do want to hear from you about what you thought about today's Webinar. So we'll pull them up. You have a chance to vote based on your feedback on today's Webinar. We have five questions today and I'll begin reading those so you'll have a chance to voice your opinion.

The first question -- I have a better understanding of the objectives of the National Healthcare Resource Centers national conversation about marriage. I have a better understanding of the objectives of the National Healthcare Resource Center's national conversation about marriage.

Second question - I have a better understanding of the media campaign's creative approach including strategies related to traditional media. I have a better understanding of the media campaign's creative approach including strategies related to traditional media.

Third question - I have a better understanding of the media campaign's new media strategies as well as the TwoOfUs.org's role in the campaign. I have a better understanding of the media campaign's new media strategies as well as the TwoOfUs.org's role in the campaign.

The fourth question - I am better equipped to use the various strategies for grantees and programs that can help us participate in or help implement the national conversation about marriage in our community. I am better equipped to use the various strategies for grantees and programs that can help us participate in or help implement the national conversation about marriage in our community.

The very last question - I'm interested in partnering with the National Healthcare Resource Center to help implement the campaign in my community. I'm interested in partnering with the National Healthcare Resource Center to help implement the campaign in my community.

With that two reminders before we actually conclude today's Webinar. One is if you have comments or suggestions beyond these evaluation questions you can send them to my attention Patrick Patterson. My e-mail address for these questions or feedback or comments is info@healthymarriageinfo.org or if you're a federal grantee you can provide feedback to your federal project officer with any questions or feedback to, on today's Webinar.

Our Webinars are the fourth Wednesday of each month unless otherwise noted and so we'll look forward to our March Webinar, believe it or not it's coming up very quickly.

As I said earlier we'll provide materials for today's Webinar on our Web site in the next seven to nine business days and then also you have a follow-up toolkit and that'll be sent to you by virtue of the media campaign's team that's working on this. I want to provide Robin an opportunity also to provide any final comments?

Robin McDonald: This is great. We're very excited about this campaign and we look forward to partnering with you all in the future.

Patrick Patterson: Thanks Robin. Thanks so much everybody. Have a great evening.

Operator: Ladies and gentlemen, that does conclude the conference call for today. We thank you for your participation and ask that you please disconnect your lines.

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