



NHMRC February 2009 Webinar Frequently Asked Questions

**Launching a National Conversation About Marriage: The
NHMRC National Media Campaign**

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The National Healthy Marriage Resource Center broadcasted a webinar entitled “Launching a National Conversation about Marriage: The NHMRC National Media Campaign” on February 25, 2009. This Frequently Asked Questions (FAQ) document is a follow-up to many of the questions posted during the webinar.

1. What kinds of efforts were made to ensure that minorities were represented in the upfront research that was conducted for this new web site and media campaign?

Researchers concentrated their efforts to ensure that minorities were represented throughout the research. In addition, minorities were oversampled in order to ensure the web site and its messages capture the attitudes and beliefs of both African-American and Hispanic audiences. The researchers also looked at groups that resulted from the surveys. For example, the romantics were found to be primarily female and skewed towards African-American respondents. However, the researchers did not want to alienate any potential users by tailoring the web site to only one minority group.

2. What are the restrictions on co-branding the ads once they are released?

There are tight restrictions on co-branding the ads with your own program. Co-branding is prohibited due to the fact that this is a national campaign, and the overall goal is to steer potential users to the twoofus.org website. However, even though programs are not allowed to co-brand with “The Two of Us” ads,

they should make sure their contact information is on the web site. We want to have at least 50 community partners. This will enable “The Two of Us” to partner with organizations around the country. You may also want to start your own email list or discussion group to discuss the national campaign. We want to make sure to work with you at a local level.

3. How will we know how well the campaign is working? Will there be any ongoing reports or webinars to help programs check in and see the results of the campaign?

We will capture the results of the media campaign in an ongoing format, following the web metrics to see who is accessing the site. We will also be capturing the results with some of the analytic tools that we use and some of the listening tools that we use for social media. We will then email marriage programs with these results, as well as post updates on healthymarriageinfo.org. Also, grantees will learn who is accessing their services as a result of the media campaign. Therefore, while “The Two of Us” will keep marriage programs updated on the number of visitors to the site, marriage programs are asked to keep “The Two of Us” updated on who learned about their services through the website.

4. What are viral videos?

Viral videos have a purposely amateur feel and are humorous in nature. They are meant to be passed on from person to person, so that they reach a wide audience. “The Two of Us” would like to create a viral video that our target audience will want to share with one another.

5. Can grantees link to twofous.org on their own sites?

Yes, there are a few different ways grantees can do this. They may do so in their “In Your Area” section or in their contact information section.

6. Are there plans to archive old articles and podcasts on the twoofus.org website?

Yes. We will keep all old articles and podcasts, and they will be made available to marriage programs on a request-by-request basis.

7. How can healthy marriage programs that are not federally funded make use of the media campaign?

We can add non-federally funded programs to the “In Your Area” section of the website. Non-federally funded programs can also use the social media

component of the web site to reach out to their target audiences. Finally, we will partner with non-federally funded programs to ensure the web site works well with these programs.

8. Are there plans to help people learn to use the on-line social networking web sites that are featured on the twoofus.org web site?

We do not want to create more work for grantees than is necessary. Therefore we recommend that anyone who is overly confused by the social networking sites should feel free to use the print ads instead. However, we will be releasing a toolkit that has instructions for using online social networking sites.