

# **PUBLIC RELATIONS, ADVERTISING AND MARKETING**

## ***I. PROGRAM OVERVIEW***

The Office of Traffic Safety employs one fulltime staff person – an Assistant Director of Marketing and Public Affairs – who oversees: media, press and public relations for traffic safety issues and initiatives for the entire state of California; a marketing contract that assists the OTS in directing media buys, video and audio PSA production, media event planning, print and graphic materials; and assisting in and reviewing the media and press related efforts and activities of all OTS grantees.

## ***II. ACTION PLAN***

In 2010, OTS will focus on generating earned media for a myriad of traffic safety initiatives through targeted DUI and seat belt campaigns and through active grants – all designed toward lowering the Mileage Death Rate and increasing statewide seat belt use. This approach includes providing increased media assistance to local grantees on new and innovative programs and continuing to target under-represented groups and the general population with traffic safety messages.

OTS Public Affairs will be utilizing its contractor, Ogilvy Public Relations Worldwide, in support of many of these initiatives. The Contractor assists OTS in campaign development, media buys, advertising services, graphic design and publication production and various other marketing activities that are designed to assist the State in creating awareness of traffic safety programs and initiatives and reach its goal of reducing fatalities and injuries due to traffic crashes.

In 2010, OTS will be evaluating resources available for marketing and public affairs, exploring new initiatives as well as enhancing those that are continuing. In 2010, OTS will be evaluating the needs and requirements for outside contracting of media relations, public relations, media buying and other related work in anticipation of issuing one or more RFPs for such work in 2011.

## ***III. TASKS***

### ***TASK 1 - PUBLIC RELATIONS***

#### **STATEWIDE CAMPAIGNS**

OTS Public Affairs will spearhead several key public awareness campaigns during FY2010. Key campaigns will include California's new and expanded "Next Generation Click It or Ticket" campaign (also see Paid Advertising), as well as December's Holiday DUI Crackdown, Child Passenger Safety Week (September), and DUI enforcement campaigns around other major holiday periods: Memorial Day, Independence Day, and Labor Day weekends, as well as St. Patrick's Day, Cinco de Mayo and Halloween celebration periods.

OTS will be pursuing a “pilot” public awareness campaign with a goal of reducing secondary crashes on freeways within the Sacramento region. If the campaign is evaluated as being successful, OTS will determine feasibilities of expanding a similar campaign to other regions or statewide.

All campaigns will rely heavily upon earned media to educate Californians about safe driving practices, including seat belt use, child passenger safety and impaired driving. OTS will also continue to expand partnerships with CHP, the Department of Motor Vehicles, Caltrans, and the Department of Alcoholic Beverage Control on various programs and campaigns moving forward.

## **PARTNERSHIPS**

OTS has an established track record of developing successful partnerships to raise awareness of important traffic safety issues. OTS partners represent a variety of community groups; traffic safety industry representatives; local, regional and state government agencies; as well as general business and industry organizations.

Public/Private partnerships are very important to OTS’ long-term planning. These partnerships are designed to augment resources, extend outreach to diverse audiences and at-risk communities, and extend marketing opportunities. Past partners have supported teen anti-DUI programs, DUI Crackdown Month, Child Passenger Safety, safety belt use, and bicycle and pedestrian issues, to name a few. OTS will build upon existing partnerships and forge new alliances to support and facilitate the distribution of its traffic safety messages, as well as its own conferences, meetings and community events.

## **OTS TRACKS NEWSLETTER**

The Office’s flagship and award-winning publication, *OTS Tracks*, is now in its 18<sup>th</sup> year of production. Its audience is more than 3,000 traffic safety practitioners, law enforcement and fire departments, members of the media, legislators, and key stakeholder groups. Content includes news about OTS initiatives, staff, stories from local grantees on their people, work and successes, as well as perspectives from the Secretary of Business, Transportation and Housing Agency, and the Director of the Office of Traffic Safety.

## **OTS WEBSITE**

The OTS website ([www.ots.ca.gov](http://www.ots.ca.gov)) underwent an entire reconstruction in 2007. Grantees, law enforcement agencies, and other traffic safety stakeholders are increasingly reliant on the website for topical information on everything from grant application announcements to new data on a plethora of traffic safety subjects. The news media and researchers are using the OTS site as a valued resource.

The new website is geared to the needs of its primary audiences. Potential and current grantees make up the bulk of those visiting the site, with media, researchers, stakeholders and the general public following along successively. The new site is formatted with this usage in mind. These enhancements have greatly improved the ease of navigating the site to find what the visitor requires.

The website had over 200,000 visits in the preceding year. One indication that points to how the changes made in 2007 have improved service to visitors is that while the average number of pages viewed has fallen by half, the average length of sessions have doubled. This indicates that visitors are getting to what they need easier and using it longer.

This is a positive indicator as OTS moves toward a complete web-based grant operation.

## **MEDIA RELATIONS**

Bringing together expert resources in media relations, public affairs and community outreach, OTS Public Affairs offers an array of services, including: media relations, marketing, event logistics, creative writing, and campaign management.

OTS Public Affairs is a “one-stop shop” resource for all of its grantees, whether organizing a media event or assisting in garnering earned media through press events and the placement of specialty stories or op/eds. The Office also works with the National Highway Traffic Safety Administration on media buys surrounding high-profile DUI and seat belt enforcement campaigns. The Office also assists all grantees in crafting news releases and press advisories, as the need arises.

## **GRANTEE SUPPORT**

Integrating media into all grant programs on the local level is key goal and objective in OTS Public Affairs. The office routinely assists grantees in the execution of media events, framing key messages, and arranging media interviews. In addition, OTS Public Affairs directs the message on news releases, specialty articles and publicly distributed material penned by local grantees and community-based organizations.

## ***TASK 2 - PAID ADVERTISING***

### **CAMPAIGNS**

During 2010, some of the campaigns that OTS may be using paid media include: Holiday DUI Crackdown (December), Click It or Ticket (November and May), the pilot secondary crash campaign, and other campaigns as they arise.

OTS Public Affairs will receive comprehensive reports from Ogilvy Public Relations after each campaign detailing all aspects of the campaigns and listing actual audience impressions. OTS and grantees track press coverage generated by campaigns. Pre and post campaign surveys will be taken to gauge actual changes in behavior in seat belt usage for the Click It or Ticket campaign.

OTS has an extensive, year-round effort in place to produce and place as much “public service” materials as possible in the media. This comes in the form of television and radio public service announcements, radio public service interviews, and billboard placement, with a paid media equivalent of over \$5 million.

**\$457,100 – Fund to be determined upon payment (410/164 or 402)**

The following table reflects grants active in FFY 2010 with paid media in their budgets:

<b>Grant #</b>	<b>Agency</b>	<b>Budget</b>
AL0845	California Highway Patrol	\$210,000
AL1010	California Highway Patrol	\$40,800
AL1010	California Highway Patrol	\$70,000
PT1037	California Highway Patrol	\$25,000
AL1010	California Highway Patrol	\$75,000
MC1001	California Highway Patrol	\$612,376
AL1010	California Highway Patrol	\$125,000
RS1002	California Dept. of Transportation	\$800,000

### ***TASK 3 - MARKETING***

#### **SPORTS AND ENTERTAINMENT MARKETING**

Since its inception 15 years ago, the OTS Sports & Entertainment Marketing program has become a national model for sports partnerships and traffic safety. In 2009 we expanded it to include a special Designated Driver campaign partnership with the NBA Sacramento Kings. While the 2010 schedule of events won't be announced until after the New Year, campaign venues being explored include partnerships with California-based professional baseball, basketball and football teams as well as radio station sponsored events. Target audiences for this marketing are first, young males, and secondly, families with children.

**\$400,000 - Fund to be determined upon payment (410/164 or 402)**