

GET SOME ATTENTION Media Promotion Guide

Media promotion guide

The Safest Generation Safety Events are a great way to reach targeted groups of preteens with the message that buckling up in a back seat is the safest way to ride in a car. But a simple promotional campaign can help spread the message to a wider audience.

Advertise everywhere

One effective and inexpensive way to get the word out is to have your local Coalition members distribute Safest Generation ads throughout your community. You can download and print the ads at SafestGeneration.com. Coalition members can post the ads in locations such as:

- Grocery stores
- Doctor offices (especially pediatricians)
- Churches
- Recreation and sports centers
- Elementary and middle schools
- After-school programs
- Cafes or restaurants with community bulletin boards

You may need permission to post ads at some locations. Call ahead and obtain permission before you visit to minimize the number of trips.

Get the media involved

There are three ways to get the media involved at no cost to your Coalition.

- **Public service ads.** Contact print publications and ask them to run Safest Generation ads as a public service. If you don't already have media connections, make a list of local publications. Their contact information is easy to find on the Internet. Then call and talk directly to a manager or person in charge.
- **Turn it into news.** Print, television and radio outlets may cover the Safest Generation Events as a news story. Make sure you contact them at least two weeks prior to the event, and follow up the week of the event.
- **A little competition can help.** Hold an ad contest for preteens and ask media outlets to announce the winners. Media coverage will encourage more preteens to participate in the contest while also getting the Safest Generation message to a wider audience.

What to tell the media

Media outlets will want to know why they should run your public service ads or cover your event or ad contest. Here are some points to touch on:

- Traffic crashes are the leading cause of death for preteens.
- Most of those who die are not buckled up.
- Safety belt use begins to slip at ages 11 and 12. Our local Safe Kids Coalition is working to reverse that trend.
- We want to get the message out to preteens and their parents that the safest place for preteens to ride in a car is buckled up in a back seat.
- Safety experts recommend that children younger than 13 always ride in a back seat.
- The front seat presents two dangers to preteens: they can be severely injured or killed if they are too close to the airbag when it deploys; and they are more likely to be hurt in a traffic crash, because most wrecks involve the front end of the vehicle.