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**Media Plan**

**Background**

As cell phones have continued to redefine the way we communicate as a society, our need to remain connected at all times has created a precarious situation for individuals ignorant of the potential dangers involved. There were 5,574 fatalities of distracted-driving-related crashes in 2009. The most recent report from the National Highway Traffic Safety Administration identified cell phone use as the primary cause of 18 percent of these accidents. This emerging threat is even more important when referring to the 81 percent of American teenagers who now own a cell phone. Of those 16- to 17-year olds, 21 percent have admitted to texting while behind the wheel.

While statistics provide quantitative support to those working to prevent cell phone use while driving, these numbers do not invoke enough emotion to alter the behavior of resilient teenagers. To address this challenge, many programs have sought to present firsthand accounts from victims of distracted driving. Similar to the Every 15 Minutes campaign against driving under the influence, the remorse of someone whose actions caused an accident or injuries tends to resonate among teenagers.

It is important to note that this issue is not isolated to certain parts of our country. As a result, it’s necessary for the state of Oregon to take an active role in promoting a campaign against distracted driving. Although the Oregon legislature passed a law banning cell phone use behind the wheel, the effort to save lives cannot end there. Drivers of any age may be guilty of using cell phones while behind the wheel, but the most crucial audience to address is the teenage demographic. These new drivers are most likely to be involved in a distracted-driving accident and are least likely to shift their behavior accordingly. To reduce the number of accidents and save lives, the state of Oregon must join other organizations in reaching out to teenagers and adjusting its approach to provide the strongest impact among this primary audience.

**Situation Analysis**

Driving while distracted is an increasing national issue that is because of the increasing number of cell phone users and cell phones’ functionality. Statistics show that driving while distracted increases chances of car crashes, which can cause injuries and deaths. Young drivers, under the age of 20, are of particular concern due to the high amount of cell-phone use while driving among that age group. It’s especially unsettling that 16 percent of drivers under age 20 who were involved in fatal crashes were reported to have been distracted while driving.

The number of American teenagers who own a cell phone has increased in recent years to 81 percent – a staggering 43 percent of those teens have reported talking on the phone while driving. However, the greatest threat comes from those 26 percent of teenage cell phone owners who admitted to texting while driving. Oregon, along with seven other states, recognizes distracted driving as a problem and has implemented a Strategic Highway Safety Plan. To further decrease the risky behavior of distracted driving among Oregon drivers, Oregon law prohibits all drivers from using hand-held cell phones while driving.

**Core Problem/Opportunity**

Many young drivers are driving while distracted, including using cell phones, which increases the risks of car crashes that can lead to injuries and deaths.

**Goal**

To reduce the number of young Oregon drivers who drive distracted by cell phone use.

**Key Publics**

* Traditional Media Outlets:
  + Top-tier (circulation of +50,000) Oregon Newspapers
  + Local TV news stations in major Oregon cities (population of +50,000)
* Social Media Outlets:
  + Facebook
  + YouTube Channel

**Key Messages**

* Driving while distracted is dangerous in that it increases chances of car crashes.
* Driving while distracted is illegal.

***Traditional Media***

**Objective #1**

To have 6-8 articles containing key messages featured in top-tier newspaper publications of Oregon by June 1, 2011.

**Strategies**

* Collect statistics of car accidents correlated to cell phone use within the target of 16- to 24-year-old drivers in Oregon. Use these statistics to make our key messages newsworthy. Communicate these messages to the top-tier newspapers.
* Obtain personal testimonials about the consequences of Oregon 16- to 24-year-old drivers who drive while distracted by cell phone usage. Use these testimonials to create newsworthy messages to communicate key messages to newspapers.

**Tactics**

* Release community-targeted news releases to each top-tier newspaper bi-monthly.
* Bi-monthly pitches to reporters at each newspaper.
* Facilitate exclusives between newspaper and interviewees.
* Facilitate exclusives between newspaper and law enforcement.

**Objective #2**

To have the leading local television news program in each major Oregon city [1] cover at least three stories by June 1, 2011.

**Strategies**

* Convey new statistics illustrating the dangers of distracted driving. These statistics will focus mainly on the 16-24 age group and be directed toward adults within each local community.
* Obtain personal testimonials of individuals who have firsthand experience with the dangers of distracted driving. These testimonials will be distributed to news stations and include the opportunity for more access to materials and interviews.

**Tactics**

* Distribute news releases to television stations about new studies and statistics as they become available.
* Interview local residents who have experienced accidents or close calls attributed to cell phone use. Distribute news releases with audio, video and pictures to stations.

[1] “Major Oregon city” is defined as having a population of more than 50,000.

* Contact local law enforcement and public officials to include in a story about the new laws regarding cell phone use while driving. Distribute media news release with audio and video to stations.
* Use a media advisory to alert media when a news conference is held by local law enforcement or public officials related to distracted driving.

***Social Media***

**Objective #1**

To have 2,000 Oregon drivers ages 16-24 become a fan on Facebook by June 1, 2011.

**Strategies**

* Have young drivers actively engaged in the community discourse about driving while distracted through statistics.
* Shift the attitudes of how young people feel about drunk driving to driving distracted.

**Tactics**

* Develop a new campaign targeted towards young drivers.
* Create a Facebook page for the campaign that young people can become fans of.
* Post daily statuses with statistics and/or facts regarding young people who drive distracted.
* Provide surveys for fans to take about distracted driving and post results.
* Create an awareness event on Facebook for a day where everyone will pledge to have their cell phones turned off whenever they are driving.

**Objective #2**

To have 6,000 views on the campaign’s YouTube channel by June 1, 2011.

**Strategies**

* Use opinion leaders to educate them about the dangers of use cell phones while driving.
* Give them the opportunity to publicly pledge their commitment to not use cell phones while driving.

**Tactics**

* Use prominent figures in Oregon as spokespeople for the videos.
* Have the University of Oregon group On The Rocks sing in a video about the dangers of cell phone use. Upload it to the University’s YouTube channel.
* Frequently update videos so information is current and relevant.
* Feature videos of young people that have pledged to not use cell phones while driving.
* Show testimonial videos and interviews with young drivers and parents who have been affected by accidents from using cell phones while driving.
* Hold a contest that asks young drivers to send in a humorous video they have created about the dangers of cell phone use and driving with a gas gift card as a prize.