

Media Kits

A good *media kit* is a basic tool for working with the mass media. Media kits used to be easy to describe: a pocket folder containing information for print and/or broadcast media. Media kit folders have ranged from basic pocket folders from the office supply shelf with a letterhead sticker on the cover to elaborate four-color packages with pockets for videos. Some—especially those introducing new consumer products—are three-dimensional. Today a media kit more likely is digital—on an organization’s Web site or in a colorful envelope with a CD-ROM that contains the media kit.

Yes, these are “media” kits, not “press” kits. The difference is that public relations practitioners prepare packages of information for all media to use, not just the newspapers or “press.” Traditionally the contents of the kits have varied based on their use, but the contents are always prepared with the medium in mind. For example, black-and-white glossy photographs that might be useful to print media are not included in broadcast media kits. Sound on CDs that might be in radio news kits are not included in television news kits, which might have videos on DVDs or videotapes. More than half (55 percent) of journalists want to receive electronic images rather than photos and camera-ready art. And the percentage of broadcast journalists wanting electronic images is even higher—68 percent.¹

On the other hand, media might prefer that the entire textual contents of the media kit be available to them on a Web site or CD. The problem with CDs is knowing which computer system format to use. When media lists are compiled, it helps to discover this detail. But, if you don’t know, having disks that are PC-compatible and Macintosh-compatible available to insert in kits will help. A better option is to put both formats on a CD. Many Macs can open documents prepared on both types of computers.

The advantage of using an organization's Web site for a media kit is that it can offer news media not only much more material but also much more flexibility. When information becomes outdated, changing the information on the Web site is fast and quite inexpensive, compared to trashing a supply of printed materials and reprinting. Many organizations maintain a "dark" Web site that is intended for public access only during a crisis. (See Chapter 20 for more information on crisis communication.)

In a study of corporate Web sites, QuickSilver Interactive Group, Inc. found that various companies offer as many as 65 features on their Web sites. Some of the more popular contents for both Web-based and printed media kits include:

Fact Sheet—gives information about the organization: officers, offices with addresses and phone numbers, a description of what the organization is or makes or does. The fact sheet is the basic "building block" for a media kit. The "standard" fact sheet presents fundamental facts about the organization. These should be readily available, either on a single sheet or in folder form. You probably need more than one kind of fact sheet. A second one would be a historical fact sheet covering landmarks in the organization's development. Special-event fact sheets not only tell others what's going on, they'll help you preserve your sanity by organizing information in an easy-to-find-and-use format.

About Us—summary or overview of the organization

Annual Report(s)—most recent year(s)

Biographical Information—principals of the organization: officers, founders and others with pictures (head shots), downloadable or reproducible ones for print media, small ones for identification for broadcast media, high-quality ones for magazine use

Board of Directors—names, affiliations and addresses

Calendar of Events—information on coming teleconferences, webcasts and executives' speeches

Community Service Programs—information on charitable and civic activities and policies on contributions

Contact Information—who to contact for media inquiries, customer service and investor relations

Downloadable Logos and Photos—various sizes and forms of organization's logo and photos of typical operations

FAQs—Frequently asked questions and answers

Financial Information—earnings releases, financial highlights, stock charts, dividends history

Historical Facts—background on the organization and historical milestones in its development: when founded and where, when new activities began and so on

Position Papers—selected copies of any position papers the organization has prepared on current issues

Profile or Backgrounder—tells about the character of the organization and the nature of what it does, including Board committee charters and corporate code of ethics

SEC Filings—information on filings with the Securities and Exchange Commission

Hard-copy media kits often contain selected copies of the organization's serial publications such as magazines or newsletters.

If you are using hard-copy media kits, then you need to think about how much material you are going to send and how to make it appealing. The most conservative choice is to use a *shell*. The shell for media kits is usually a basic folder that has the name and logo of the organization. You can have these made up in bulk so they are available when you need them. The only time you would want to have a different shell printed would be for a special event. Then you want the theme of the special event to dominate, although not at the expense of losing the identification of the organization.

Media Kit Use

Media kits are used by organizations for basic information about the organization, special events (preliminary and on-site), news conferences and crises. In all cases, the kit has a letter to the medium's user identifying the contents of the kit and the people to contact for more information. When kits are mailed, the kit letter is replaced by a cover letter explaining why the kit is being sent, its contents and any other particulars that would be important such as important dates or people who may be contacted.

Media kits are not created to be sent to new members of the board of directors, for example. They are not packages of information for general use by someone who wants to know something about the organization. They are for hands-on use by working members of the news media: reporters, editors, news directors and producers. Remember that before you begin stuffing one with copies of ads or sales materials.

Media Kits for Special Events

The use of the kit is particularly important when you are preparing one for a special event.

Special-event kits are somewhat different in their contents, which are as follows:

A basic fact sheet about the news making event should detail the event and explain its significance in strictly factual terms. This should be a “stand-alone” sheet that gives a contact’s phone and address, because it may become separated from the rest of the material. You need to include all important dates, times, participants and their relationship to the organization and to each other, such as those who work for wholly owned subsidiaries.

A historical fact sheet about the event that tells when it was first held, where, who attended and how many if that is significant. You need to give milestones in the event’s history, being sure to make clear why each is significant.

A program of events or schedule of activities should have detailed time data, as that is especially significant to broadcasters. Provide a script if you have one. This is especially useful for the broadcast media but can be important for print photographers too.

A complete list of all participants should explain their relationship to the organization and why they are a part of the event.

Biographical information on the principals as well as head shots of them should be included. The black-and-white prints for newspapers and magazines should be of reproduction quality, and you should indicate when color pictures are available.

A straight news story should give the basic information about the event in an announcement news approach. This should be about a page and a half, double-spaced on a 60-space line for print media and one or two short paragraphs triple-spaced for broadcast media. Be sure to give broadcast media both print and broadcast stories so they have the benefit of the additional information in the longer story. The print media need only the print version.

A longer general news story that ties in the background information may be as long as three double-spaced pages for print media and one full page for broadcast media.

A feature story or two should be included to offer some insight into the more interesting aspects of the special event. There need be no broadcast version of these, but these features should be included in the broadcast kits for information.

A page of isolated facts about the special event and others in the past, if this is an annual event, should be included. These facts are often picked up by broadcasters to use if they cover the event, and sometimes they are incorporated in print copy written by reporters covering the event.

Visual materials should be included, and this can be a problem if the event is a first-time affair. You’ll have to develop photos about parts of the event in progress. If the event is conducted annually, you can include pictures from the past, but be sure these are properly labeled so they are not misleading. *Do not include any pictures that have been used in advertising.* Also don’t

include any pictures of participants if they can be identified unless you have a written release. Attach information to the pictures so it can be removed without marring the photo.

Information on cooperating organizations is important for their recognition and support as well as for the news medium. However, you don't just stuff the kit with what cooperating organizations give you. You get the information about the organizations, then prepare information sheets explaining their contribution to the event and their relationship to your organization. For example, an organization may be supplying picnic lunches for volunteers who are taking children on an outing. You need to tell how much food and something about the supplier as well as why that organization is participating in your special event. Use quotes from people in the cooperating organization. If the contribution is significant enough, you may want to do a special news release on one or more of the cooperating organizations. This is especially important for them if your organization is a nonprofit one and you have called on profit-making organizations for help in making the event a success. It is easier for you to get media attention than it is for them, and if you see that they get credit for their support, they will be more willing to participate in the future. Be sure that you clear the information you have prepared with them to be sure it is factually accurate. You don't want your credibility undermined by some participant saying that what you have said about him or her is inaccurate.

Cover letters for special-event kits should tell the news media why you think the event deserves the attention of each medium, in terms of the interest of that medium's audience in the event. You want to be sure you make coverage easy for them too. Let them know what arrangements are being made, such as the facilities of the media room, and how to schedule an interview with celebrities or other participants.

You'll need to include information about how they gain access to the event, such as how to apply for badges and vehicle passes. You might even want to include information about transportation or eating facilities in the area of the event if this is important. You could save the information about the immediate area in which the event is held—such as food facilities and so on—for the cover letter that goes with on-site media kits.

On-site cover letters are different. You will need to let the news media know who to contact at all hours of the day and night in case they have problems or questions, and you'll need to let them know how to get others from their news medium in (such as technical crew) and what to do about personal and vehicle passes.

On-site media kits are different too. You need a sheet of changes in the front, and you must replace every piece of paper where a change has created an error. Keeping dates on your news releases and all other information elsewhere, such as on fact sheets, makes this easier for you to do. Things get so hectic in a special event though that some people use different-colored paper for different days so there's not a mistake. But this can be a problem with materials like news releases.

Your on-site kits should have materials arranged in order of importance and have a story for each day of the event or each feature of the event if it is a one-day affair. An example of the latter would be a story on a speaker, a feature on the food for the luncheon or the chef and perhaps a feature on the planning for the event if there are unusual aspects to that. You can include in on-site kits any promotional brochures about the event that have been used. These often have dates and times that can be a quick reference for the person covering the event. *Do not include these if facts have changed since they were produced.*

Media Kits for News Conferences When you are preparing a media kit for a news conference, it makes a difference what the occasion for the conference is. News conferences should be called for only two reasons: (1) to provide media access to a celebrity or expert whose time is limited or (2) to offer face-to-face access to a spokesperson for the organization when there is a controversy. The latter will be covered later in this chapter in the section on crisis kits. So if you are preparing a media kit for a news conference in which you are providing access to a celebrity, you need the following materials:

A biographical sketch of the celebrity that is up to date and a recent photo. If there are any restrictions on the use of the photo, you should not include it, because you probably won't be able to control its use.

Information about the relationship of the celebrity to your organization, such as providing entertainment or being a spokesperson in promotions, on issues or on new developments. You need to think of "celebrity" in very broad terms here. The "celebrity" may be a researcher who has done breakthrough research that your organization is able to take advantage of through serving clients in a medical facility or through providing medication or medical procedures. You can provide this information either in a fact sheet or as a backgrounder.

A general news story that is the kind of story someone covering the news conference would write. To do that, of course, you will need to have interviewed the person and asked the kind of questions the news media attending are likely to ask and incorporated the responses in the story.

A basic fact sheet about the organization.

Promotional Media Kits

Promotional media kits are made up differently. (See Figure 15.2 for an example.) These kits often include advertising used in the promotion, quotes from critics or reviewers when appropriate or even reprints of entire newspaper stories (reprinted with permission). It may be that the promotion is part of a larger event such as a national touring performance or exhibit. In that case, many of the materials will be provided by those planning and sponsoring the event, but you will need to add your organization's information to the materials and tailor news and advertising for the media you'll be using.

One example of coordination was the General Motors sponsorship of “A Slave Ship Speaks: The Wreck of the *Henrietta Marie*,” an exhibit of the only identifiable slave shipwreck in the Western Hemisphere. The exhibit of artifacts and objects recovered from the ship, which sank in the summer of 1700 in waters 35 miles off of Key West after unloading the cargo of slaves, went to 20 cities over a three-year period.

General Motors had the basic media kit materials prepared by the Chisholm-Mingo Group in New York. To these, each exhibit venue added its own information. Accompanying the exhibit was a 63-page softcover book that included articles about the exhibit’s materials from the National Association of Black Scuba Divers, whose members worked with the Mel Fisher Maritime Heritage Society, a brief history of the slave trade, a piece on the African diaspora and an article on the archaeology of the *Henrietta Marie*. Also, with the exhibit, was a hardcover book available for purchase at the exhibit. The hardcover book was entitled *Spirits of the Passage: The Transatlantic Slave Trade in the Seventeenth Century* by Madeleine Burnside and Rosemarie Robotham, published by Simon & Schuster. Many special publics needed consideration in promoting this exhibit, and the expectation of the sponsors was important to the exhibitors at each venue.

Media kits that are offered on CDs—other than simple text that can be produced quickly and easily—should be for something special due to their production costs and the time it takes to make them. Depending on the organization, it’s possible that you could have a basic CD media kit made for the organization. However, such material is easily dated so you need to be sure to provide for periodic updates. It’s more likely that you’d create a media kit for a special event or a special observation like a 50-year anniversary.

Some of the materials needed are the same:

- Basic fact sheet
- Historical fact sheet
- Backgrounder
- Biographies of all principals (company officers, speakers, celebrities and others)
- Isolated facts about the situation that can be used as column items, fillers or a story idea
- Visuals that include photos of the principals, pictures of the company or the event or what-ever is appropriate to illustrate the purpose of the kit, but carefully chosen and edited with accompanying identification
- News stories
- Features
- Information on any cooperating organizations or perhaps on the site if the event is being held in an unusual place
- A source information directory so reporters or editors can locate names of people to call or to send faxes or email messages. Be sure to include a technology “help” number in case the disk is unreadable.

These suggestions for creating an effective CD-ROM are offered by Tony Harrison, vice president/client service manager at Oliver Russell & Associates, a Boise, Idaho-based convergence marketing firm, who won a national award for application of CD-ROM technology:

- Make the CD as interactive as possible with a wealth of information.
- Make the CD easy to use by creating easy interfaces with big buttons, large type and read-able fonts providing easy navigation from point to point so the users don't get lost and offering mini-indexes for different locations so users know what's there without having to go into the location.
- Arrange your images in an easy-to-use order by
- Scanning photos (or copying digital images) onto CDs if you have a lot of still photography
- Organizing the images well, so using and choosing the images is easy
- Creating an image-placement database so that, if a photo or illustration is needed in several places in the CD or needs to be replaced, the change can easily be made
- Saving (archiving) each step in the process of graphic images so that you can make changes without having to start the process over (for example, an image created in Illustrator, touched up in Photoshop and saved as a PICT file has a typo)
- Update periodically to keep contents current.

Media Kit for a Crisis

You may find that you are using your crisis media kit at a news conference because the confusion caused by crises generally means that at least one news conference is necessary. In the event of a severe, ongoing crisis such as effects of a natural disaster like an earthquake or hurricane, you may be giving daily briefings as well.

With information changing so quickly in a crisis, you will need to keep updating your Web page. This keeps down the number of direct media contacts you have to handle. It does mean, though, that in addition to your computer at the media center for the crisis communications, you must have a printer and a copier available.

Because crises are largely unpredictable, you need to have a supply of basic materials set aside for quick assembly. There won't be time to locate and print these items. You will have the media kit shell, which is a basic folder for the organization. You also should have on hand:

- Basic fact sheet about the organization, with names and titles; addresses of the home office and all branches or subsidiaries (if any); phone numbers, including the numbers of security people and night numbers that override the main control and put the caller through to the person on duty
- Backgrounder on the organization itself—what it is and what it does

- Biographical information on the principals of the organization—officers and board, including long in-depth pieces on the principals, often called “current biographical summaries,” which are used for speeches and introductions but in this case may become “standing obits” (material ready for use in case of death)
- Detailed description of all facilities, giving layouts and square footage in each area as well as the number of people who work there at what times, as some of these may be involved in the crisis
- Information on all the activities of the organization, including products, services, research funded or ongoing, and equipment
- Visual material, including pictures of facilities and principals
- Historical fact sheet on the institution, giving important milestones in its development
- Statistics on the facilities and the institution, including number of people employed; annual financial statements; major contracts with unions or suppliers; details of lawsuits pending against the institution; information on regulatory or accrediting agencies with some sort of oversight authority over the institution, its products and its services (for instance, the Food and Drug Administration or a hospital’s accreditation bureau)
- Keeping these materials updated for hasty assembly may be demanding for some organizations, but most have this material available on a fairly current basis from their annual report.
- Material to be added *includes*:
 - A statement from the crisis spokesperson about the crisis (provided in audio for the broadcast media)
 - Information about who to contact for information about the crisis as it continues or moves toward resolution



15.1 A

Media Kit A good way to get news media representatives' attention is to produce an unusual media kit. This one, the "Don't Mess with Texas" 20th Anniversary Media Kit produced by Tuerff-Davis EnviroMedia Inc. for

the Texas Department of Transportation, won a Best of Texas award for media kits in 2006. The media kit packet cover is shown here. Each of the TV images opens to reveal information about the program.

Source: Reprinted with permission of the Texas Department of Transportation and Tuerff-Davis EnviroMedia Inc.

PART 5 Writing for a Media Mix



The State of Littering in Texas: 2006

New research findings on litter in Texas are being released as the Texas Department of Transportation (TxDOT) launches the 20th Anniversary campaign for "Don't Mess with Texas" in 2006.

TxDOT recently commissioned two studies:

- Litter Attitudes and Behaviors, statewide quantitative telephone survey of Texans, by Baselice and Associates, conducted October 2005.
- Visible Litter Study, analysis of litter and accumulation on Texas rights-of-way, by NuStats Inc., conducted November 2004-July 2005.

Overall Findings

Evolution of a Litterer

The popular Don't Mess with Texas litter prevention campaign has evolved from one aimed at "Bubba" (pickup-truck-driving males age 18 to 34) in the early years, to today's program tailored to "Generation Litterer," or "Gen L" (males and females under age 25). Here's why:

- Since 1998, age has been the number-one predictor of who litters in the Lone Star State. New research reconfirms that, with Texans under age 25 rising to the top as the state's worst litterers. Today, 77 percent of Gen L admits to littering.
- Young Texas females are slightly messier than males. Eighty percent of Gen L females admit to littering, compared with 75 percent of Gen L males.
- Pickup-truck drivers are no more guilty of littering than anyone else. In fact, Texans who drive a sports car or coupe are more likely to admit to littering.

Progress and Problems

- While research indicates roadside litter has dropped by 33 percent since 2001, more than one out of two Texans (55 percent) admits to littering.
- Cigarette butts may be small, but they're a Texas-sized litter problem. Tobacco trash is the predominant form of litter found on Texas roadsides, and that's no wonder—23 percent of Texas smokers admit to tossing their butts out the window.
- Food wrappers are almost as problematic as tobacco trash, comprising 29 percent of all litter compared with tobacco's 33 percent.
- Ninety-five percent of respondents have heard of Don't Mess with Texas, but not as many know the slogan means don't litter. The numbers have improved however, with 71 percent of Texans knowing the correct meaning today, compared with 62 percent in 2003. Regardless, support for the campaign remains strong with nine out of 10 Texans wanting to see the campaign continue.



15.1 B

Milestones An innovative supplement to the fact sheet is this "Milestones" presentation. The first of five pages is shown here.

State of Littering

Page 2

2005 Litter Attitudes and Behaviors Survey**Overview/Methodology**

- Baseline and Associates conducted this quantitative survey for TxDOT in October 2005 as a follow-up to a similar study conducted in 2003. Although several new variables were measured in 2005, the study's principal components went unchanged.
- Data were collected during 1,259 telephone interviews with Texas residents in October 2005. The sample was stratified geographically to represent every area of the state. Margin of error is ± 2.8 percent.

Results

In addition to the results mentioned on page one, following are more findings from the new Litter Attitudes and Behaviors Study.

- **Texans don't view tobacco and food trash as the big problem it really is.**
When asked to cite serious litter problems, only 7 percent of Texans said cigarette butts on first mention. In reality, tobacco trash is the number one problem. Likewise, only 4 percent cited food trash on first mention, when actually it is almost as insidious as tobacco litter.
- **Beer litter is never a good thing, but it's not as problematic as people think.**
Texans most frequently cite beer cans and bottles as the most severe litter problem (21 percent of first mention). However, "alcoholic beverage containers" is one of the least problematic categories of roadside litter.
- **Just because it's small or organic...**
When asked to cite minor litter problems, 22 percent of Texans named small pieces of paper like receipts, lottery tickets and gum wrappers on first mention. Again, cigarette butts were not perceived as problematic, with 19 percent of Texans specifying them on first mention as minor litter. Organic litter like food came in third, with 13 percent identifying it as minor litter.
- **Real Texans Who Don't Litter: Introducing the Nonsmoking, Aging, Minivan Driver**
Thirty-seven percent of Texans never littered or witnessed littering within the last three months. Among those least likely to litter are Texas age 50+, minivan drivers and nonsmokers.
- **Adopt-a-Highway is a Texas Thing**
Eighty-five percent of Texans have heard of Adopt-a-Highway, and half say they'd volunteer for the program. That's a good thing, as this program was born in Tyler, Texas, in 1985—the year before the Don't Mess with Texas campaign was launched—and has now been duplicated in nearly every state and in several other countries.

PART 5 Writing for a Media Mix

State of Littering

Page 3

Visible Litter Study**Overview/Methodology**

- NuStats Inc. conducted this roadside litter analysis for TxDOT as a follow-up to a similar one it conducted in 2001.
- In November 2004, trash was cleared on 129 segments of Texas rights-of-way, including interstate highways, U.S. highways, state highways and farm-to-market roads. Two months later, fresh trash was collected and analyzed to measure accumulation rates and litter composition.

Results

In addition to the results mentioned on page one, the following were reported in the Visible Litter Study.

- Roadside litter in Texas has decreased from 1.25 billion pieces accumulating annually on Texas rights of way in 2001, to some 827 million in 2005. That indicates a 33 percent reduction in litter on Texas roadways. Cigarette butt litter was reduced by 10 percent during this time.
- All road types saw reductions in litter, with the largest reduction measured on state highways.
- More traffic means more litter, with higher litter accumulation on the busiest roads. Likewise, a correlation was measured between higher litter counts and proximity to convenience stores, shopping malls and fast food stores.
- The most frequently littered items are categorized below.

<u>Litter Category</u>	<u>Percentage of Litter</u>
Tobacco	33%
Food	29%
Nonalcoholic beverage cups and cans	11%
Construction/industrial (insulation, lumber)	8%
Printed goods (newspapers, lottery tickets)	8%
Alcoholic beverage containers	6%
Automotive	1%



1 5 .1 B (continued)



<http://www.dontmesswithtexas20.org>

For release: December 30, 2005

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**Don't Mess with Texas Celebrates 20th Anniversary with New TV PSA
Starring Lance Armstrong, Erykah Badu, Owen Wilson,
Matthew McConaughey, Los Lonely Boys and more**

(AUSTIN) – As the “Don't Mess with Texas” campaign prepares to release a celebrity-packed 20th Anniversary campaign for 2006, the Texas Department of Transportation (TxDOT) is issuing a mantra to combat the state's stubborn littering tendencies – “Real Texans Don't Litter.”

“There aren't many things that are universally cool, and it's *cool* not to litter. I'd never do it,” said Matthew McConaughey in an exclusive interview.

“Though recent research indicates roadside litter has dropped by a third, we've also discovered that more than half of Texans admit they litter and that's just not acceptable,” said TxDOT Travel Division Director Doris Howdeshell. “We're grateful to the celebrities who have joined with TxDOT during this milestone year to be prime examples of Real Texans who Don't Litter.”

The new TV campaign, to be launched during the AT&T Cotton Bowl on Jan. 2, features some of the biggest stars from Texas: Lance Armstrong, Erykah Badu, Ray Benson, Jennifer Love Hewitt, Julius Jones, Los Lonely Boys, Matthew McConaughey, Chuck Norris, Janine Turner, Owen Wilson and Lee Ann Womack. The late blues guitarist Stevie Ray Vaughan was the first celebrity to utter the words “Don't Mess with Texas” in the campaign's first PSA, which debuted during the Cotton Bowl in 1986.

“TxDOT launched the campaign back in '86 because of skyrocketing litter pickup costs,” said Howdeshell. “We're proud the campaign has produced such good results for Texas, and the fact that it's become a part of pop culture is just an added bonus. We just want to make sure everyone knows Don't Mess with Texas means don't litter.”

Today, litter pickup costs taxpayers some \$36 million annually. A recently released litter analysis study indicates that roadside litter has dropped by 33 percent since 2001. However, another survey of some 1,200 Texans reveals 55 percent of them admit to littering, and most of them are under the age of 25.

-more-



15.1 C

News Release *Of course, a media kit needs a news release, and famous people make news. This release features a “Don't Mess with Texas” 20th Anniversary TV PSA starring “Lance Armstrong, Erykah Badu, Owen Wilson, Matthew McConaughey, Los Lonely Boys and more.”*

PART 5 Writing for a Media Mix

Don't Mess with Texas 20th Anniversary

Page 2

20th Anniversary Celebration

The yearlong celebration begins at the AT&T Cotton Bowl with the premiere of one of four new TV spots produced by Austin-based advertising agency Tuerff-Davis EnviroMedia Inc. and Rock House Films of Dallas. Immediately following the premiere, nine-time Grammy winning Texas swing band, Asleep at the Wheel, will give a special performance of "The Star-Spangled Banner." The PSA will also air on TV stations statewide.

Advertising, outreach and special promotions, including an anniversary sweepstakes contest, will spread the litter prevention message throughout the year. Starting Jan. 2, Texans who pledge not to litter may enter a drawing to receive two (2) free round-trip airline tickets courtesy of Don't Mess with Texas partner Southwest Airlines. Visit www.DontMessWithTexas20.org for details on how to enter.

Don't Mess with Texas Is Working

Don't Mess with Texas has enjoyed enormous success over the years. TxDOT released research in early December that revealed total annual litter accumulation fell below 1.25 billion pieces in 2005 to 827 million pieces—a 33-percent drop since 2001.

New Attitudes and Behavior Research Identifies Who Litters in Texas (and Who Doesn't):

Baselice & Associates conducted the quantitative phone survey in English and Spanish for TxDOT as a follow-up to similar studies in 2003 and 2001. Data were collected during 1,259 telephone interviews with Texas residents in October 2005. Among the findings:

- Fifty-five percent of Texans admit to littering.
- Tobacco products and packaging are a big problem—they're the most common types of litter. It's no wonder—23 percent of smokers litter their butts.
- Age is the predominant predictor of littering behavior—Texans under 25 are twice as likely as senior citizens to litter (77 percent versus 36 percent).
- Women are just as likely as men to litter.
- Texans 50 and older, minivan drivers and nonsmokers are least likely to litter.

Additionally, research indicates while most Texans have heard of Don't Mess with Texas, not everyone knows it means "don't litter." However, the numbers have improved since 2001, when only 62 percent of Texans knew the slogan meant "don't litter." Today, 71 percent of Texans know the correct meaning. Regardless, support for the campaign remains strong with nine out of 10 Texans wanting the campaign to continue.

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Watch the Don't Mess with Texas 20th Anniversary TV PSA

To view the Don't Mess with Texas 20th Anniversary TV PSA, visit www.DontMessWithTexas20.org/broadcast.htm. The 20th Anniversary TV spot and exclusive behind-the-scenes footage of Texas celebrities are also available Jan. 2 during a **free satellite feed** provided by TxDOT, from 5–8 a.m. CST at the following coordinates: (C Band) IA-6/13 DF: 3960 (V); Audio 6.2 and 6.8. Custom live shots are available. Call Risa Barkan at **800-562-7315** to schedule a custom live shot.

Generic Satellite Feed: 20th Anniversary Don't Mess with Texas TV spots, popular spots from previous years, B-roll and interviews with Texas celebrities will be fed Tuesday, Jan. 3, 2006, from 12:30–1 p.m. CST (1:30–2 p.m. ET). Coordinates: (C Band) IA-5/19 DL: 4080 (V).





www.DontMessWithTexas20.org

Campaign Milestones

**Don't
mess with
Texas.**

Original Logo



Stevie Ray Vaughan



Jerry Jeff Walker

- The Texas Highway Commission, now the Texas Department of Transportation (TxDOT), issues "Minute Order 82606," authorizing the launch of an extensive public education campaign to combat Texas' unattractive and costly litter problem.
- The world's first adopted highway is cleaned in Tyler, Texas, by the Tyler Civitans. Created by TxDOT District Engineer James R. "Bobby" Evans, the Adopt-a-Highway program has since been duplicated around the world and even featured in TV programs like "The Simpsons" and "Seinfeld."
- Blues guitarist Stevie Ray Vaughan is the first Texas celebrity to utter the words "Don't Mess with Texas" in the campaign's premiere television public service announcement. Aired during the Cotton Bowl, the spot was created just for "Bubba" – sports-and-music-loving, pickup-truck-driving males age 18 to 34. Tapping into Texas's effusive sense of state pride with a slogan that doesn't say "please," Don't Mess with Texas kick-starts what is to become the nation's preeminent litter prevention initiative.
- Thirty-three different TV concepts have since been produced, featuring more than 20 Texas musicians, athletes and actors.
- The first Spanish-language TV PSA airs with an animated spot featuring Sea World's "Shamu" and his "Texas Tuxedo" penguin sidekicks singing about roadside and beach litter.
- "A pickup truck and a sunny day" is the setting of Jerry Jeff Walker's PSA telling Texans to watch for litter flying from their truck beds.



FIGURE 15.1D

Fact Sheet for Media Kit *The "Don't Mess with Texas" media kit included this sheet showing color photos from TV public service announcements (PSAs).*

PART 5 Writing for a Media Mix



Willie Nelson



Confederate Air Force



Web site is launched

- Willie Nelson's "Mamas, tell all your babies Don't Mess with Texas" becomes an instant classic for the litter prevention initiative. Nine years later, Texans vote this spot as their favorite Don't Mess with Texas PSA.
- In the Confederate Air Force spot, an ominous B-17 rises over the horizon as litter is tossed out the window of a pickup truck on a lonely Texas highway. "Let's make an impression on this guy," says the pilot, in another of the campaign's most popular TV spots.
- If anyone ever messes with Texas, "pray for him, brother, pray for him," says Preacher George Foreman, in this spot featuring the former heavyweight boxer and sometime minister.
- This was the most prolific year for Don't Mess with Texas TV spots, with a total of five new spots produced. The other three PSAs feature Joe Ely, Marcia Ball and a vigilante wrestler.
- A major shift in campaign strategy comes into play as new market research reveals the state's worst litterers are now males and females, ages 16 to 24. Dubbed "Generation Litterer," or "Gen L," the campaign's new target audience is not only young but also eats a lot of fast food, and frequently drives, smokes and parties.
- The study also reveals 96 percent of Texans have heard of "Don't Mess with Texas." The problem is the popular slogan has become such a part of the Lone Star State's vernacular that only 61 percent of Texans know it means "don't litter." Time to amp up the litter prevention message.
- For the first time, Don't Mess with Texas and the state's most problematic forms of litter (cigarettes, food wrappers, beverage containers) are featured on highway billboards.
- www.dontmesswithtexas.org is launched.
- Founding Don't Mess with Texas Partners like H-E-B Grocery, Coca-Cola, Sonic and McCoy's help promote litter prevention by featuring the Don't Mess with Texas logo on millions of bags, packaging and advertising.





Jimmy the Butt Collector

- The nation's first tobacco litter PSA is produced, featuring "Jimmy the Butt Collector." The spot was created and directed by Robb Bindler, director of the cult Texas classic documentary "Hands on a Hard Body."



Matthew McConaughey

- Gen L favorite Matthew McConaughey hauls litterers to the state line in a new PSA. This spot was also directed by Bindler, a longtime friend of McConaughey.
- An updated Don't Mess with Texas logo debuts in the McConaughey spot and is registered to TxDOT with the U.S. Patent and Trademark Office.



New Logo



If your mother were Texas

- New research reveals roadside litter has dropped by 52 percent, in comparison with baseline litter analysis study conducted in 1995.
- The study also reveals that 1.25 billion pieces of litter accumulate on Texas roadsides annually.
- "If your mother were Texas, would you still litter?" is the question posed to Gen L in a new PSA featuring a young male pouring a soft drink and cup over his mom. The concept of littering on your loved ones also spotlighted the worst kinds of litter. Other PSAs feature a burly male tossing his messy hamburger trash on a little girl ("If your daughter were Texas ..."), a giant shredder blasting paper in the face of an older Texan ("If your grandfather were Texas ...") and a young male dumping an ashtray full of cigarette butts over a Gen L female ("If your girlfriend were Texas ...").

PART 5 Writing for a Media Mix



En Texas, no se tira basura.

- The 16-year-old argument of how to translate Don't Mess with Texas into Spanish is solved when research points to the answer – you don't. A study with an exclusively Hispanic population of 1,200 Texans reveals an awareness of Don't Mess with Texas that's just as high among Spanish speakers as among the general market population, but it shows an even lower understanding that the slogan is about litter prevention. In new Spanish-language advertising, "Don't Mess with Texas" is left in English but reinforced with the tagline, "En Texas, no se tira basura" (In Texas, you don't throw down trash).
- The new Spanish tagline is debuted in a TV spot aimed at the Hispanic Gen L audience, because the new research shows that like the general population, age is the number one predictor of littering for the Hispanic population in Texas.



DMWT goes 3-D

- Gen L loves the "Chick-fil-A" three-dimensional cow billboards so much, Don't Mess with Texas also goes 3-D with eye-popping billboards calling out the fast food litter problem. Enormous soda cups and curly fries are emblazoned with the tagline, "It's Take-Out, Not Toss-Out."
- Another third dimension is added to the campaign, with the first Don't Mess with Texas Road Tour. Sponsored by Dairy Queen and La Quinta, the tour travels 5,000 miles educating Gen L about how easy it is to not litter.



First Campus Cleanup

- News that TxDOT is protecting the integrity of its litter prevention slogan gets out with a story that goes international and is featured on Jon Stewart's "The Daily Show."
- Official Don't Mess with Texas merchandise becomes available at www.dontmesswithtexas.org, with proceeds benefiting the litter prevention campaign.
- The first "Campus Cleanup" is held, with 17 colleges and universities participating in the springtime event.
- Macey Bielski, of Waller, becomes the recipient of the first Don't Mess with Texas scholarship. To date, \$10,000 in corporate scholarship donations have been awarded to six deserving high school seniors who have prevented litter in their communities with notable and sustainable solutions.
- "One billion pieces of litter. Zero good excuses" is the tagline for a new TV PSA campaign illustrating that no matter how small it is, litter is a big problem.





Litter Force

- For the first time, Don't Mess with Texas reached out to some of the youngest Texans with a new group of superheroes called the "Litter Force." The characters are aimed at first graders and made their debut in the summer while asking kids to help "blast the trash!"
- As Don't Mess with Texas prepares for its 20th anniversary in 2006, new research indicates that while litter has dropped 33 percent since 2001, one in two Texans admits to littering.
- Most Texans have heard of Don't Mess with Texas, but still not everyone knows the slogan means "don't litter." The numbers have improved however, with 71 percent of Texans knowing the correct meaning today, compared with 62 percent in 2001. Regardless, support for the campaign remains strong with nine out of 10 Texans wanting to see the campaign continue.



- Don't Mess with Texas comes full circle at the Cotton Bowl, with the launch of the 20th anniversary "Real Texans Don't Litter" PSAs featuring well-known Texans Lance Armstrong, Erykah Badu, Ray Benson, Jennifer Love Hewitt, Julius Jones, Los Lonely Boys, Matthew McConaughey, Chuck Norris, Janine Turner, Owen Wilson and Lee Ann Womack. Stay tuned for more 20th anniversary celebrations centered around a statewide 25-stop cleanup tour and scavenger hunts for big prizes, including round-trip airline tickets donated by corporate partner Southwest Airlines.

Fact Sheet

SOCIAL SECURITY

- **In 2006, more than 48 million Americans will receive approximately \$539 billion in Social Security benefits.**

December 2005 Beneficiary Data

Retired workers	30 million	\$31 billion	\$1,002 average monthly benefit
dependents	3 million	\$ 1.5 billion	
Disabled workers	6.5 million	\$ 6.1 billion	\$ 938 average monthly benefit
dependents	1.8 million	\$.5 billion	
Survivors	6.7 million	\$ 5.7 billion	\$ 966 average monthly benefit

- **Social Security is the major source of income for most of the elderly.**

More than nine out of ten individuals age 65 and older receive Social Security benefits. Social Security benefits represent 39% of income of the elderly.

About two-thirds of aged Social Security beneficiaries receive 50% or more of their income from Social Security.

Social Security is the only source of income for approximately 22% of the elderly.

- **Social Security provides more than just retirement benefits.**

Retired workers and their dependents account for 69% of total benefits paid.

Disabled workers and their dependents account for 17% of total benefits paid.

About 91 percent of workers age 21–64 in covered employment and their families have protection in the event of a long-term disability.

Almost 3 in 10 of today's 20-year-olds will become disabled before reaching age 67.

72% of the private sector workforce has no long-term disability insurance. Survivors of deceased workers account for 14% of total benefits paid.

One in seven Americans will die before reaching age 67.

An estimated 97% of young children and their mothers and fathers are insured for survivors benefits through Social Security.

- **An estimated 161 million workers, 96% of all workers, are covered under Social Security.**

53% of the workforce has no private pension coverage.

32% of the workforce has no savings set aside specifically for retirement.

- **In 1935 the life expectancy of a 65-year-old was 12¹/₂ years, today it's 17¹/₂ years.**

- **By 2031, there will be almost twice as many older Americans as today—from 37 million today to 71 million.**

- **There are currently 3.3 workers for each Social Security beneficiary. By 2031, there will be 2.1 workers for each beneficiary.**

February 2, 2006

