

Pet Adoption Campaign Partner Toolkit July 20, 2009



Partner Toolkit Contents

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I. About the Ad Council

Since 1942, The Ad Council has harnessed the best that leaders in business, advertising and media have to offer to make Americans safer, healthier, better educated, happier and more empowered. For 66 years, The Ad Council's mission has been to identify significant public issues and stimulate action on those issues through communications programs that make a measurable difference in our society.

A review of the Ad Council's campaign docket through the years demonstrates the organization's commitment to address the most pressing social issues of the day. To that end, the Ad Council campaign docket recently expanded to include the Pet Adoption campaign, the first time ever Ad Council campaign to focus on an animal welfare issue.

As the premier provider of public service advertisements (PSAs), the Ad Council develops comprehensive and holistic integrated communications utilizing traditional and new media elements alike. In 2008, the Ad Council received \$1.8 billion in donated media, or 20% of the coveted \$9 billion U.S. donated media universe. In the category where all nonprofit entities vie for PSA time, the Ad Council is the foremost category leader.

These remarkable numbers are achieved as a result of the Ad Council's unique methods including an extensive distribution network and well-established relationships with key media decision makers. The Ad Council's unique model utilizes a proprietary media database and provides dissemination and outreach to over 33,000 national media outlets. In fact, our television commercials have more than 20,000 different pathways into people's homes through broadcast partners alone.

The Ad Council approaches leaders at national media companies to obligate more than half a billion dollars worth of upfront commitments annually on behalf of all Ad Council campaigns. To complement this outreach, the Ad Council works to solidify our relationship at the local level through the Regional Media Directors, who are deployed to every media market in the U.S. to promote all Ad Council campaign messages and secure local media.

Additionally, a number of tools, including the Ad Council website (www.adcouncil.org), the bi-monthly *Public Service Advertising Bulletin* which lists descriptions of all current Ad Council campaigns and available campaign materials, the Ad Council's online fulfillment center (<http://psacentral.adcouncil.org>) and a calendar of key national holidays and events relevant to the campaign issues (i.e. October is Adopt a Dog month), are made available to the media to make it easier for Public Service Directors (PSDs) to access information and materials for the campaigns.

This multi-layered media outreach strategy maximizes national and local support to deliver premier media placements, nearly 70% of which air in highly desirable times during the day and early evening.

PSDs receive hundreds of PSAs each month all vying for limited PSA space. Having the Ad Council logo propels our spots to the top of the list due to their quality and the importance of the messages we brand. In fact, 9 out of 10 PSDs reported placing an Ad Council PSA as part of their media mix. Additionally, 78% of television PSDs noted a personal relationship with an Ad Council representative. Further, 65% of respondents said that the Ad Council serves their station's needs better than others and 54% said local outreach differentiates the Ad Council from other public service advertisers.

The majority of donated media time and space is received from local media companies and Ad Council media surveys consistently show an overwhelming preference for the media to support locally relevant issues. Therefore, while the Ad Council Regional Media Directors outreach on a local level and have a sound understanding of the campaigns and the research that led to the creative strategies, having our sponsor affiliates, who have the insight into the local statistics on pet adoption rates and related local news items and events, conduct complementary media outreach is invaluable to the success of the campaign.

II. Tips for Pitching Campaign to PSA Directors

Please remember that Ad Council PSAs can only run in **donated media. We cannot pay for any advertising space so when you outreach to PSA Directors, you are specifically asking them to donate media to this issue. It is a talent union rule (SAG and AFTRA) that commercials having PSA status cannot run in paid space. We can also not run any commercials that have expired so please note the expiration dates of the assets.

Develop a Strategic Outreach Plan

- Identify and prioritize your best media prospects by focusing on the outlets whose programming and content targets the pet adoption campaign audience
 - Try to select stations (TV or radio) or magazines/newspapers that have programming or editorial content that seems to appeal to the pet adoption campaign target - general market adults
 - Check what local newspapers regularly cover animal welfare issues as they might be more likely to support the campaign and reference it in news stories
- Leverage your existing media contacts and those of your colleagues
 - Approach media outlets that are familiar with you or your organization. If your contact is not responsible for the PSA programming, ask them to introduce you
 - When conducting your outreach, ask both about earned media/interview opportunities and about supporting the pet adoption campaign PSAs
- Available Resources
 - Regardless of the staff you have available to conduct media outreach, plan accordingly and set formal goals to keep you on track
 - Consider contacting community groups (school boards, small businesses, etc.) and ask for their support in reaching out to the community

Who to Target

- Identify the Public Service Director, Community Affairs Director, or General Manager at the local outlet as they are responsible for:
 - Receiving, reviewing and scheduling PSAs
 - Organizing community/public affairs programming

When to Schedule Outreach with PSA Directors

- Identify good times for outreaching to the local media
 - Period immediately following the launch of new advertising
 - Times during the year when the issue is more critical (i.e. the summer when the number of pets in shelters is highest)
 - Prior to a community event you are sponsoring or participating in
 - If you have news to report (results, local statistics, new research). Emphasize positive results as the media takes pride in moving the needle on local issues
- While there may be times when the pet adoption issue is *more* critical, outreach should be ongoing as the cause is relevant throughout the year and the more often the public is exposed to the campaign message, the more likely it is that they will take action

Be Prepared When Talking to PSA Directors

- Plan the *key points* you want to make
 - Describe the advertising
 - Goal of the pet adoption campaign
 - Exciting research findings that contributed to the campaign strategy
 - Target Audience
 - Call-to-Action (www.TheShelterPetProject.org)
 - Focus on the community connection
 - Local statistics
 - Local success stories that underscore the impact your organization is having on the community
 - Invite your media contacts to visit your office, shelter, rescue group, etc. to observe the program in action
 - Mention the connection to the nationally known sponsors, The Humane Society of the United States and Maddie's Fund
- Make an Ask
 - Ask them to run the campaign PSAs
 - Ask them to post the campaign banners and the campaign URL on their web site
 - Community affairs programming or editorial about your issue and organization
- Prepare an informational kit that you can leave behind with PSA Director
 - Include campaign fact sheet, local statistics, press release, brochures from your organization, collateral campaign materials, your contact information, etc.

Seek out Media Partnerships

- Media outreach is the act of building a mutually rewarding relationship between your organization and the media
- While you are asking them to donate media space for the pet adoption campaign, you benefit them by acting as a resource for information about the issue and its effect on the community, making yourself available for interviews and offering your knowledge as a source for story and programming ideas
- Seek out partnership opportunities - for example, if your local radio station is sponsoring a concert, ask if you can pass out information at the event. Similarly, if you are having an adoption fair, invite the local media to come and cover the event

Close the Loop

- Send a thank you note a few days following your meeting and reiterate your "ask"
- Follow up a few weeks later to inquire whether additional information is needed and if they are going to run the PSA campaign
- Acknowledge the media outlet when you do see or hear coverage of the PSAs

III. Where to View and Order PSA Materials

Once the campaign launches in September, materials will be available for viewing at following two web sites:

- www.theshelterpetproject.org
 1. Click on "Pet Stuff"
 2. Click on "The Campaign"

- www.adcouncil.org
 1. Click on Campaigns
 2. Under Community click on "Pet Adoption"

Once the campaign launches, all materials can be ordered on the following web site:

1. Go to <http://psacentral.adcouncil.org>.
2. If this is your first visit, **you need to register** using the link in the login box. All you need to use is click on the applicable box.
3. Then you need to select Pet Adoption from the drop down menu and the type of medium you want (TV, radio, print, etc.)
4. Radio, Print and Internet banners can be downloaded from the site; TV would need to be shipped.
5. Ad Council welcomes the use of our materials for education purposes.

IV. Use of Campaign Materials

- All materials were developed for The Shelter Pet Project.
- We encourage you to include a link from your website to the campaign website, www.theshelterpetproject.org
- Discussion of campaign in press materials, newsletters and on websites should adhere to the campaign talking points that have been included in this guide
- Should your media outreach efforts succeed, please let us know the date, time, execution, station, etc. so we can track the donated media, which is one of the many measurements of this campaign
- The Humane Society of the United States and Maddie's Fund are under contract with the Ad Council through August 1, 2011

V. Tips for Pitching Local Reporters (Earned Media)

Who to Contact

- TV – News Department or Planning Desk; Radio – News Director; Print – Local, Metro, Life or Family Reporter
 - Reporters specialize, make sure you are calling the right one
 - If they don't know you, reporters won't automatically send you to the right person
 - In major markets, stations receive 75-100 pitches a day so your pitch has to be very strong
 - They are always looking for website content

Research their Programming

- Learn how your local stations' organize their broadcasts
 - Know how often animal stories air and get a feel for the kind of stories selected
- Monitor local media for related articles or reports to identify local news opportunities

When Calling the Reporter

- Prior to calling reporters, practice your pitch and get it down to 20 seconds or less
- When you call, ask if he/she is on deadline and if the answer is yes, offer to call them back
- Know who you are talking to, including what they have written recently about the issue (research this on the media outlet's website)
- Have a story to tell. What are you asking them to write about? Reporters are busy, so if you're organized they are more likely to listen
- Emphasize the Local Context
 - Local TV will leave national stories to the network news
 - Can you weave in a "sense of urgency" around your pitch as to how many of the stations' viewers will be impacted?
 - Can your expert Spokesperson talk in a confident "sound bite" but be humble to the camera at the same time?
- Include some "actionable" information and make sure reporters can tell viewers where to learn more about your issue (www.theshelterpetproject.org)

Offer to Make the Reporter's Job Easy

- Arrange interviews
- Help gain access to locations, keeping in mind how far TV News Trucks have to travel
- Track down statistics or other program information
- Offer Ad Council B-Roll if available

Send a Thank-You

- Send a thank-you note to everyone who had a part in getting the story on the air

VI. Interview Tips

Before the Interview

- Know the reporter, publication/program, interview format, audience
- Know your goal for the interview
- Know what you want to say: Review your “key message points”
- Jot down likely questions and answers, and practice your answers out loud

Interview Tips

- Speak in “headlines:” Offer conclusion first, and back it with facts or “proof points”
- Don’t overanswer. Short answers are better than long
- Don’t be fixated by the questions. “Bridge” to a related point you want to make
- If you are asked about a problem, talk about the solution
- Speak clearly. Avoid jargon and technical language
- Be engaging and likable. BE YOURSELF
- Don’t know the answer? Don’t fake it. Instead, talk about what you DO know – i.e. “I don’t know that, but what I do know is ...”
- Don’t begin answering until the reporter has finished asking the question
- Keep cool. Don’t be provoked

For Telephone Interviews:

- Prepare in advance
- Establish an “interview atmosphere” and mindset
- Use notes
- Ask questions in order to gain feedback
- For radio, speak visually – use words to paint pictures

For Television Interviews:

- Attire: For men, a dark suit and blue shirt works best. For women, avoid solid black or white, and busy patterns. Bright colors are fine. No large, shiny, or noisy jewelry
- Sit erect, slightly forward in the chair. Unbutton suit jacket when seated
- Resist the urge to shout into the microphone. Speak and gesture naturally
- Talk to the reporter/interviewer, not the camera
- In a remote studio, pick a spot to the right or left of camera and speak to that as if you are conversing with a person
- If you are with another spokesperson, watch them when they are answering and show your interest. You can even nod when you are in agreement
- Keep a pleasant expression; smile when appropriate
- Hold your “interview attitude” from the moment you are lit until the interview is completely over and the camera is off. Then hold it a bit longer, just in case

VII. Media Interview Process for Campaign

- We encourage you to do media interviews on this campaign provided that you use the approved talking points included in this toolkit
- As a courtesy we would ask that after the interview date and time is scheduled, please send the reporter's name, outlet and date the story will run to the following:

Arzinda Jalil (The Humane Society of the United States) -- AJalil@hsus.org

Lynn Spivak (Maddie's Fund) – Spivak@maddiesfund.org

Cece Wedel (Ad Council) – CWedel@adcouncil.org

VIII. Campaign Talking Points

When asked about how your organization/agency is involved please state:

- (Insert name of organization) is thrilled to be a part of The Shelter Pet Project, a national public service advertising campaign, with the goal of increasing the rate of shelter pet adoption
- The Shelter Pet Project is more than an advertising campaign—it's a **movement** that can have a long-lasting impact for animals. Working together, we can make pet overpopulation a thing of the past
- Our hope is that the campaign will encourage millions of pet lovers to make shelters the first choice and desired way for acquiring companion animals

What is the goal of the campaign?

- The Humane Society of the United States and Maddie's Fund are joining with the Ad Council on this national multimedia PSA campaign in an effort to increase shelter pet adoption by showing people that shelter pets are loving, well-adjusted animals who are homeless through no fault of their own
- The PSAs direct the audience to www.theshelterpetproject.org, a comprehensive website with a tool to help them find the love of their life waiting in a shelter nearby

Who does the campaign target?

- The primary campaign target is the "Swing Voter," someone who plans on acquiring a pet within the next year, but has not yet decided where they will get their pet from
- "Swing Voters" believe shelter adoption is an acceptable option, but lack confidence in shelter adoption and shelter pets. They also tend to have negative stereotypes about shelter pets which we are aiming to change with this campaign
- The campaign also targets those people who are "Pro Pet Adoption" because engaging this group and having them join The Shelter Pet Project movement can help invigorate the movement and amplify the campaign message

What are some of the most significant figures when it comes to pet adoption?

- Presently, there are approximately 75 million dogs and 88 million cats in American households. However, most people do not procure their pets from shelters but obtain them from friends, neighbors, pet stores, the Internet, or other sources

- Only about 21% of Americans adopt pets from shelters or rescue groups, representing about 4 million dogs and cats each year. There is therefore a huge opportunity to send people to these places and decrease the amount of healthy and treatable dogs and cats that are euthanized each year
- Tremendous progress has been made on lowering the euthanasia rate. In the 1970's, approximately 24 M pets died in shelters, while this year, only approximately 3M healthy and treatable pets will be euthanized in shelters. It's obvious that we're getting closer to the goal of no kill and we think the Shelter Pet Project will actually get us there

Why should people adopt a shelter pet?

- A shelter dog or cat is a perfect choice for someone looking for a pet. Shelter pets are great animals that are priceless in terms of their devotion and love and also easily affordable
- Shelters offer a great selection of wonderful dogs and cats
- Knowledgeable shelter workers and volunteers are generally in shelters to help people make a match that will suit their lifestyle and family dynamics
- To adopt from a shelter is to save a life
- Our best friends and family members deserve a loving home, not an uncertain fate in an animal shelter
- In many cases, shelter pets have already been spayed or neutered, trained, microchipped and have been given all their shots

What does the campaign hope to communicate about to encourage people to get their pet at a shelter or rescue group?

- The stereotypes are not true about shelter pets
 - ¼ of pets in shelters are purebred
 - You can find both older and younger pets at shelters
 - Animals are generally brought into shelters not because there's something wrong with them but because of something going on in their owner's life: a death in the family, allergies, divorce, bankruptcy, etc.
 - Shelter pets normally come with all their shots, and are often spayed and neutered, and micro-chipped

Where should those interested in pet adoption look for further information?

- The new television, radio, outdoor and Web public service advertisements, created pro bono by Draftfcb, direct audiences to visit our new campaign website, www.theshelterpetproject.org
- We encourage all those interested in adopting a pet from a shelter to visit our new campaign website, www.theshelterpetproject.org, where they will be able to find the love of their life waiting in a shelter nearby
- The new television PSAs feature situations where the pet is ending up in an animal shelter, by no fault of its own, but due to “people issues.” The pets act as their own spokespeople to explain to the viewer that, “There’s nothing wrong with shelter pets”

Campaign Distribution:

- The new PSAs will be distributed nationally in late September 2009.
- All of the PSAs will run in donated media only.
- The PSAs will be available for viewing on the campaign website, www.theshelterpetproject.org and for ordering at <http://psacentral.adcouncil.org>
- PSAs will also be posted on the Ad Council’s YouTube channel located at www.youtube.com/user/adcouncil

Campaign Website:

- The campaign includes a fully interactive website which includes the following tools:
 - Pet Personals: integrated PetFinder.com database enables users to search their area for potential pets
 - Adopter Network: a forum that allows users to post questions and find out more information about adopting shelter pets
 - Adopt-a-gram: a fully interactive augmented reality e-card that users can send to friends to encourage them to adopt from a shelter

IX. Fact Sheet

Campaign Sponsors: The Humane Society of the United States
Maddie's Fund

Volunteer Advertising Agency: Draftfcb, Chicago

BACKGROUND:

According to The Humane Society of the United States, of the eight million pets that enter animal shelters and rescue groups every year, approximately three million of these healthy and treatable pets are euthanized due to a lack of adoption. While there has been steady progress on the issue (the number of animals put down was approximately 24 million in the 1970s), the continued euthanasia of our best friends and family members is a national tragedy.

The euthanasia of pets by animal shelters and animal control agencies comes at an enormous moral and economic cost. Each year public and private agencies spend hundreds of millions of dollars on animal care. Increasing the adoption rate would diminish labor, feeding, and physical infrastructure costs.

Adopting a pet is a life-changing and enriching experience. When adopting a pet, people are obtaining companions that give them unconditional love, affection, and attention. Adopting a pet from a shelter not only saves an animal's life, but is also good for our own well-being as research shows that owning a pet has many positive psychological and physical health benefits. The animals rescued from shelters know you've saved their lives, and they typically treat their rescuers with lifelong loyalty and affection.

CAMPAIGN OBJECTIVES:

- To eliminate the stereotype that there is something wrong with shelter pets
- To make shelters the first choice and desired way for acquiring a pet
- To increase the rate of animals adopted from shelters

TARGET AUDIENCE:

- Primary: The "Swing Voter." They are the approximately 17 million people who will acquire a pet in the next year, but have not decided where they will get their pet from
- Secondary: Pro-adoption advocates

DID YOU KNOW?

- Of the 8 million pets that enter animal shelters each year, approximately 3 million healthy and treatable pets are euthanized in shelters
- Each year approximately 4 million pets are adopted
- It is estimated that 17 million people plan on acquiring a pet within the next year so to reach a place where no healthy and treatable pets have their lives end at shelters, we only need to convert an additional 15% of "Swing Voters" to adopt from a shelter
- This is the first non-human focused issue the Ad Council has worked on in its 60 year history

X. Pet Adoption Campaign Contacts

The Humane Society of the United States

Arzinda Jalil

Advertising & Public Service Campaign Coordinator

2100 L Street, NW

Washington, DC 20037

Phone: (301) 258-3071

Fax: (301) 721-6475

Email: AJalil@humanesociety.org

Betsy McFarland

Senior Director, Community Animal Services

Companion Animals Section

2100 L Street, NW

Washington, DC 20037

Phone: (301) 548-7763

Fax: (301) 721-6475

Email: BMcFarland@hsus.org

Maddie's Fund

Lynn Spivak

Marketing/Communications Director

2223 Santa Clara Avenue, Suite B

Alameda, CA 94501-4416

Phone: (510) 337-8979

Email: Spivak@maddiesfund.org

The Ad Council (For General or Ordering Information on PSAs)

Cece Wedel

Campaign Manager

1203 19th Street, NW, 4th Floor

Washington, DC 20036

Phone: (202) 558-7205

Fax: (202) 331-9790

Email: cwedel@adcouncil.org

Nicholas Mazzucco

Assistant Campaign Manager

1203 19th Street, NW, 4th Floor

Washington, DC 20036

Phone: (202) 558-7201

Fax: (202) 331-9790

E-mail: nmazzuco@adcouncil.org