

## Public Awareness Campaign

**GEOFFERY LAURER:** Hello and welcome to the Brain Injury Association of America's first national webcast.

My name is Geoffrey Lauer and sitting to my left is Gary Mueller.

I'm the with Brain Injury Association of America director of affiliate relations.

We also have a second site.

We're sitting in Chicago today.

We have a second site tonight in Rockville, Maryland and we have Catherine Sebold, Allan Bergman the president and CEO of the Brain Injury Association of America and also with us briefly this afternoon is Betty Hastings with HRSA. We'll do more introductions in a second.

To begin with let me thank all of you joining us currently from around the country and also for those of you who will be watching this in an archive version in the future, thanks for tuning in.

There is a few housekeeping instructions I would like to share with you regarding the webcast before we get started today.

Instructions for audience.

Here we go.

First let me also let you know this is a Brain Injury Association of America webcast on our public awareness campaign.

If you're looking for some other topic you can click off now.

Slides.

Today the slides will appear in the central window of your screen and should advance automatically.

These slides are synchronized with our presentations so you don't need to do anything to advance the slides.

You may need to adjust the timing of the slide changes to match the audio by using the slide delay control which is at the top of your messaging window. We do encourage you to ask the speakers questions at any time during the presentation.

To do that simply type your question in the white message window on the right of the interface and select the question for speaker from the drop-down menu and just hit send and we'll get those here.

Please include your state or organization in your message so we know where you're participating from and who to blame if we don't like the questions. That didn't say that by the way. The questions will be relayed onto the speakers to all of us throughout the broadcast.

If we don't have the opportunity to respond to your question during the broadcast we'll email you afterwards. We encourage you to submit questions at any time during the broadcast and a few minutes at the end to address as many questions as we have time for. On the left of your interface is the video window.

You can adjust the volume of your audio using the volume control slider. You can access that by clicking on the loudspeaker icon. For those of you who have selected accessibility features when you registered you'll see text captioning underneath the video window. At the conclusion of the broadcast the interface will close automatically and have an opportunity to fill out an online evaluation. We encourage you to do this. Your responses will help us to plan future broadcasts in this series and to improve our technical support.

There you go.

Thank you for taking a few minutes for that.

Welcome to the Brain Injury Association of America public awareness campaign webcast.

This is August 25th, 2003.

We're going to take a few minutes and just give you some background about this.

But before we do that, I would like to refer to our rockville site and ask Allan Bergman to say a few words.

**ALLAN BERGMAN:** Thank you, Geoff.

Good afternoon, everyone.

Welcome to our first national webcast and probably on a topic that deserves more attention than we give it.

That is public awareness or public education.

As you will hear during the presentations, this agenda item has been getting considerable attention for a number of years and we began our major efforts here

in 1999 in the beginning of our very first year of HRSA grant, partnership in communication grant that you'll hear more about shortly.

This initiative today however represents the best in multi-partnerships between the public, the private for profit and the private not for profit sector.

There are many hands that have been involved in this particular initiative and we hope there will be that many, if not more, in the future.

Public awareness is probably the biggest single barrier the association faces and the field of brain injury faces in the country today.

We have many others.

But there are some of us who now are firmly convinced until we raise the level of public education or public awareness around the issues of brain injury in the United States, we will continue to only make minimal to incremental change.

If we can raise awareness we'll raise consciousness, we'll raise government participation, we will raise private fill -- private participation and more successful in finding people to serve on the board of directors and get engaged in the cause of brain injury in this country.

I commend those of you involved today and I hope that you'll help us leverage your peers to want to do more in this initiative which will make our jobs easier in the other.

In terms of the partners, as I've mentioned, we started this in 1999 as one of two major goals within our HRSA partnership and communications activities.

Then we were fortunate enough to get connected with Gary Mueller.

You'll meet Gary officially at the folks at B.B.K. McDonald in Milwaukee and serve marketing in Milwaukee.

We also brought in our friends to help us do focus groups.

We've been having dialogue with the outdoor advertising association of America, and their members about their role and how they can assist us in this as well.

And I suspect there are more partners yet to come.

So with that, I welcome you, I look forward to this and I look forward to many more and I certainly look forward to seeing the billboards, the posters and P.S.A.'s widely distributed and viewed and increased traffic on our website and ultimately making a difference in the awareness around brain injury and in the lives of people with brain injury and the reduction of the incidence of brain injury.

With that I'll give it back to Geoff.

**GEOFFERY LAURER:** Thanks, Allan.

And again thank you all for joining us.

There are some special thanks here both to Catherine Sebold who you'll be introduced later.

She's put a tremendous amount of effort to pulling this webcast off and she's really the captain of our public awareness campaign.

So we'll be looking to her for a lot of guidance and for those of you who are state affiliates in the future she's your point person for all things media and public relations.

Also a very special thanks to the other individual there in Rockville, Betty Hastings who is there on behalf of HRSA, the health resources services administration.

We're in our fifth year of a relationship with HRSA and Allan mentioned before the partnership for information and communication campaign or project that we have with HRSA, this has allowed us to do a great many things around the area of public awareness.

One of them, as we go to slide number three, has to do with the need for public awareness.

With support from HRSA in the year 2000, we were able to conduct a Harris poll. We interviewed Americans around the country and found that one in three Americans were not familiar with the term brain injury.

There is a huge gap as Allan mentioned.

It is one of the major pieces facing the field.

And currently as we say a great deal prevention is the only cure for brain injury.

The need for public awareness is huge.

Prevention is the only cure for brain injury, therefore it's critical for us to increase the awareness of brain injury and preventive measures.

Through the partnerships that Allan mentioned and the relationships we've been able to create a couple of campaigns that we're going to feature today.

There are a number of other features in our toolbox that Catherine will talk about later as well.

The Safe World concept was developed by Gary and his colleagues in Milwaukee. Now that I'm from Wisconsin I can be additionally proud.

Now serve marketing in Milwaukee is one of three focus group tested awareness campaigns.

These focus groups, to jump on to slide number six, were conducted by respondent 360 in 2001.

And as a result of those focus groups we found that 61% of respondents would remember the campaign, which was great.

62% felt they would be attentive to the billboards.

You'll see examples in a few minutes.

76% found the campaign easy to understand.

The other campaign got the attention of more respondents but with 86% but 20% were offended by the campaign.

It's something that Gary told us years ago when many of us came into Milwaukee to talk before before we had any of these campaigns online about what they do at B.B.K.

He told us these campaigns would get attention but also be very challenging to some people and that's one of the deals in terms of getting people's attention. So we felt like he's absolutely come through with what he promised for.

So we'll show you what we've got available today.

Slide number seven if we can jump to that we should again reiterate that the association with funding from this grant has been able to fund the production of and the labor associated with printing some of the Safe World campaigns.

Betty, since you're there I would like to just ask you to take a moment.

I know you have to leave to probably get your Harley cleaned and you can mention that if you'd like.

If you can take a moment and just maybe tell us how it's going from your perspective.

**BETTY HASTINGS:** Thanks, hi everybody, I'm Betty, the director of the federal traumatic brain injury program.

First I would like to say we're grateful that you could have the opportunity for this webcast today.

This is a new adventure for the federal TBI program and it seems to be working and working well.

And we are very appreciative of the work that the B.B.I.A. has done and what they've done for the bureau and for our brain injury families.

Public awareness is huge and it really needs to be on, you know, everyone's table.

And on everyone's radar screen.

We thank you for taking the lead in the nation on that.

And we know that our federal dollars are well invested and well spent through your efforts through the PIC grant.

Thank you, my Harley is already clean, thank you.

**GEOFFERY LAURER:** I know you're on your way to Milwaukee soon.

Thanks for taking a few minutes.

A very big thank you to HRSA and also the University of Chicago staff here in Chicago which is the hub of this webcast have really done a tremendous job getting us set up today.

So the PIC agreement has really been the hub this year for the association to get this Safe World campaign up and out the door.

I know we've talked about it with the affiliates over the last couple of years and we'll visit with you about that and the other campaign which is sometimes referred to as the naked people campaign.

We'll get there in a few minutes.

The PIC project, slide number eight, does include funding for the production of three designs and the printing of about 75 to 100 billboards which we'll be able to place in a couple of locations.

I'll talk about that in a second.

Before we go there Catherine, if you would take a few minutes and talk about why we're doing this in the first place.

**CATHERINE SEBOLD:** Thanks, Geoff.

I think Allan already eloquently put it a minute ago talking about the need for public awareness because basically it's gaining visibility.

Gary and I have talked about this how sometimes one billboard if someone sees it and people catch on and start talking about it, it gains momentum.

The more people talk about it.

That's how any advertising campaign starts.

It starts with one idea and it captures peoples' attention.

The more people talk about it, it becomes a snowball effect.

So the goal of this association, we want to gain visibility.

We started with Washington and Chicago.

Geoff will talk later about why those two markets were picked.

We want to gain momentum and have people talking about this.

On slide number ten as we talked about the goal is to reduce future injuries and provide access to resources.

Individuals who sustain a brain injury will have greater access to supports and services to help them get more involved.

Once they get more information through the Brain Injury Association of America they'll have a more fulfilling life with their injury.

On slide 11 we have -- show basically also what Allan talked about is that the billboards are going to feature the redesigned Brain Injury Association of America's website.

In 2002 it reached nearly 450,000 people.

That's how many hits we got.

Obviously the more we get the website's address out there the more people can access our resources and find ways to live with brain injury for them and their family members.

Now it goes on to Gary to talk about the creative concept.

**GARY MUELLER:** First of all say hi to Caroline in Wisconsin.

The one who introduced me to Allan.

One of the biggest myths of cause marketing is there is a best practice and some people will say you should never use humor or that you shouldn't be too shocking or that you shouldn't use scare tactics or always be emotional or that you never should use statistics.

But there are as many opinions on cause marketing as there are right ways to do it.

My point is when you judge creative.

You'll look at different forms of creative today, remember that different people like different things.

Different things resonate with them more than other things.

There is no one right or wrong way to create awareness for brain injury.

It's why up to date we have created so many different campaigns that touch on kind of strategic insights.

If you remember the bully spot it was a funny and shocking spot directed at kids.

Some adults actually don't get it but kids absolutely love it.

So do stations. They love airing it.

The surgery and serial TV spots are geared to parents.

They're both shocking and very serious and they remind people of the potential consequences of not wearing a helmet.

The crying NIATV spots are intrusive and hard to watch for many people but there are a big segment of society that can relate to that and they're very unforgettable -- unforgettable.

The naked person campaign is very shocking and also somewhat funny and totally outrageous but it gets everyone's attention and makes people aware of how ridiculous it is to go out and not wear a helmet.

And the bigger thing I think about the oh my campaign is it actually opens the door for a larger story about talking about how ridiculously huge the brain injury problem is in America and it's absurd that we as an organization had to go that far in our advertising to make people aware of it and start talking about it.

That's the actual strategic idea behind that idea.

It is not meant to be a long term campaign.

It's meant to open the door for a dialogue that otherwise isn't taking place often enough.

And there is also the campaign, if you go to slide 12, there is also the campaign that we're proud to announce today which looks at helmet use in a little different way.

It looks at it very matter of factly.

It doesn't make any judgment about the importance of helmet use.

It's not meant to shock with you the consequences of not wearing a helmet.

It simply reinforces what everyone already knows about the world.

It's a dangerous place.

Until it's completely safe, you need to wear a helmet.

It treats helmet usage like it's an everyday thing.

You know your kids should wear one because sometimes I think the most effective way to get people to actually start a new behavior and in this case helmet usage is to actually act that everyone is already behaving that way.

So then you think boy, my kid doesn't wear a helmet.

It seems like everybody nowadays does so I better get one because I don't want to be thought of as a bad parent.

I want to be part of the crowd.

That is how people think.

People want to be part of the crowd.

To make it an acceptable trend for parents is important.

And I think one thing you can do in this campaign is not to try too hard to sell the behavior.

Sometimes if you try too hard it makes it less acceptable.

So to not act like helmet use is too low but that everyone knows you should do it makes this campaign, I think, a more effective campaign.

So this campaign actually becomes a very fast and simple visual reminder that because you know the world is so unsafe, of course you need to wear a helmet. Everyone knows that.

If you go to slide 13 the images of the campaign are beautiful and arresting. The second one shows a person mountain biking on a blanket.

The next one you'll see a skateboarder on a couch cushion and a snowboarder on a cotton towel.

With the headline.

Until the world is this safe, wear a helmet.

You know the world will never be this safe so start dealing with it right now.

If you flip through slides 15, 16 and 17 you'll see the campaign has also been resized to fit bus shelters and bathroom advertising fixtures so we can begin to surround people with the message that you should wear a helmet.

This campaign can be extended to newspaper and magazine and virtually any print medium.

I think the campaign is really visually interesting and it's simple and it's easy to understand.

It's very likable and I think it's memorable.

The research backs this up.

It also quickly identifies the brand.

Brands the Brain Injury Association of America as a sponsor, which is most important.

I encourage everyone to use it.

As Allan and Catherine said using it locally will also help create awareness for your local chapter which should help.

I've seen it help with grants and fundraising even on the local level.

**GEOFFERY LAURER:** Thanks, Gary.

The next slide talks a little bit about where we're going to start doing this.

And Catherine's predecessor spent time looking at the markets around the country and determine which ones would give us decent bangs for the buck.

The Washington, D.C. metro area and Chicago were chosen for placement of the Safe World campaign.

Catherine and I have been in contact with our affiliates in Illinois and Catherine has been in contact with our folks in Virginia.

Harry, hello if you're there and Diane in Maryland.

Our goal is to have the Safe World campaign up and visible in the next 60 to -- 60 to 90 days.

So we'll have those up quite soon.

Catherine, a little bit more about launching.

**CATHERINE SEBOLD:** Okay.

Recently I've been in major discussions with the association, the outdoor advertising association of America for billboard says.

To take you through what is going to happen is we'll write a letter in Allan's name, submit it to the outdoor advertising association of America, OAAA and solicit their members who have billboards in Washington, D.C. and Chicago markets and ask them if they would donate their billboards for our campaign as you saw in the billboard form.

We're giving them our artwork and relying on the people who own the billboards within these markets to blow these pictures up and put them in the space as a public -- part of their public service.

OAAA is going to back us and disseminate these letters to them saying they think it's a worthy campaign and they're backing it and they're encouraging their members to put these up with OAAA.

So it's only a matter of time right now before we get these up.

As Jeff mentioned 60 to 90 days.

So in addition to OAAA, BBK and SERVE marketing have also rendered a deal with a company called Oliver Media.

On top of OAAA Oliver Media will put up billboards in bus stations, sports arenas, restaurants and bathrooms in the Chicago and Washington, D.C. markets. And they're doing this -- they're donating it, basically.

It will cost about \$10 per posting.

They're printing it out and we only pay a small fee to have it posted.

So the combination of OAAA doing the billboards along with Oliver media in the Chicago and Washington, D.C. markets we feel is going to make a major impact on these markets and people will definitely notice that and they will definitely be getting some buzz and start talking about this.

And I think Geoff is going to talk a little bit about pricing and logistics.

**GEOFFERY LAURER:** This is where the rubber hits the road.

Thank you, Catherine.

For those of you out in web world looking at this it begs the question for our state affiliates.

This stuff is great.

You've had it now for a little while.

How do we get ahold of it?

Catherine and Allan, I and Gary and his colleagues at BBK and SERVE have talked about this and we're pleased to tell you that with the support of both BBK and SERVE the costs of accessing these campaigns has come way down.

One example, with relationship that Kathryn mentioned with All Over Media they've offered the brain association and its affiliates to post 11 by 17 posters for \$5 per unit.

So you can get I think the minimum quantity Kathryn as I recall is 50 units.

As little as \$300 a state affiliate can either themselves or with sponsorship.

I'll talk a little more about that with sponsorship, get these kinds of campaign pieces up in their markets either -- either the Safe World campaign or if we can go to the next slide for a second.

This one is always fun.

Or the oh my, no helmet campaign.

Frankly, Gary, this is is one of my favorites.

It is my favorite.

This is the eye catcher.

These can be reframed for All Over Media.

In addition they can also be made available for billboard size and for specific prices as you can understand it has to do with how many in terms of quantity that we're having requests for.

So the long and the short of it is these materials are now available to our state affiliates.

They're available to actually non-affiliates but they have to work with the brain injury association.

These posters, these billboards can now be customized.

However, they have to still have -- they always have to maintain the Brain Injury Association of America logo and website.

Those are mandatory, if you will, marketing features that we need for national uniformity, conformity.

We would like to have one website so somebody driving through Chicago or through Texas or wherever this is who sees this but isn't from that location can drill down to find your state affiliate through our national website which we have all the state affiliates listed.

In addition, if a private non-profit or private for-profit hospital or corporation that has some affinity to this issue, brain injury or prevention is interested you as an affiliate can seek sponsorship from them and Gary at BBK has allowed us to have anything we want on these.

We can have sponsored by the XYZ corporation.

We won't have their phone number or website on there but we can still allow sponsorship for these.

As an affiliate you can go out and pitch these and try to find sponsorship for these.

What we found at least of the brain injury association of Wisconsin.

Some of these creative concepts clearly sell themselves.

Putting these in front of people.

**GARY MUELLER:** For instance, we work at BBK probably 20 hospitals and healthcare systems around the country.

When I show them the spots they forward them on to the neuroscience center if they have one there and they're usually very interested.

In the last six months I've had three organizations call to ask to sponsor them which is essentially them simply tagging their name on as a sponsor at the end after the brain injury logo for just a couple of seconds and then they run the media themselves.

So a spot that otherwise may not be airing or at least not in prime time can suddenly air for, you know, weeks or months at a time through these sponsorships.

**GEOFFERY LAURER:** It is good stuff.

The best stuff we've ever had.

We're really grateful for this partnership both with HRSA and BBK and SERVE.

I would go down a list.

There is 10 or 15 cities on my clipboard that All Over Media has access to.

If you're out there, otherwise you're not listening to me.

If you're interested in knowing how easy it is to get All Over Media access in your market, Catherine Sebold at the national office is available for your questions and will give you that contact information at the conclusion of this webcast and also you can find Catherine and our contact information always on the Brain Injury Association of America website which is [www.Biausa.org](http://www.Biausa.org).

**CATHERINE SEBOLD:** One of the things we're hoping to do as part of the public awareness campaign is when they roll out in the different cities is we would like our affiliates to garner as much attention on these locally as possible. And we are making several different types of material available to affiliates to help with their media outreach.

So slide 23 just basically talks about establishing relationship with your local media and I can definitely help anyone who needs to get attention from their local media.

But also on our website you might want to take notes about this.

But here is a way you can access, find out the contact numbers at your local media.

What you do is you go to our website, go to the government relations section and then go to media guide and what you'll see up on the website is you type your zip code, hit enter and all the media in your local area will pop up.

Newspapers, televisions, radio stations and it has contact numbers and fax numbers, etcetera.

What we want to do is as much as possible we hope that you'll reach out to your local media if you don't already know them.

A lot of times people within your organization you'd be surprised if you ask around there is always -- not always but a good chance that there will be a contact with someone who works in your organization that knows a reporter or knows a newspaper reporter or plays bridge with the mother of the daughter who works at the newspaper.

So definitely put your feelers out and find out if there are any contacts.

Personal contacts are best.

Within the media campaign if you go to slide 24 we encourage you to utilize all types of media within this public awareness campaign.

Something that Gary alluded to earlier was the public service announcement.

We have mailed copies of that out to our affiliates and we hope we've heard if you have not already sent them out to your local television station that you contact your station again and encourage them to play the videos.

If you don't have them there, they are available on our website through our bookstore that you can order them.

Right now we're actually -- Gary and I are talking about getting more copies made because we're running a little low which is good news.

That means they're out there and they're at TV stations.

So we're trying to get duplicates made to get them out.

If they're sitting on a shelf they're not doing anybody any good.

They have to be viewed by people.

This media outreach is an overall effort.

So if a city does choose to go with the advertising campaign Safe World it's in combination with other aspects of public awareness and definitely the public service announcement videos bully and crying media are part of it.

If you go to slide 25 there are also other aspects that you want to reach out to your media in conjunction with the PSA's and Safe World campaign.

You want to put out press releases.

If you unveil the media this Safe World campaign in your city you can hold an event which there is lots of different opportunities and I'll be happy to discuss with you different possibilities.

Have a local celebrity come out.

Have a helmet give away.

We're going to try to get media attention to our billboards in the Chicago and Washington, D.C. area.

Also the PSA.

Letters to the editor and opinion editorials.

They all go in conjunction with garnering.

One of the things that we're going to do to help you, the affiliates, I know a lot of you have small staffs and aren't equipped with a lot of times professional communications people or you can't afford PR help is we're going to put a media kit up on our website guiding you through to tell you how to write a press release.

How to do a media advisory and a campaign centered around the Safe World campaign to get the message out.

We hope you utilize this.

It will be on the newsroom webpage and it should be up within the month of September.

**ALLAN BERGMAN:** I want to pick up on something Catherine just said in terms of recognizing that many of our affiliates do not have the staff capacity and currently even the volunteer capacity.

This material is five star gold.

This is not junkie stuff.

As Geoff said the best we've ever had.

It's highly competitive and quality material.

We get that every place we show it.

Any time people look at it.

So you don't need to be ashamed.

You're not asking for a handout.

There is nothing embarrassing about the materials we're putting out here.

What I would suggest to affiliates is not only ask around about who may know somebody in a TV station, newspaper, radio.

Ask around who knows somebody that works in advertising, marketing, journalism that might be willing to donate some time.

They've got the contacts and the connections.

Then it gets even easier to get these materials placed whether we're talking print, TV, radio, restaurants.

There are people in every community that have access to these medias.

We're looking for somebody to help open those doors for us the same with the outdoor advertising association of America and other collaborators at the national level.

When people see quality stuff they want to be associated with.

Junkie stuff they don't want.

This is all about relationships.

Our getting to know people who want to get engaged in our cause, in our issues, and take quality material to think and be proud of for their friends and colleagues to help disseminate the information.

Don't underestimate the power you have of these materials drawing in new volunteer talent to the association in your particular state.

**GEOFFERY LAURER:** This has been great.

Any final comments, Gary?

**GARY MUELLER:** Just to follow up on what Allan said.

This is the kind of all the different campaigns we are, they have -- they should have a really powerful internal effect on the internal organization.

They should really reenergize groups as funding has been cut in different states and followed it through Wisconsin.

Sometimes groups can lose focus and get down.

This campaign is really the door opener for you all.

It's really meant to pave the road.

You don't need to be a marketing specialist or understand PR incredibly.

All you need to do is know the brain injury story and what you want to say.

Let the marketing materials open the door for you to do what you do and talk about what you know and one of the things I always tell people is if you try to wait to have the perfect press release or create the perfect scenario for your advertising you'll never do anything.

And we've been guilty of that ourselves.

I read one time, do what you can with what you have today.

So once you have these materials, just pick up the phone.

Email them to the press, send them to the press.

Pick up the phone, call them.

You can hold a press conference when the billboard is put in your area and have a press conference under the billboard that day and call the media and they'll come.

I've seen people put up a billboard and stand on the outside of the billboard, talk to the outdoor company saying we want to get publicity for not only our cause but for the effective use of outdoor and the local media will probably jump on that kind of idea.

If you're a director in your local chapter, stand on the -- work with the outdoor company.

Stand on the billboard and do a live remote for the radio station.

They'll give you an opportunity to talk about the cause and preventive measures that need to be taken.

**ALLAN BERGMAN:** Can I pop back in?

Picking up on Gary's point, too, that is when you do have success, please remember the common courtesy that we often forget because we're so mission driven and so worried about the next crisis, say thank you to whomever did that extra favor, opened the door, made something happen, whether it's the reporter, the outdoor person, somebody in the restaurant, whatever it is.

And as appropriate.

Whether it's a newsletter, annual meeting, a little certificate, a little P.S. someplace goes a long way.

As good as these materials are.

Gary said we just need to go and run them.

We're a competitive marketplace.

There are lots of people knocking on people's doors every day to do something, to hang a poster, put up a billboard, pass out a leaflet.

When people own it we have to acknowledge it, reward it and reinforce it so when we come back with the next one, Brain Injury Association of America, terrific group of people, great cause, I'm ready to take the next one.

They know what they're doing.

**GARY MUELLER:** You probably want to share the results.

If you do something a little different than we've talked about it and works, sharing the results with Catherine so they can then share that with everyone to tell you what has been working in different states.

**GEOFFERY LAURER:** Allan, you'll be pleased to know I've offered to buy Gary the beverage of his choice at the conclusion of this webcast.

We're trying to practice what you preach.

We have a series of questions here.

Actually a number have come in while we've been talking and in the last few minutes.

Let me encourage those of you out there in realtime on the webcast, if you have any specific questions or technical questions, go ahead and email using the same sequence I discussed at the outset to us and they'll come up on the monitor to my right and I'll be able to address those.

The first question is you mentioned something about a media tool kit.

Let me just first of all say that tool kit was funded with support from HRSA.

Thank you very much.

We do have that available.

Catherine the question was, where can we get the media tool kit?  
How do we get it if we can't find it?

**CATHERINE SEBOLD:** It will be available on our website under the newsroom page.

**GEOFFERY LAURER:** So [www.biausa.com](http://www.biausa.com).

A button called newsroom and it will be up in the next month or so correct?

**CATHERINE SEBOLD:** Correct.

**GEOFFERY LAURER:** Second question.

This is from a state affiliate.

We sometimes struggle with how to write a good press release.

Is there someone on the Brain Injury Association of America national staff that can help?

Oh oh.

Hopefully the feed was from Rockville.

Cat

**CATHERINE SEBOLD:** I'd be happy to help.

I'm extension 106.

Don't ask me what the phone number is.

**GEOFFERY LAURER:** It's 703-761-0755.

703-761-0755.

It's on the website and Catherine is extension 106 and she's our press release queen.

Here is a question about sponsorship.

Did you really say that we can go out and get sponsorship for these and have a facilities name on this?

For example sponsored by the Geoffrey Lauer corporation?

Yes, we did say that.

Talk to Catherine about how much that one would cost.

Yes, we do.

We want all of these dimensions.

The folks at BBK have said they are willing to work with us to get the state affiliate local information as well as any sponsorship information put onto these billboards to be put onto these posters so we can work with you on that. Again, contact Catherine for the specifics in terms of logistics and prices. We aren't looking to make money doing this just to cover the costs of getting these up.

Depends on -- we might have to make a little money -- there is a question here from -- thank you, Amy from Florida.

Can we talk about the exact sizes?

Do we have a variety of sizes available?

The question is would these be appropriate for posting in public health departments, in health clinics, etcetera.

I'll answer the second part first.

Yes, these are absolutely appropriate for posting in any venue that you think could draw attention for people who want information about brain injury.

So yes to that.

In terms of sizes, Catherine, can you respond to that one?

**CATHERINE SEBOLD:** Well, Gary would know better than I but it's 11 by 17.

**GEOFFERY LAURER:** Right now it is, that's right.

And I think after talking to Gary's colleague recently that we do have the options of modifying those within certain parameters.

So if you have a custom size interest, you know, a specific wall in downtown Jacksonville that this will fit on and let us know.

We'll do our best.

There may be a bit of an expense but we'll figure that out.

A question that has come in.

Will the Brain Injury Association of America be launching these in other markets?

I'll try that one.

At this point Chicago and D.C. are the two markets that we're going to start with this year.

If -- we hope that's a positive if our relationship with HRSA continues in the next couple of years we should have the opportunity to expand into other markets.

It's part of what our goal is.

On our nickel we're only moving into Chicago and D.C. just to get our feet wet.

That doesn't preclude any affiliate from working with us to get these out and about in all kinds of markets.

So we're willing to work with affiliates and other interested parties to get these out and about.

One more question.

I don't have the bully or cry MIA videos that you referred to.

How do I get those?

**CATHERINE SEBOLD:** Well, it is available on our website.

You can order it from our website if you go to publications and then you go to bookstore, and when you log into the bookstore if you go to the affiliate section you can order it there at a reduced price.

We're going to also revisit the price to make sure it's appropriate because we are running a little low on them as I mentioned before, which is good news.

That means they're out there.

But we do want to get as many out there as possible so we are going to be trying to get it out there as much as possible.

**ALLAN BERGMAN:** And I think the other thing.

I don't know where that question came from, Geoff.

But every state affiliate should have at least one of each of these.

We know some have more.

So if that came from a state affiliate, probably just need to ask around or look around in the office.

It may be one of those unfortunate situations where it's just sitting on a shelf somewhere and let's get it retrieved, dusted off and put to work.

**GARY MUELLER:** Part of the crying mia.

It originated as a shaken baby campaign.

Some people wanted a 90 second version.

This last week actually we created a 30-second version.

When we have that available we can forward it on to Catherine.

It is a much easier spot to get on.

Not quite as powerful as the longer version but it is still effective and you may get more air play with that.

**GEOFFERY LAURER:** Great, thank you.

**ALLAN BERGMAN:** Let me add one other thing, Geoff.

Through one of our national board members, Dr. mark Ashley, who is the president and CEO of the Center for neuroskills, a major rehabilitation facility both in California and in Texas, he has directed/volunteered his marketing and public relations staff as part of their job duties to penetrate major markets in both of those states with the bully video because his staff are been so impressed with it.

That work is going to get underway in the next 30 days.

We don't have a chartered state affiliate in California so they've basically got the marketplace to work with and in Texas they'll be coordinating with the state affiliate.

We'll see now what an agency with its staff resources can do to try to saturate a couple of major markets.

**GEOFFERY LAURER:** If we can go back to slide number one just to do some wrap up. Thank you.

Really that's the end of the question and I want to thank both Catherine Sebold and Allan Bergman and Betty Hastings in Rockville.

Gary who has driven down from Milwaukee.

Braved traffic and try to brave traffic on the way back together as am I.

But -- also the staff at the University of Chicago who have just done a wonderful job getting us set up on very short notice.

You guys have -- you can't see them out there but they've done a great job with us.

Not as much grief as we could have given them.

We thought about doing the "Saturday Night live" routine.

Another question.

A question about contact information one more time for the national office.

And for how to contact Catherine.

The national office number is 703-761-0755.

Catherine's extension is 106.

You can call her right now.

She's got voicemail and can help direct you to these various tools in the tool box.

We'll also continue this relationship with SERVE and BBK for, I believe, a few more years and so these products, although they're the best we've ever had, we're also excited to know there is still stuff in the pipeline.

**GARY MUELLER:** As we learn things and you get feedback, I mean, we want to make sure we put out the best, most effective product we can to raise awareness and to prevent dangerous behaviors.

So as we learn things, you know, we're always available to tweak things and make them better.

**GEOFFERY LAURER:** Any final comments, Mr. Bergman?

**ALLAN BERGMAN:** I just want to thank you, thank Catherine for the staff work behind this to keep it running.

As Gary knows without his leadership and the colleagues at BBK McDonald we wouldn't have any of these.

We look forward to the current and future years.

As I've said at a number of meetings I do think it's unprecedented that an advertising/marketing agency signs on to a five-year commitment to a non-profit. Typically it's to do a project, a campaign, 12 months, 15 months, 18 months and we've had some interesting learning experiences.

I think on both sides of this.

All sides.

We're moving forward.

It never moves as fast as any of us like it but I think the next couple of years will be more exciting and more productive.

Thank you, Gary, say hi to all your folks back home.

**GEOFFERY LAURER:** Very good.

Thank you in Rockville, Allan Bergman and Catherine Sebold and from Chicago this is Gary Mueller and Geoff Lauer.

Thanks for watching us today if not in the future.

Look forward to seeing you again.