

## Wisconsin Bureau of Transportation Safety Paid Media Plan

The Bureau of Transportation Safety (BOTS) will utilize the Click It or Ticket and Drunk Driving. Over the Limit. Under Arrest, logos as designed by NHTSA. We will try to use them on materials that are developed for the May Mobilization and August Crackdown.

BOTS will follow the NHTSA schedule of May 19- June 1, 2008 for paid media for the May Mobilization and August 15-September 13, 2008 for the Alcohol Crackdown. BOTS will contract with an agency to purchase the media time for these two events. A Request for Services will be issued to agencies that have the capabilities of providing this service. BOTS will provide the agency with information and demographics on the target audience, based on NHTSA guidelines, for each time frame. This will coincide with the major enforcement efforts that are planned. Radio and TV messages will be utilized during this time. BOTS will also explore methods to reach the 16-24 year old age group as they tend to use computers and electronic devices for information and messages. BOTS will also consider using paid media with other selected highly visible enforcement efforts scheduled at other times throughout the year.

The contractor will work with BOTS and The Tombras Group or other designated NHTSA media contractor to ensure that each media buy meets NHTSA's requirements for demographic audience, reach and frequency of messages. Approval will be received prior to any actual purchases of media time.

BOTS will contract with an evaluator to provide a phone evaluation of Wisconsin residents on the radio and TV messages that are aired. This will be similar to the ones that have been conducted in the past. Surveys will be conducted at motor vehicle stations at several locations to gain additional information on the messages during the two campaigns.

BOTS is planning a speed and aggressive driving enforcement effort along a corridor on the interstate highway system. As a part of that, BOTS is considering a paid media effort to enhance the enforcement effort with a speed message. BOTS will work with a media contractor to develop a plan on how to best reach the motoring public with a message along the enforcement corridor. The plan that is developed will be provided to NHTSA and The Tombras Group for input and approval prior to placing any media buys.

