



SCHULTZ PUBLIC RELATIONS, LLC



National Council on Folic Acid Radio Media Tours Final Report

Prepared for:

National Council on Folic Acid



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Introduction

The National Council on Folic Acid (NCFA) engaged Schulz Public Relations, LLC, in partnership with Effective Media Group, to undertake two radio media tours (RMTs). The purpose of these radio media tours was to reach women of child-bearing age, their key influencers, and stakeholders with critical health messages regarding the importance of taking 400 micrograms of folic acid daily to prevent having a pregnancy affected by a neural tube defect.

The first media tour was held in October to coincide with Spina Bifida Awareness Month. The second tour was held in National Folic Acid Awareness Week during the first full week of January. Interviews were conducted via the telephone conferenced through a high quality digital line with Effective Media Group utilizing its broadcast recording equipment to capture each interview as it occurred. These recordings provide a record of the content of the interview before editing.

Methodology

Media market selection for the radio media tours was undertaken in consultation with NCFA Project Director Adriane K. Griffen, MPH, CHES. We examined media markets with a focus on key data trends to determine the selection of media markets and radio stations in those markets that serve those who are most in need of these critical health messages. Media market selection began with SBA's incidence report map. The map was overlaid with U.S. Department of Labor unemployment data, and informed with anecdotal information supplied by Ms. Griffen regarding reported upticks of incidents in the Southwest. Utilizing this data, the media markets for mainstream media outlets were selected. It is important to note that Hispanic media market selection was made from the top Hispanic media markets and was informed by the cultural heritage of spokesperson Lucy Felix due to its impact on market acceptance.

Strategy and Tactics

Creating the foundation for media placement involved two important products - talking points and the pitch. Talking points were developed to assure key messages were incorporated in the interviews and were approved by Adriane Griffen (See Appendix A). A "pitch" was created which served as the basis for outreach to media. Creating a pitch that enticed media was critical to the success of the radio media tours. Given that there was no new information or breaking news associated with folic acid issues, the pitch was tied to national issues and was entitled, "Pre-Natal Care Health Alert: Healthy Babies in a Recession" (See Appendix B). During the phone outreach, the pitch was truncated and augmented with credibility of spokesperson information involving Ms. Griffen's national import as a spokesperson on this subject as evidenced by her work with CDC.

Selecting spokespeople for the mainstream and Hispanic media interviews was an integral part of the process. Multiple media trainings were conducted and exceeded the original contract commitment for 5 individuals to be trained. This provided NCFA with an expanded future pool of potential spokespeople for radio media interviews and accommodated changing availabilities of potential spokespeople as we sought to evaluate a pool of spokesperson candidates. Each media training participant was

provided with a customized media training guide and talking points prior to the training session.

Following a careful evaluation based on a number of key factors including national credentials that were critical to generating media interest, Adriane Griffen was selected as the spokesperson. The spokesperson selected for the Hispanic media interviews, Lucy Felix, was endorsed for her work with CDC as well as her strong media interview capabilities that were apparent when pre-interviewed by Schultz Public Relations and Effective Media Group.

Obstacles to Media Placement

There were a number of obstacles that had to be overcome in seeking media placement in the weeks leading up to both the October and January radio media tours. Vying for media coverage were several historically significant ongoing stories on a national level that were prominent daily including the debate over national health reform and H1N1 as well as numerous breaking news health stories ranging from mammogram screening guidelines to where we carry our "love handles" making a difference in whether we're at risk for heart disease.

Breaking through the message clutter was further complicated by the problem of health fatigue. As widely reported in media outlets like *The Washington Post*, the media and the public were fatigued with the barrage of health stories creating further placement resistance.

The biggest issue, however, was that we had no news and nothing new to report. Thus, our strategy/pitch, and the ability to draw on relationships became crucial to the success of the tours.

Evaluation of Results

Contract terms stated that each radio media tour was to consist of 10 radio interviews. The second media tour also was to include 4 Hispanic media interviews. In reviewing the results chart, you will note those numbers were exceeded in actual placements and included a radio/television/web simulcast (broadcast live on radio, television, and the web simultaneously). National placements included CNN and its 900 affiliates and Metro Source with its 1500 affiliates. You will also note that some Hispanic media interviews were pre-taped for airing during National Folic Acid Awareness Week.

Audience reach was determined by utilizing Arbitron and My Media Info powered by Red Egg. In reviewing the details on the associated tables (See Tour Report Coverage Tables), you will see an increase in audience reach from the preliminary report provided on the December 9, 2009 conference call. The numbers reflect the most recent audience reach numbers confirmed following the second radio media tour (January 2010). Individual station reports reflect Arbitron quarter hour audience reach numbers including repetition of airings. Network numbers reflect network audience reach. Together, **Radio Media Tour #1 and Radio Media Tour #2 had a total audience reach of 32,357,004. The value of the airtime is \$740, 935.** The value is what it would have cost NCFA to buy the airtime on each network and station. The value for airtime is a very conservative number for a few reasons. First, values are based on ad rates for a 30 second

advertisement. The average interview length taped was 7 minutes. Average air time depends on the final product used. For example, we know at least one interview aired for a full 7 minute segment. However, we have provided airtime value based on number of times aired for the cost of a 30 second advertisement and have not estimated upward given that some stations will offer varied rates for bulk purchases of airtime.

Because confirmation of airing for two interviews was not obtained in the first radio media tour, numbers for audience reach and cost of air time was not included. All times are listed as Eastern time regardless of time zone.

Attached to the electronic submission of the support are two stories and the reporters promotional pieces (promos aired before broadcast to entice listener interest) that aired on WTOP radio, the number one news and information station, in Washington, D.C. While not a provision of the contract, we wanted to offer this value-added service to demonstrate how a top ten media market station created the final story that went to air.

CDs of the interviews, as recorded, have been mailed to Sara Struwe.

The overwhelming success of this initiative demonstrates the ability to deliver impact with targeted demographic audiences. It is our hope and recommendation that NCFE will look towards additional efforts to reinforce key messages and impact behaviors with additional media initiatives such as this one.

Appendix A

Talking Points

National Council on Folic Acid

RADIO MEDIA TOURS

Talking Points on Folic Acid

- What kind of birth defects does folic acid prevent?

Making it a habit to take folic acid every day is essential because you're not only giving your body nutrients it needs every day, but also protecting that baby that you may not even be planning for yet from abnormal development. Up to 70% of birth defects of the brain and spine like Spina bifida can be prevented. When you think about a lifetime of physical, psychological, and educational challenges for people born with these kinds of birth defects, it's just tragic because so many would be prevented with folic acid.

- Why is it important to take folic acid even if you're not planning on getting pregnant?

.Folic acid is a B vitamin that helps the body make healthy new cells. Everyone needs folic acid, but for women who may get pregnant, it is really important. When a woman has enough folic acid in her body before and during pregnancy, it can prevent major birth defects of her baby's brain or spine. It may also prevent premature births. Since 50% of pregnancies are unplanned, it's really import for women of childbearing age to get the 400 mcg of folic acid they need every day to reduce the likelihood that their child will be born with a serious birth defect.

- How much folic acid should a woman take every day?

400 micrograms of folic acid daily will give women of childbearing age the folic acid they need to protect their future newborns from a group of disorders that occur during fetal development.

- How economical are supplements and what foods can women eat to get the recommended daily dose of folic acid?

Getting the protection women need is very affordable. Eating well will give you some of your daily requirements, but a multivitamin is the best and easiest way to get the folic acid you need and we're talking about a cost of 3 cents per day. Folic acid from fortified foods including bread, grains like rice, and breakfast cereal are most easily absorbed sources of folic acid. Folic acid is also found naturally in dark green, leafy vegetables like spinach as well as in beans, peas, , and citrus fruits.

- Are particular ethnic groups at higher risk of giving birth to babies with neural tube birth defects?

Hispanic women in the U.S. are about two times more likely to give birth to babies with neural tube defects than African American or White women. The Centers for Disease Control has done research that tells us that Hispanic women are not familiar with folic acid and the important benefits it provides over a lifetime. We find there's a lot of misinformation out there, too. For example, some women believe that multivitamins increase your appetite and cause you to gain weight. Of course, that's not true, but when women aren't getting regular health care, they are not getting the preventative information they need and they aren't sitting down with health professionals to talk about what they've heard and what simple steps they can take to stay healthy.

- Are there other health benefits to taking folic acid?

Folic acid is really essential to a woman's health overall. Research shows that folic acid may have an important impact in disease prevention and healthy aging. Emerging research tells us that it may offer protection against health problems ranging from heart disease to Alzheimer's disease.

- Where do you stand on health reform and access to health care, which would help these women?

We are very focused on what women need now to stay healthy. Right now, only one third of women of childbearing age get the daily 400 mcgs of folic acid they need. Folic acid is important at any age, but it plays a critical role in healthy pregnancy outcomes and that's why it is so important for women of childbearing age to get the 400 mcgs of folic acid they need daily.

- There have been some reports that say folic acid can have adverse health effects if taken in high doses. Shouldn't women be concerned?

We're aware of those reports, but they have had no definitive findings. We do have strong research that shows that folic acid reduces the risk of serious birth defects by as much as 70% and is very important at any age to help the body make healthy new cells.

Appendix B

Media Pitch

Pre-Natal Care Health Alert: Healthy Babies in a Recession

With more than 6.9 million jobs lost in the recession and millions more underemployed, healthcare coverage has disappeared for millions of Americans and paying for individual and family health coverage has taken a backseat to paying for basic necessities.

Health experts are worried about the impact on women of childbearing age who are not getting the medical care they need. In fact, because 50% of all pregnancies are unplanned, many women are in the dark about what they need to do before they become pregnant to guard against birth defects.

Taking folic acid before pregnancy can prevent up to 70% of so-called neural tube birth defects, birth defects of the brain and spine that result in a lifetime of physical, psychological, and educational challenges. Beyond the physical and emotional toll, the lifetime costs of care can exceed \$1 million dollars.

Adriane Griffen, MPH, CHES is a spokesperson for the National Council on Folic Acid. She can provide answers to crucial questions including:

- Why is it important to take folic acid even if you're not planning on getting pregnant?
- What kind of birth defects does folic acid prevent?
- How much folic acid should a women take every day?
- Are particular ethnic groups at higher risk of giving birth to babies with neural tube birth defects?
- How economic are supplements and what foods can women eat to get the recommended daily dose of folic acid?
- Are their other health benefits to taking folic acid?

Adriane Griffen won't use jargon, but she will offer important information and practical advice that will resonate with your listeners. Below is a brief backgrounder the National Council on Folic Acid. I look forward to talking with you regarding booking an interview with Adriane.

Sincerely,

Sharon Schultz
for the National Council on Folic Acid

About the National Council on Folic Acid

The National Council on Folic Acid, www.folicacidinfo.org, is a partnership of over 60 national organizations and associations, state folic acid councils, and government agencies whose mission is to improve health by promoting the benefits and consumption of folic acid.

NCFA Radio Media Tour # 1

October 2009

October Date	Time	Media Outlet	Live Taped	Media Market	Media Market Rank	Usage	Audience Reach for Total Airings
14	10:10 a.m.	WTOP AM-FM	Taped	Washington, D.C.	9	Report ran on the top and bottom of the hour from noon starting on Saturday October 17, 2009 through 5:00 a.m. starting Sunday, October 18, 2009	1,944,800
14	11:15 a.m.	KKOB-AM	Taped	Albuquerque, NM	68	Reporter of airing not confirmed	
15	8:00 a.m.	CNN Radio	Taped	National	NA	Report filed between noon and 2:00 p.m. on Thursday, October 15, 2009	13,754,000
15	9:20 a.m.	WDAY-FM	Live	Fargo, ND	118	Live interview in one segment in the "The Morning Buzz with Ben & Tracy"	10,000
15	9:30 a.m.	MetroSource	Taped	National	NA	Report in at least one newscast at between noon and 5:00 p.m.	15,439,528
15	10:15 a.m.	KFI-AM	Taped	Los Angeles, CA	2	Report of airing not confirmed	
15	10:45 a.m.	WTAG-AM	Taped	Boston, MA	10	Report in at least two newscasts between 8:00 and 5:00 p.m. on Monday, October 19, 2009	43,200
15	11:30 a.m.	KMOX-AM	Taped	St. Louis, MO	21	Report in at least one newscast between 4:00 p.m. and 7:00 p.m. on Thursday, October 15, 2009 and Report in at least one newscast between 5:00 a.m. and 9:00 a.m. on Friday, October 16, 2009	80,000
15	12:00 p.m.	WLYT-FM	Taped	Charlotte, NC	24	Aired as segment of Carolina Focus October 18 and on 5 sister stations	178,000
15	12:15 p.m.	WGST-AM	Taped	Atlanta, GA	7	Report in at least one newscast between 8:00 a.m. and noon on Saturday, October 17, 2009	12,900

NCFA Radio Media Tour # 2

January 2009

January Date	Time	Media Outlet	Live/Taped	Media Market	Media Market Rank	Usage	Audience Reach for Total Airings
December 14	10:00 a.m.	WRTO-AM Hispanic	Taped	Chicago, IL	5 Hispanic Ranking	Report filed at 6:00 a.m. Central Time on Monday January 4, 2010 (Did not air on WRTO-AM was pushed for live interview on January 8, 2010 simulcast on TV. Report did air with Metro Networks Chicago for the MetroSource Español. Reach is for MetroSource	293,180
December 15	11:15 a.m.	WAOS-AM/WXEM-AM/WLBA-AM Hispanic	Taped	Atlanta, GA	16 Hispanic Ranking	Report in three newscasts at 8:00 a.m. 12:00 p.m. and 3:00 p.m. on Monday, January 4, 2010	396,000
5	10:45 a.m.	WSUA-AM Hispanic	Live	Miami, FL	3 Hispanic Ranking	Live in "Radio Caracol Ayuda	39,200
6	10:30 am.	KTAR-AM	Taped	Phoenix, AZ	15	Report in at least one afternoon drive newscast on January 6, 2010	123,600
6	10:50 a.m.	WHO-AM	Taped	Des Moines IA	90	Report in one afternoon newscast on January 6, 2010	21,000
6	11:00 a.m.	Tennessee News Network	Taped	Statewide	44	Report in one newscast - (8:00 a.m. Central) on January 6, 2010	89,476
6	KCPW-AM	KCPW-AM	Taped	Salt Lake City, UT	30	Report confirmed aired (no time given) Thursday January, 7, 2010 link posted.. http://kcpw.org/blog/local-news/2010-01-07/neural-tube-defects-on-the-rise-in-utah/	5,000
6	11:30 a.m.	KFLC-AM Hispanic	Live	Dallas, TX	6 Hispanic Ranking	Live on "La Voz del pueblo" show	17,500

Date	Time	Media Outlet	Live/Taped	Media Market	Media Market Rank	Usage	Audience Reach for Total Airings
6	1:00 p.m.	WXW-FM	Taped	Philadelphia, PA	8	Report in two newscasts between 3:00 p.m. and 5:00 p.m. on January 6, 2010	94,400
6	1:20 p.m.	WEEU-AM	Taped	Philadelphia, PA	8	Report in at least one newscast between 3:00 and 6:00 p.m. on January 6, 2010	20,400
6	2:40 p.m.	KRLD-AM	Taped	Dallas, TX	5	Report in at least one newscast on the "KRLD Afternoon News" between 3:00 and 7:00 p.m. January 6, 2010	64,000
6	3:30 p.m.	WSSL-FM WROO-FM WYMI-FM	Taped	Greenville, S.C.	59	Report used at 8:00 a.m. on January 7, 2010	219,600
6	5:15 p.m.	WIDU-AM	Taped	Raleigh/Durham, NC	43	Report aired between 9:00 a.m. and 11:00 a.m. on January 18, 2010	13,200
7	1:30 p.m.	WGBN-AM	Taped	Pittsburgh, PA	24	Report in one newscast in the "Danielle Smith Show" between 4:00 p.m. and 5:00 p.m. on January 7, 2010	6,000
8	7:40 a.m.	WRTO-AM WXFT-TV Telefutura Web Hispanic	Live	Chicago, IL	5 Hispanic Ranking	Live interview in one segment of "Un Nuevo Dia" at 6:43 a.m. (Central Time) on January, 8, 2010	32,400 36,800 TV
8	5:30 p.m.	KPFT-AM	Taped	Houston, TX	6	Report aired at least 3 times in various dayparts on Tuesday, January 12, 2010 and will rebroadcast tbd.	30,000