

The University of Oklahoma
Graduate College

“Beat your habit, not your kid”

A Public Relations Case Study of a Child Abuse Prevention Campaign
Directed Toward Substance Abusers

A Thesis
Submitted to the Graduate Faculty
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degree of
Master of Arts

By
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“Beat your habit, not your kid”

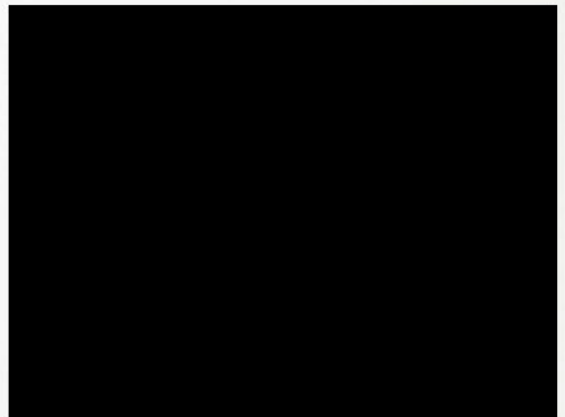
A Public Relations Case Study of a Child Abuse Prevention Campaign

Directed Toward Substance Abusers

A Thesis Approved for the

H.H. Herbert School of Journalism and Mass Communication

By



Acknowledgement

For all of the love, support and encouragement my family has given me, I would like to dedicate this study to them. The research I have done on child development has shown me what a wonderful family I have.

I would like to extend a heartfelt thank you to Mack Palmer. His support, guidance and goodness has helped me throughout my academic journey. I request to have Dr. Palmer serve as Chair of my thesis committee.

I would like to thank you for understanding that Bruce Finson and Shirley Ramsey have exceeded all my expectations required by them. They are truly a blessing.

Acknowledgement

For all of the love, support and encouragement my family has given me, I would like to dedicate this study to them. The research I have done on child abuse and neglect has shown me what a wonderful family I have.

I would also like to extend a heart-felt thank you to Mack Palmer. His wisdom, intellect and guidance has helped me throughout my academic career. I am honored to have Dr. Palmer serve as Chair of my thesis committee.

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Table of Contents

| | |
|-------------------------|----|
| Acknowledgments | iv |
| Abstract | v |
| Introduction | 1 |
| Literature Review | 10 |
| Methodology | 22 |
| Results | 29 |
| Conclusion | 36 |
| Bibliography | 39 |
| Appendix | 42 |

Abstract

This is a case study of a public relations campaign which addresses a social problem through the parameters of a public relations method.

The campaign titled, "Beat your habit, not your kid" addresses the connection between substance abuse and child abuse / neglect. The campaign used a series of brochures, posters, newspaper ads and radio spots to encourage those affected by substance abuse / neglect to call a statewide 1-800 number manned by professionals from the Oklahoma State Department of Mental Health and Substance Abuse Services.

According to the National Institute on Alcohol Abuse and Alcoholism, genetic studies indicate that alcoholism tends to run in families and that a genetic vulnerability for alcohol exists. In addition, there are many similarities between families plagued by substance abuse and child maltreatment populations.

The campaign analyzes the effectiveness of James Grunig's two-way symmetrical model by measuring the number of calls to Reachout as a result of the components used.

¹ Oklahoma State Department of Health, Child Health and Guidance Service, Office of Child Abuse Prevention. *Oklahoma State Plan for the Prevention of Child Abuse, 1994.*

Introduction

The following is a case study of a public relations campaign which addresses a social problem through the parameters of a public relations method.

Oklahoma statistics, when compared with the national scene, show that child maltreatment is a serious problem. It crosses socioeconomic, educational and ethnic boundaries, and involves all family types. The following statistics illustrate the scope of this problem.

Oklahoma ranks in the top ten in the nation in child deaths, child abuse and neglect, teen suicide, males and females incarcerated per capita, children in poverty, and divorce. Twenty three thousand reports of suspected child abuse or neglect are made each year. Of those cases, over one-third are confirmed. Confirmed cases of child abuse or neglect have risen 71% in the last ten years. A white female between the age of 7 and 11 is most often the victim. The perpetrator, most commonly, is a biological parent. An average of 23 children die each year from abuse or neglect. Over half of the child abuse or neglect deaths involve children less than two years of age. Nearly seven out of ten deaths involve children not previously involved with the Department of Human Services, Child Protection Services. Almost half (44.7%) of all Oklahoma live births result from unintended pregnancies. Oklahoma ranks tenth in the nation in childhood poverty. Twenty percent of Oklahoma's children live in poverty.¹

In 1984, Oklahoma passed the Child Abuse Prevention Act which shifted the focus from intervention to prevention. By making prevention a priority, Oklahoma designed and implemented a wide range of child-abuse prevention services throughout the state. The Child Abuse Prevention Act was designed to

¹ Oklahoma State Department of Health, Child Health and Guidance Service, Office of Child Abuse Prevention. *Oklahoma State Plan for the Prevention of Child Abuse*, 1994.

ensure the planning and implementation of comprehensive child abuse services statewide. In addition, the Office of Child Abuse Prevention was created within the Oklahoma State Department of Health, a State Interagency Child Abuse Prevention Task Force was appointed and 17 Child Abuse Prevention Task Forces were organized throughout Oklahoma.

Despite the above mentioned agencies, substance abuse, domestic violence, social isolation, unstable family life, poverty, single parent households, juvenile violence, teenage pregnancy and inadequate prenatal care continue to create persistent adverse environments for children and families in Oklahoma. As products of our environments, these are some of the conditions that make children most vulnerable to child abuse and neglect.

Child maltreatment is a general term for many types of abuse or neglect for children under the age of 18. Environmental neglect is the most frequently reported type of child maltreatment—the failure to provide physical necessities such as clothing, food, housing and appropriate hygiene care. Beating is the most frequently reported abuse which includes hitting or kicking as well as assault with an instrument with deliberate intent. Sexual abuse is the second most common followed by emotional abuse.

Child maltreatment occurs in all socioeconomic levels, ethnic backgrounds and family situations. However, children of young, single or low income parents are at an increased risk. Stress resulting from unemployment, lack of a support system, inadequate parenting, poor coping skills, children with birth defects or disabilities create or contribute to an environment for abuse.

According to the National Committee to Prevent Child Abuse's report, Current Trends in Child Abuse Reporting and Fatalities: The Results of the 1992 Annual Fifty States Survey, substance abuse by parents of caretakers was named by 32 of the states surveyed as one of the top two contributing family

problems associated with abuse or neglect. The term caretaker encompasses everyone involved with taking care of children, examples include relatives and child care workers. Three of those states indicated that it was the number one presenting problem in their child protective service caseloads. Increased use of illegal drugs or alcohol by those who are responsible for the care of children was also noted in the survey as the primary factor in increasing the levels of reporting in 11 states. In a summation, the report shows the generational connection between a substance abusing parent and siblings.

Children who are living in homes where their caretakers are abusing drugs or alcohol not only are at risk of abuse, but also may experience neglect. In such environments, often the parent will use money to buy drugs or alcohol, while their children's needs for food, clothing, shelter or medical care are not met.

The exact number of substance abusing parents is impossible to calculate. However, with over 6 million children of alcoholics under the age of 18 and an additional number of children of cocaine or other drug abusers, the total number of children under 18 directly affected by substance abusing parents is estimated to be between 9-10 million.² With such numbers, it is not surprising that both alcohol and other drug abuse are increasingly being cited as a major presenting problem for those being reported for child abuse. The publication Current Trends in Child Abuse Reporting and Fatalities: The results of the 1992 Annual Fifty State Survey, estimates that 675,000 children are seriously mistreated annually by a substance abusing caretaker.³ Even though a Justice Department study revealed that women and men abuse substances at an equal

² M. Woodside, Research on Children of Alcoholics: Past and Future, British Journal of Addiction, 83 (1988) 785-792.

³ D. Daro, and L. Mitchel, Current Trends in Child Abuse Reporting and Fatalities: The Results of the 1989 Annual Fifty State Survey, Chicago, IL: National Committee for the Prevention of Child Abuse, 1990.

rate, substance abusing women are more frequently perceived as abusers because they still bear the predominant responsibility for the care of the children.⁴

According to the National Institute on Alcohol Abuse and Alcoholism, genetic studies indicate that alcoholism tends to run in families and that a genetic vulnerability for alcohol exists. Therefore, it is suspected that the biological factor for alcoholism predisposes children of alcoholics to an increased risk to substance abuse.⁵

There are many similarities between families plagued by substance abuse and child maltreatment populations. These families tend to isolate themselves from others, either geographically or socially. This allows the family to continue denial and keep the misbehavior secret, resulting in a lack of social support. For example, children will not bring friends home to play, or ask that the abusing parent attend school functions for fear they will be embarrassed by their parent(s) or household situations. Another similarity between families where either substance abuse or child abuse is a problem is the denial that abuse is causing damage, or the denial that the abuse affects relationships inside and outside the family. In cases of child abuse, the parents' denial often is not over what's being done, but that it is harmful. For example, the parents do not argue that there is abuse, they simply don't understand that the abuse is harmful to the child's mental wellness.

While there is little data to suggest that one problem is the primary cause of the other, the connection between substance abuse and child abuse has been established. In one study of substance abusing parents, 42% had been

⁴ Drug Use Forecasting (DUF), Fourth Quarter, 1988, Washington (D.C.: U.S. Department of Justice, June 1989),6-7.

⁵ "Children of Alcoholics: Are they different?" Alcohol Alert, National Institute on Alcohol Abuse and Alcoholism, No. 9, PH 288 (Rockville, MD: Department of Mental Health and Human Services, 1990).

physically or sexually abused by their parents during childhood.⁶ Because the connection between these problems is so complex, there are numerous ways in which the two problems are associated. Some research has shown that substance abuse can lead to lowered inhibitions and thereby a lower threshold for violence may occur⁷. In addition, it impairs the ability to care for children.⁸ Even when alcohol is the only drug being abused, children of alcoholics are just as at-risk for abuse and neglect as children of other drugs addicts. Estimates suggest that there are nearly 22 million adult children of alcoholics in the United States, many of whom struggle with tremendous personal problems such as low levels of trust and self-confidence, the inability to give and receive affection and a lack of assertiveness.⁹

In 1994, the Center for Child and Family Development at the University of Oklahoma was chosen to receive funding from the Oklahoma Department of Mental Health and Substance Abuse Services to conduct a public awareness campaign showing the connection between substance abuse and child maltreatment. The Oklahoma Department of Mental Health administers the funding for the Drug Free Schools and Communities Act of 1986. Within that act, Oklahoma is obligated to conduct a public information campaign which pertains to a social problem. In years past, campaigns targeting illiteracy and childhood inoculations have been used. Because Oklahoma ranks high in child abuse cases, a child abuse prevention campaign was chosen by Jan Hardwick, director of prevention services, Oklahoma Department of Mental Health and Substance Abuse Services.

⁶ R. Black, and J. Mayer, "Parents with Special Problems: Alcoholism and Opiate Addiction." In Kempe, H. and Helfer, R. (eds.) The Battered Child. (3rd ed.) (Chicago: University of Chicago Press, 1981).

⁷ D. Finkelhor, A Sourcebook on Child Sexual Abuse (Beverly Hills: Sage Publications, 1986).

⁸ Ibid

⁹ Patrick J. Gannon, Soul Survivors: A New Beginning for Adults Abused as Children (New York: Prentice Hall Press, 1989).

The act specifies that funds are only to be used for material replication and dissemination, so a pre-existing campaign available for purchase needed to be found. The Center for Child and Family Development formed a consortium with other organizations to search, select and limit marketing agencies who had created public service campaigns designed to make people aware of the connection between the two behaviors.

The project was backed and supported by several members of state child abuse, neglect and welfare agencies who acted as executive committee members for this campaign. The committee conducted research by interviewing professionals in the field to determine attitudes and awareness levels of area-specific Oklahoma locations. The research determined that denial of the problem was greater with increased income, education, and age and in up-scale suburban locations. The problem was acknowledged, but seemed to exist in neighborhoods or lifestyles other than of the person offering the information. The predominant mentality, "It's not in my neighborhood."

To ensure a successful campaign, four tasks needed to be addressed by the message: (1) It needed to clarify the misconception that there are socioeconomic, geographic or racial dispositions to the problem; (2) It needed to clarify the misconception that various types of child abuse and neglect are malicious; (3) It needed to speak to the abusers themselves, since concern about harm to children could be a strong influence on abusers, particularly where the cyclical influence of one generation on the next is involved; (4) It needed to point out the abuse of alcohol and the neglect of children, two widespread instances where denial is the greatest.

The executive committee reviewed several pre-produced campaigns and determined that three were relevant to Oklahoma's needs. The campaign ultimately chosen was titled, "Beat your habit, not your kid."

Because of the sensitive nature of this campaign, the executive committee decided that the campaign should be implemented as a two-way symmetric public relations campaign. The two-way symmetric campaign allows the dissemination of information to be balanced, focusing on the mutual understanding of the message by both sender and recipient. This type of campaign was chosen because of the importance of feedback so the campaign could be constantly monitored and altered if needed.

Because public relations covers such a wide variety of information, it should be explained that public relations is a planned and deliberate function based on two-way communication between an organization and its public with a performance-based outcome. James Grunig has identified four models of public relations, one of which will be the focus of this study. Grunig's model includes: Press Agency/ Publicity - a one-way communication model viewed mainly as conveying information with little or no feedback; Public Information - used mainly as unbiased information dissemination; Two-way Asymmetric - a two-way communication where information goes from the source to the receiver, then back to the source with feedback; the fourth model and focal point of this study is the Two-way Symmetric model—which focuses on the mutual understanding of a purpose using two-way communication, gaining balanced effects. Two-way communication, for the purpose of this campaign, allows the sender to interpret feedback from the receiver then modify that information if needed during later communication.

In an ever-changing society, message or information dissemination is becoming more sophisticated. Effectiveness requires the information source to tailor the information and to better understand its receiver / audience. This allows the audience to understand the source, therefore creating an equally balanced two-way communication.

Because most public relations campaigns goals are to persuade change in the behavior of audiences, the need to know the targeted audience is crucial to the success of the endeavor. Rather than dominating an audience's environment with asymmetric information, using a symmetric model will help practitioners understand and cooperate with their respective audiences. While the three most common or typical models of public relations are press agency, public information and two-way asymmetrical—they seem ineffective when compared to the effects gained with the two-way symmetrical model. The benefits of the two-way symmetric model will be illustrated during this study. However, it must be said that the three previously mentioned models function well for specific purposes—such as simply giving information, like a news release.

To ensure a successful two-way symmetrical campaign, the purpose of the message needs to be determined. To simply change an audience, a two-way asymmetric method would work. However, this method is unbalanced as it leaves the organization to create change with the selected audience. Symmetrical communication, therefore, is balanced and constantly adjusts the relationship between the organization and its public. To illustrate how the two-way symmetric theory will impact this campaign, the certain messages sent out will be monitored, analyzed and re-disseminated. Other messages in the campaign will be left alone to see what, if any, changes are made.

This campaign illustrates how a public relations campaign, based on Grunig's two-way symmetrical model, will work. The campaign's focus is to create awareness for the abuser as well as to create societal pressure for behavioral change. Because there is no efficient way to determine in advance an abuser from a non-abuser, the campaign's target audience will be those most likely to abuse.

For a campaign of this size to work effectively, an accurate measurement of beliefs and attitudes of the target audience had to be gathered to determine what kind of message would be most effective and how it would be delivered. This type of information is needed and is important, due to the nature of the message and how an audience will or will not react to it and how change can be monitored. This is the first step of the two-way symmetric model. The study of this campaign will show that currently held attitudes regarding child abuse can be changed, and that behavior patterns can be modified.

To create change, value and belief systems first have to be examined. Early childhood studies suggest that a person's value system is developed and in place between the ages of 3 to 6.¹⁰ This theory is known as Piaget's theory on child development.¹¹ These studies also suggest that these beliefs and values are heavily influenced by a significant other, such as a parent or grandparent.¹² Because these values and beliefs are obtained from external forces and rarely challenged, this study will show how beliefs can be changed while receiving feedback.

In addition to Piaget's child development theory, a person also goes through a stage of development known as identity transfer. This identity transfer stage is where peer approval and support become important and less emphasis is placed on the self. This level of development reinforces the commonality-bonding theory. The peer group reinforces the likeness or commonality felt by the person or audience which makes the acceptance of the message keyed to that group more likely. It is this level of development which indicates that not only is it important for the message to appeal to the person or audience, but also to the peer group.

Even though a person's values and beliefs are basically solidified at an early age, the values and beliefs held may have been unchallenged. With unchallenged beliefs or values in place, the opportunity for challenge with success by commonality bonding is optimum. William McGuire suggests that many of the values and beliefs held are held for reasons other than a

¹⁰ Henry W. Maier, *Three theories of child development: the contributions of Erik H. Erikson, Jean Piaget, and Robert R. Sears and their applications*. (New York. Harper & Row, 1965).

¹¹ Ibid.

¹² Ibid.

personally thought-out and established system.¹³ Many of the beliefs and values people hold stem from similar beliefs and values which are passed on from a parent or significant other.

The unchallenged belief system comes from William McGuire's Inoculation theory.¹⁴ McGuire's theory is based on the medical analogy which gave it the name, inoculation. He suggests that most people do have unchallenged beliefs and that these beliefs can be easily swayed when attacked. They are easily swayed because people are not used to having to defend their belief systems. Going back to the analogy, McGuire suggests that if someone or something is raised in a germ-free environment, when germs are introduced the person will become vulnerable to infection due to the lack of resistance. A good example of this is the D.A.R.E. drug prevention program designed to keep young people from using drugs. D.A.R.E.'s philosophy is to use prevention rather than intervention. In theory, a good idea—however, once away from the program, temptation to use drugs becomes greater.

To understand how change works, primarily when working with persuasion, the following theories also need to be addressed.

In William Carmack's manuscript, *Planning for Change: A Systems Model*,¹⁵ he outlines three tools of appeal needed to create change – power, education and persuasion. Any combination of these three elements can create change. For the purpose of this thesis, I will only look at the persuasion element.

Persuasion is an element of the change equation which does not revolve around rewards or punishment, but rather around social acceptance.¹⁵ However, there are people who argue that education and persuasion are sometimes the same

¹³ William McGuire and D. Papageorgis, The relative efficacy of various types of prior belief-defense in producing immunity against persuasion. *Journal of Abnormal and Social Psychology*, 1962: 327-337.

¹⁴ Ibid.

¹⁵ William R. Carmack, *Planning for Change: A Systems Model*. (1993).

thing.

In addition to the three elements needed to create change, Carmack lists four stages one goes through on the way to accepting or rejecting change – awareness, salience, intention and action. To ensure success, these four elements play a significant role. Awareness is needed to show the existence of a problem, salience shows the importance of a problem, intention shows probability to take action and action is where something is actually done.¹⁶

The use of persuasion in the mass media is a topic about which people are paying more attention. Advertisers and those in the public relations industry have found that the use of persuasion tactics to encourage change in attitudes and behaviors can be a very effective tool. However, because an attitude is an internal state, it is virtually impossible either to monitor or measure attitudes or detect change in those attitudes.¹⁷

In 1960, Carl Hovland and M.J. Rosenberg suggested that there are three common components of an attitude: an affective component (the evaluation of or the feeling toward something); a cognitive component (perceptual responses or verbal statements of belief) and a behavioral component (overt actions).¹⁸ One large problem associated with trying to measure and define an attitude is that attitude is an internal state which makes direct observation difficult.¹⁹ Regarding this study, attitude change will be measured by feedback.

One of the first steps used in persuasion is to create the feeling of “likeness” with the target audience. Once this is established and the target audience begins to relate to the source, the message or messages channeled to the audience will be more receptive and more understandable.

¹⁶ William R. Carmack, *Planning for Change: A Systems Model*. (1993).

¹⁷ M.J. Rosenberg and C.I. Hovland, Cognitive, affective and behavioral components of attitudes. *Attitude Organization and Change: An Analysis of Consistency Among Attitude Components*, pp. 1-14. (New Haven, Conn.: Yale University Press, 1960).

¹⁸ Ibid.

¹⁹ Ibid.

Credibility is another major component the audience considers when influenced by persuasion tactics.²⁰ The Earth Day environment awareness celebration in 1990 was a prime example of this.²¹ Many celebrities came forward asking for support during this campaign. The response to this was overwhelming. However, in 1988 when the federal government sent the booklet "Understanding AIDS" to nearly every household in the United States, the response was dismal. C. Everett Koop, Surgeon General at the time, was on the cover of the booklet. Even though he was probably the most credible, he was also the most difficult to relate to. If someone such as an entertainer or athlete had been used, the outcome might have been better. Many sources agree that while sincerity and charisma are important, trustworthiness and expertise also play a role. While Koop's expertise and trustworthiness were not questioned, his lack of charisma and charm challenged the effectiveness of the message. The audience's level of education also makes a difference in how it views source credibility. Information given directly from the source is usually more effective than when given from the media.

Carl Hovland and W. Weiss determined in a 1951 experiment that source credibility does play a role in the way a message is received and the action taken from that message.²² Since that time, studies from many different researchers support the impact of source credibility.²³

Fear appeal is another tactic used when trying to arouse or persuade an audience. This type of campaign is common when promoting safe driving to teenagers, or for example when a life insurance company is appealing to an

²⁰ C.I. Hovland, I.L. Janis, and H.H. Kelley, *Communication and Persuasion*. (New Haven, Conn.: Yale University Press, 1953).

²¹ M. Roush, "Earth Day squanders its glut of celebrities. *USA Today*, April 20, 1990: p. 1D.

²² C.I. Hovland, and W. Weiss, The influence of source credibility on communication effectiveness. *Public Opinion Quarterly*, 1951, 15: 633-650.

²³ E. McGinnies, and C.D. Ward, Persuadability as a function of source credibility and locus of control. *Journal of Personality*, 1974, 42: 360-371.

audience by saying, "You need something to help keep your promises, even if you're not there." A good example of this type of campaign involved the film titled, "Scared Straight."²⁴ This film was directed at young offenders by showing them the brutality of prison life.

In the book *Communication and Persuasion*,²⁵ Hovland describes an experiment by researchers Janis and Feshbach which investigates the effectiveness of fear appeals to produce attitude change. This experiment was based on three different messages with three different levels of appeal. The topic they chose was dental hygiene. The experiment was given to a class of freshman at a Connecticut high school. To show minimal fear, a series of illustrations and drawings which represented cavities was shown. For moderate fear appeal, photographs of mild cases of tooth decay were shown. The strong fear appeal campaign used photographs of advanced levels of tooth decay along with messages statements indicating that "This can happen to you." The results of the experiment showed that minimal fear appeal was the most effective.

In 1964, researchers Leventhal and Niles examined the effectiveness of different levels of fear appeal to cigarette smokers.²⁶ A stop smoking campaign was presented at a New York city health exposition, where different levels of fear appeal were used to encourage people to stop smoking. The high fear appeal approach used showed a full-color movie of the removal of a lung. Moderate appeal used the same movie, without showing the graphic lung removal scenes. The low fear approach did not show any movie. The results of this experiment were the exact opposite of the dental hygiene experiment. While this type of campaign can be effective, it can also bring out a defense

²⁴ J.O. Finckenauer, Scared Straight, *Psychology Today*. August, 1979, pp. 6-11.

²⁵ C.I. Hovland, I.L. Janis, and H.H. Kelley, *Communication and Persuasion*. (New Haven, Conn.: Yale University Press, 1953).

²⁶ H. Leventhal and P. Niles, A field experiment on fear arousal with data on the validity of questionnaire measures. *Journal of Personality*, 1964, 32: 459-479.

reaction which may distort the actual message. While fear appeal works in some cases, attempting to bring about changes in people's motivations is highly complex and "Audience motivation through symbolic interaction is terribly complex; we should be wary of infallible motive appeals."²⁷

R.W. Rogers (1975), building on the Leventhal and Niles research, developed a model which summarizes three key elements in the operation of fear appeal: "(1) the magnitude of noxiousness of a depicted event, (2) the probability of that event's occurrence, and (3) the efficacy of a protective response."²⁸ He determined that each component brings a process of cognitive appraisal which helps determine attitude change. In other words, if the portrayed event is believable and likely to happen - attitudes will change; if the event is not believable or likely not to happen, chances are that attitudes will not change. Rogers calls this model a "protection motivation theory of fear appeals and attitude change."²⁹

As mentioned previously, McGuire's inoculation theory rests on the analogy that most people have unchallenged beliefs. This is where the majority of the media have the opportunity to shake up people's beliefs and or attitudes. Their position can be swayed one way or another, simply because they are not used to having to defend their beliefs. Research suggests that this is where people are most susceptible to persuasion.

Attitudes held can, and most always do have a varying motivational base in different people.³⁰ Unless a psychological need is met by the holding of an attitude, we are in a poor position to predict when and how it will change.

²⁷ R.S. Ross, *Understanding Persuasion: Foundations and Practices*. 2nd ed. (Englewood Cliffs, N.J.: Prentice-Hall, 1985).

²⁸ R.W. Rogers, A protection motivation theory of fear appeals and attitude change. *Journal of Psychology*, 1975, 91: 93-114.

²⁹ *Ibid*

³⁰ D. Katz, The functional approach to the study of attitudes. *Public Opinion Quarterly*, 1960, 24: 163-204.

Daniel Katz researched this area and suggests that “both attitude formation and change must be understood in terms of the functions that attitudes serve for the personality.”³¹ He also says that as functions differ, so will the conditions and techniques of attitude change.

Katz identifies the following four basic functions in which attitudes can serve for the personality.³²

1. The instrumental, adjustive, or utilitarian function. These attitudes are held due to the need to maximize the rewards for external environments. An example of this could be voting a certain way to benefit from taxes.

2. The ego-defense function. Attitudes held protect egos from inner unacceptable impulses. An example of this could be racism.

3. The value-expressive function. Attitudes held and expressed through an alternative medium. An example of this could include a person’s strong military or patriotic conviction or a strong commitment to family values.

4. The knowledge function. Attitudes held because they satisfy a desire for knowledge. An example could be a religion or a shared norm of a culture.

Early studies have indicated that people’s verbal reports of their attitudes are not necessarily accurate indicators as to their behaviors.³³ Festinger, who developed the theory of cognitive dissonance, examined this behavior and found that “environmental factors that had produced an original attitude would usually still be operating after that attitude was changed. Thus there would be a tendency for an attitude to revert to its original position after exposure to a persuasive message.”³⁴

Regardless of how a person might feel about a certain subject, actions and

³¹ D. Katz, The functional approach to the study of attitudes. *Public Opinion Quarterly*, 1960, 24: 163-204.

³² Ibid.

³³ L. Festinger, Behavioral support for opinion change. *Public Opinion Quarterly*, 1964, 28: 404-417.

³⁴ Ibid.

behaviors may be completely different. The reason for this, it is said, is that the environment that was present when the belief was developed might still be operative causing the person to revert to the original behavior or attitude.

Staats argued that the attitude is nothing more than a series of emotions established by classic conditioning.³⁵ Staats and Staats studied this by examining a series of words with emotional meanings.³⁶ They studied words which were paired with positive emotions and words with negative emotions. Their research has provided a theoretical explanation which links a person or idea to a word. It is this conditioning of attitudes that advertising exploits. This theory is based on existing attitudes on the basis of prior experience. Advertising is based on conditioning attitudes. Positive word associations through repetitive conditioning is what makes advertising work.

A theory also exists indicating that people process information on television differently from messages in the print media. Krugman developed a theory which says people process messages from television differently than messages from the print media.³⁷ For example, it is easier to incite an emotion from a broadcast medium than a print ad. A person's tone of voice combined with facial expressions make it easy for someone to empathize with because it appears to be a one-on-one interaction. This theory argues that the AIETA model – awareness, interest, evaluation, trial, adoption - applies primarily to the print media. He believes that television and or broadcast mediums are processed by a different hemisphere of the brain, therefore the messages are

³⁵ A.W. Staats, *Learning, Language and Cognition*. (New York: Holt, Rinehart, and Winston, 1968).

³⁶ C.K. Staats and A. W. Staats, Meaning established by classical conditioning. *Journal of Experimental Psychology*, 1957, 54: 74-80.

³⁷ H.E. Krugman, The impact of television advertising: Learning without involvement. *Public Opinion Quarterly*, 1965, 24: 349-356.

– (1972). Why three exposures may be enough. *Journal of Advertising Research* 12, no. 6: 11-14.

– (1977). Memory without recall, exposure without perception. *Journal of Advertising Research* 17, no. 4: 7-12.

processed differently. Because the left brain is more reasonable and rational, the information processed dealing with print media will be different than that of the broadcast media. It suggests that the broadcast medium is processed with little or no involvement. "The theory of low involvement asserts that repetition of exposure has an effect which is not readily apparent until a behavioral trigger comes along."³⁸ This type of behavior is common when formulating a favorable attitude towards a certain beverage, such as beer. If this theory is accurate, it may account for the success of entertainment programs which dictate clothing styles and fads in language.

There are three common techniques used in persuasion: appeal to humor, appeal to sex and repetition of the message. While these three are common, it is important for both the audience and the communicator to understand the importance and their potential misuse.

While humor is a good ice-breaker, it can distract from the message, interfering with attentiveness. However, by getting the audience's attention, the battle is half over.

In addition to appealing to humor, attention is given to other types of emotion. The media are becoming highly skilled at pulling on the heart-strings of their audiences. Emotional persuasion, while controversial, can be highly effective. Persuasion through a triggered emotional response induced by the media can get tremendous results. Persuasive messages with a strong emotional undertone are used with precision every day. These campaigns are used by political figures, advertisers and those in the public relations industry. A politician might use this strategy when lobbying for tighter gun control, by

³⁸ H.E. Krugman, The impact of television advertising: Learning without involvement. *Public Opinion Quarterly*, 1965, 24: 349-356.

– (1972). Why three exposures may be enough. *Journal of Advertising Research* 12, no. 6: 11-14.

– (1977). Memory without recall, exposure without perception. *Journal of Advertising Research* 17, no. 4: 7-12.

showing the family of a victim at a funeral or trying to explain to a young child why a close relative or friend won't ever come home again. Emotional persuasion strategies can also be seen by the Pro-Life supporters of the abortion issue. They show heart-warming video footage of young children playing and footage of parents enjoying these children. While in the background of this video, a voice tells that each of these children was unplanned - but their parents elected to bring them into the world, implying a tremendous tragedy if this had not happened.

Sex sells. It is the appeal to sex that is a common technique in advertising. Sexton and Haberman suggest that over 25 percent of the advertising done contains ads with alluring female models.³⁹ In the same study, Sexton and Haberman showed that ads with "obviously alluring models" increased from 10 percent in 1951 to 27 percent in 1971. However, "advertising serves more to strangle or check every form of desire...than to propose a form of exploration of any sort." Further, "The object advertising offers us is not the object of desire, but an alibi for no longer desiring the object...This world of...goods contains all of the objects necessary to satisfy us. Thanks to advertising, therefore, it is no longer necessary to desire." "In other words, when sex helps sell us a car, we gain interest in the car but loose interest in sex."⁴⁰

The use of sex appeal has been studied for many years, and still researchers are unsure if sex actually sells something. Studies also indicate that sexy models affect the perception of the product, even if there is no logical connection between the two.⁴¹ Researchers Smith and Engel did an experiment

³⁹ D.E Sexton and P. Haberman, Women in magazine advertisements. *Journal of Advertising Research*, 1974, 14, no. 4: 41-46.

⁴⁰ Doris-Louise Haineault and Jean-Yves Roy, Unconscious for Sale: Advertising, Psychoanalysis and Public. *Journalism Quarterly*, Summer 1994: 479.

⁴¹ G.H. Smith and R. Engel, Influence of a female model on perceived characteristics of an automobile. *Proceedings of the 76th Annual Convention of the American Psychological Association*, 1968, 3: 681-682.

which demonstrated this with an automobile ad.⁴² A sexy female model, dressed scantily, is placed in front of an automobile. Another version of this ad only has the car, no model. The subjects rated the automobile in the ad with the sexy female model as a more youthful automobile, better designed, faster and more costly. This study, however, also indicates that “noise” can play a factor in ad effectiveness. Noise, used in this regard, is a disturbance which reduces the clarity or quality of a signal. The noise created might distract from the real purpose of the ad, or be disapproved, misperceived or missed altogether by the audience.

The need for repetition, particularly in advertisements, is suggested by a number of studies. Zielske showed that advertising is quickly forgotten if not continuously exposed.⁴³ With the source credibility research from Hovland and Weiss, and the word classic conditioning work of Staats and Staats, repeating a message helps with the learning process of attitudes and emotional messages.

It is indicated that the target audience may or may not be watching or listening to a certain type of medium at the same time. Another advantage of repetition is the prevention of attitude change due to the process of conditioning. Repetition is effective because it helps the audience remember the message, otherwise advertising is quickly forgotten if a person is not continuously exposed. However, too much repetition can have negative effects. Studies have indicated that the liking of a political candidate and information sought about that candidate were highest with a moderate amount of repetition, but declined

⁴² G.H. Smith and R. Engel, Influence of a female model on perceived characteristics of an automobile. *Proceedings of the 76th Annual Convention of the American Psychological Association*, 1968, 3: 681-682.

⁴³ H.A. Zielske, The remembering and forgetting of advertising. *Journal of Marketing*, 1959, 23, no. 3: 239-243.

when used excessively.⁴⁴ Cacioppo and Petty in 1979 found that message repetition led at first to increasing agreement with the advocated position, but that after a certain point it led to decreasing agreement with the advocated position.⁴⁵ They found repetition led to first decreasing, then increasing, counterargument against the message by the message recipient.⁴⁶

Persuasion theories are undergoing changes regarding how the message is sent out, its portrayal and receipt. More emphasis is being focused toward how the receiver accepts the information being offered. For example, the weight and value rating of the information given can be left to the person receiving the message. Once received, the information can be processed according to attitudes toward the relevance of the object or message.

⁴⁴ J.T. Cacioppo and R.E. Petty, Effects of message repetition and position on cognitive responses, recall, and persuasion. *Journal of Personality and Social Psychology*, 1979, 37: 97-109.

⁴⁵ *Ibid.*

⁴⁶ *Ibid.*

Methodology

According to the National Institute on Alcohol Abuse and Alcoholism, genetic studies indicate that alcoholism tends to run in families and that a genetic vulnerability for alcohol exists. Therefore, it is suspected that the biological factor for alcoholism predisposes children of alcoholics to an increased risk to substance abuse.⁴⁷ There are many similarities between families plagued by substance abuse and child maltreatment populations.

While there is little data to suggest that one problem is the primary cause of the other, the connection between substance abuse and child abuse has been established by the overwhelming amount of data collected by independent researchers and government agencies.

Funds to develop this campaign were given from the Oklahoma Department of Mental Health and Substance Abuse Services. Due to grant obligations and restrictions, the money for this campaign could only be used for replication of materials and placement (media buys). To satisfy the grant, pre-produced materials had to be sought out. Three pre-produced public service announcement campaigns were gathered from Maryland, South Carolina and Houston showing the connection between substance abuse and child maltreatment.

These campaigns were designed and produced by independent marketing, public relations and advertising agencies. Each of these campaigns contained videos, radio spots, newspaper ads, posters and brochures. The Maryland campaign consisted of one poster, seven radio spots, six television spots, six print ads, one brochure, one billboard and one transit card. The South Carolina and

⁴⁷ "Children of Alcoholics: Are they different?" Alcohol Alert, National Institute on Alcohol Abuse and Alcoholism, No. 9, PH 288, (Rockville, MD: Department of Mental Health and Human Services, 1990).

Houston campaigns were similar in content. Each campaign had a theme representative of its message. The Maryland campaign was titled, “Beat your habit, not your kid,” the South Carolina Campaign was titled, “South Carolina Cares,” and Houston, “Project Crackdown.”

For financial reasons, it was decided that the video elements of these campaigns would not be used during the first phase of the Oklahoma campaign. Due to the volume of information contained within the earlier campaigns, focus groups were used to select and narrow down the most effective messages. A focus group composed of mental health professionals, child abuse workers, sociologists, early childhood development professionals, marketing and public relations professionals were shown all three campaigns in their entirety. The group’s main focus was to select the most effective messages for the target audience, those most likely to abuse. The group selected nine audio spots, twelve posters and three brochures, which were from the Maryland and South Carolina campaigns combined.

During this focus group, the members were asked for input regarding Oklahoma statistics about child abuse, such as socioeconomic and gender elements, seasonal patterns, etc. because of each of their respective areas of expertise in this area. Studies show the most likely to abuse are young mothers, ages 18 to 34. However, the focus of this campaign is to create awareness for the abuser as well as to create societal pressure for behavioral change. The information gathered indicated that the target audience age should be 18 to 34, with no other variables included. The data indicated that child abuse crosses all socioeconomic, racial and gender areas. Therefore, a generalized campaign which appeals to 18 to 34-year-old males and females regardless of any other variable was needed for optimum success.

Six focus groups of ten were developed and shown the selected media pieces

for the campaign. To determine which campaign was most effective to the target audience, the evaluations were categorized by those in the focus groups under 35 and over 35 years of age. Of those 60 evaluations, 55 were usable. Thirty-three respondents were in the 35 and under group, and twenty-two were in the over 35 group. One focus group was comprised of workers from both substance abuse prevention and the child abuse areas, with a wide range of ages to help with the group's scope and diversity. The other five focus groups were general in composition with an emphasis toward the target age and had an adequate sampling of males and females, as well as an equal racial mix. Two of the focus groups were students from The University of Oklahoma, one group was from a housing authority project in Tulsa and the other two were randomly selected from O.U. employees. The groups were given evaluation sheets for each section of the test. The group members were asked to rate each component on how well it conveyed the message (language identifiable by the target audience), how effectively the message identified with the target audience and if the emotional element of the message would create awareness or incite change. The data was compiled from the focus groups from which the top three audio, posters and two brochures were selected. Once the campaign was selected, a 1-800 phone number was assigned to the campaign. That number is called "Reachout." The phone number was integrated to each element of the campaign giving someone affected by child abuse an avenue for help.

Once the components of the campaign were chosen, the process switched to determine the best media avenues for the campaign. There are four audience elements of the campaign which need to be accessible by the media outlets, (1) Socioeconomic / geographic, (2) Literacy considerations, (3) Demographic / age considerations, (4) Existing audience research. To address these elements,

research was conducted using *The Media Audit* to determine some of the above mentioned elements. During that research it was discovered that persons in the target audience age who drink beer and or wine listened to the following stations in Oklahoma City: KEBC, KATT, KR XO and KJYO. Population for the 18-34 age target audience in the Oklahoma City area is 266,100. Of that population, KATT radio has 23.7% of the market, KEBC 25.6%, KR XO has 18.3%, and KJYO 17.2%. A new station to the Oklahoma City area is KTST which is unrated, however information gathered from industry professionals indicate that it matches with the target audience demographics.

Using the Oklahoma City target audience of 266,100 - 400 spots aired in the Oklahoma City area during four consecutive weeks reaching 167,900 people (63.1%) at least once. The saturation rate for 80,928 people (48.2%) heard the spots 6.8 times costing 6.4 cents per person.

This same methodology of radio selection was used throughout the state to ensure target audience saturation. Air time was purchased in Oklahoma City, Tulsa, Lawton, Idabel and Enid. Four cities were selected due to their size and geographic location. Enid was selected because it has the highest reported cases of child abuse.

The campaign began September 12, and ended October 9, 1994 for two main reasons. School had recently begun and people tend to be more sensitive to children's needs. Also the State Fair of Oklahoma draws the majority of Oklahoma's population to either Oklahoma City or Tulsa. The population of Oklahoma according to the 1992 Census is 3,145,585. Of that population, 1,785,000 people attended the 1993 State Fair of Oklahoma. Attendance at the 1994 State Fair was 1,860,000. Attendance at the 1993 Tulsa State Fair was estimated at 1,000,000 and surpassed 1,000,000 for 1994. In theory, this means that 63.6% of Oklahoma's population passed through the Oklahoma City area

during the campaign. In addition, 31.8% of the population passed through the Tulsa area during that fair. Without more data available, it's assumable that some of the visitors to the fair were probably repeat attendees.

Capitalizing on the influx of people to central Oklahoma, radio stations handed out brochures and bumper stickers at the fair, in addition to promoting the campaign on the air. In addition, 100 "Beat your habit, not your kid" t-shirts were given away at the fair as a vehicle to create attention to the booth and the campaign issue.

To ensure a successful campaign, three audio spots, 10,000 posters and 50,000 brochures from the "Beat your habit, not your kid" campaign were purchased. In addition, two other posters were chosen from the South Carolina campaign of which 20,000 each were ordered.

Once the elements of the campaign were purchased, ninety 60-second spots were purchased from KRXO which also donated 44 liners (A liner is a short spot mentioned live by the disk jockey). Ninety-two 60 second spots were purchased from KATT which also donated 80 liners and printed the 1-800 number on the back of 25,000 bumper stickers. One hundred and twelve 60-second spots were purchased from KEBC which they matched and donated 20 liners as well as the back of 20,000 bumper stickers. Thirty-eight spots were purchased from KJYO and 68 from KTST. KTST also donated 60 liners. Each of the radio stations also agreed to distribute the brochures and posters at The State Fair of Oklahoma.

In addition to Oklahoma City, 80 radio spots were purchased from KMYZ in Tulsa as well as 80 spots on KTHK, KWEN and 85 spots on KHTT. In Enid, 90 spots were purchased on KNID and KXLS radio. Ninety spots were also purchased on KLAW and KMGZ radio in Lawton and 100 spots were purchased on KBEL radio in Idabel.

Four Sunday edition display newspaper ads were purchased from The Daily Oklahoman, Tulsa World, Enid News and Eagle, Holdenville News, Lawton Constitution, McAlester News-Capital and Democrat and McCurtain Gazette in Idabel which ran throughout the four-week campaign. Brochures and posters for the campaign were distributed throughout state agencies, area prevention resource centers, child abuse centers, domestic violence agencies, hospitals, and other high visibility areas.

Due to the sensitive nature of this campaign, and because many of the callers use other excuses to call, a generic scantron-type intake form was developed. This form records the time and length of call, the age and gender of the caller, if the caller has called before, if the caller is calling for oneself or someone else, the purpose of the call, which issues were discussed (family relations, interpersonal, sex and sexuality, health and physical, mental health, substance abuse, social issues), how the caller heard about the hotline and what county the caller was calling from.

Due to the massive amount of information gathered, this study will only analyze specific sections of the data. Results of the data such as the length of calls and the gender of the caller is irrelevant. The sections analyzed will include: total calls, callers under 18, callers over 18, callers calling for themselves, callers calling for others, callers calling for counseling, callers calling for intervention, callers calling for information, parents calling, siblings calling, spouses calling, other relatives calling, alcohol-related calls, drug-related calls, child-abuse-related calls, domestic violence related calls, callers inspired to call as a result of brochures, callers inspired to call as a result of messages heard over the broadcast media and those inspired to call as a result of newspaper ads, posters and other printed materials.

Because many people call the hotline asking for a certain type of

information but are actually inquiring about something else, many topics had to be outlined on the form. As an example: a person may be calling for himself or herself, but may ask questions as if inquiring for someone else. Another example would be if someone was inquiring about a social problem, but in fact wanted to know about a substance abuse problem. Many times the problem will be approached through the "backdoor."

To measure change, or to see if the campaign worked, Reachout intake forms from September to December 1993 will be compared with September to December 1994. The data will show any change in the volume of callers, the age and gender of the callers, who called—self, friend, relative, etc., the purpose of the call, what issues were discussed, how they heard about the Reachout hotline and what county the caller was calling from. While some of this demographic data is irrelevant to this particular campaign, the data was collected for future data analysis.

To illustrate how the two-way symmetrical theory can impact a campaign, some specific issues will not have supportive data disseminated after the initial kickoff of the campaign. The results from other issues will be analyzed, adjusted and then re-disseminated which will support or encourage the specific areas of the campaign. For example there are issues in the campaign where improvement is not wanted to show how the two-way symmetrical theory works. After the kickoff, some of the information will be changed along with how the message is disseminated to single-out certain issues, thus stimulating an increase or decrease in calls to Reachout.

Results

As a result of the campaign, there was an increase in nearly all of the Reachout categories analyzed. The data showed that the campaign was successful and that a public relations campaign can address a social problem. In addition, the research shows that a two-way symmetrical campaign does improve the overall results of the data. The data shows by constantly adjusting the message, and or how the delivery of the message is adjusted to the target audience, it increases the efficiency of the message, whether the goal is to increase a message or de-emphasize a topic.

To illustrate how the two-way symmetrical theory was tested, the initial pieces of the campaign solicited callers to call Reachout for “help.” While calls to Reachout drastically increased, it was the campaign’s purpose to simply offer information about this social problem and to give phone numbers to people who wanted more information about the issues. Reachout was designed to be an information center rather than a crisis intervention phone bank.

After the initial campaign began (September), the campaign’s message was changed to “If you or someone you know is affected by child abuse, call Reachout at 1800-522-9054 for information.” As a result from changing the text, the feedback received from calls indicated that a lot of strong, positive influence to call was primarily coming from newspapers and posters. Therefore, the feedback gathered from September was analyzed, brochures and posters were then disseminated throughout the state with an emphasis toward women’s centers, hospitals, domestic violence agencies, restaurants, shopping malls, movie theaters and child care centers where a high level of interest might be generated. In addition, newspaper ads were targeted to area-specific locations throughout the state with high child abuse rates. As each month of the campaign ended, a sample of the analysis used for September was followed for each upcoming month to increase the number of calls to Reachout. It was important for the information gathered to be analyzed, altered or tailored to the target audience, then re-

disseminated. Because it was impossible to make constant changes in the printed material or the radio ads, the most effective way for the two-way symmetric model to work was to adjust the delivery of the message. That process must remain constant to enforce, emphasize or de-emphasize the message directed to the audience.

As mentioned in the introduction of this study, four tasks needed to be addressed by the message: (1) Clarify and dispel the misconception that there are socioeconomic, geographic or racial dispositions to the problem; (2) It needed to clarify the misconception that various types of child abuse and neglect are malicious and real; (3) It needed to speak to the abusers themselves, since concern about harm to children could be a strong influence on abusers, particularly where the cyclical influence of one generation on the next is involved; (4) It needed to point out the abuse of alcohol and the neglect of children, two widespread instances where denial is the greatest. The relationship between tasks three and four foster the connection of substance abuse and child abuse.

In all of the areas targeted, the campaign did address these tasks. By the way the messages were designed and delivered, they did cross all socioeconomic, geographic and racial dispositions. This was not something that was measured during the campaign, however it was analyzed during the early screening phases of the campaign. Because the campaign needed to cross all racial dispositions, the material selected encompassed a general racial mix of the target audience. During the preliminary stages of the campaign, it was discovered from many of the focus groups that many of the minority races were very sensitive to the possibility of being stereotyped. By selecting neutral skin-toned pictures for the printed material and voice-types that could be recognized as either white or black, the potential for racial tension due to the possibility of being stereotyped was eased. The main headline for the brochure and one poster design, "Substance abuse isn't a black and white issue...It's black and blue," clearly illustrated how malicious child abuse is. The third task of speaking directly to the abuser was

probably the most successful element tackled by the campaign. The pictures used in the brochure and posters, along with the language chosen for the radio spots sent a direct message to the abuser which, from the indication of the amount of calls to Reachout was easy for them to relate to. The rate increase in categories specific to abusers, such as calling for self, alcohol and drug related calls illustrate how the message influenced or persuaded abusers to call. Much of section four can be combined with section three. The language and pictures used in the campaign show how child abuse and neglect does impact the lives and well-being of a child. From the data received, the largest impact of the campaign came from addressing tasks three and four. The direction of the message to the target audience combined with an emotional appeal to those affected by child abuse made the campaign a success.

In addition, the two main focuses of this study are to create awareness by the abuser as well as to create societal pressure for behavioral change. The more obvious measurable results from the campaign came from the awareness elements for abusers or potential abusers. It is the abuser awareness focus which resulted in many of the calls to Reachout. However, the second element of the focus is more difficult to measure. A tangible way to measure the amount of societal pressure created by the campaign is to look at the increased rate of requests for materials by the general public, the increased amount of attention to this issue by the media and the high carryover rate of calls to Reachout which have all happened and are continuing.

For the purposes of this campaign, the two-way symmetrical method showed that the dissemination-feedback-adjustment/re-disseminate process did impact the campaign's results. For example, there were several issues that were adjusted throughout the campaign to ensure its success: callers over 18, callers calling for themselves, callers requesting information, parents calling, alcohol and child abuse related calls and callers calling as a result of a broadcast message. There was an increase in most of these categories, or at least a steady volume of callers

requesting information about their respective areas. However, as a direct result of adjusting the message and how it was delivered, several other areas increased as well. Domestic violence, spouse relations, and other relations, also had a high volume of calls. Areas such as “counseling” and “persons under 18”, are areas that were not encouraged and illustrate how the numbers fell after the campaign when no supportive data was sent after the initial campaign kickoff.

The carryover of calls after the broadcast kickoff of 30 second commercials promoting the prevention of child abuse has had a lasting effect. However, there is an interesting development regarding the increasing numbers after the broadcast element of the campaign. In addition to the purchased 30 second radio spots, every radio station in the state was sent the same spots and ask to play them as 30 second public service announcements. As a result of this furtherance of the campaign, there was a significant increase in the number of calls to Reachout.

To show the significance of the increased change, a control element was integrated into the evaluation of the data. A separate telephone number titled Safeline, manned by professionals within the Department of Mental Health and Substance Abuse Services, devoted to domestic violence, was the control element. The data measured for Safeline was the same as for Reachout, however, Safeline was not involved in a campaign. As an example to show the difference between the two phone lines, the Safeline data showed on average that there was a decrease in the number of calls pertaining to domestic violence while domestic violence calls to Reachout increased.

The summary for total calls to Reachout showed the following increase when 1994 was compared to 1993: September showed an increase of 164.66% (266 to 704), October increased 88.05% (477 to 897), November 134.80% (342 to 803) and December 106.23% (337 to 695). When compared to Safeline, the same data revealed a decrease of 46.02% in September (113 to 61), a decrease of 39.50% in October (119 to 72), a 26.74% decrease in November (86 to 63) and an increase of 3.17% in December (63 to 65). December marked the close the campaign.

See tables 5 and 6.

Perhaps the easiest way to visualize the overall increase in each category is to average the respective rates of change. The average increase in the total number of calls was 123%. The increase of callers under 18 was 47%. The increase of callers over 18 was 129%. The increase of callers calling for themselves was 183%. The increase of callers calling for someone else was 32%. The increase of callers calling for counseling was 88%. The increase of callers calling for intervention was 219%. While the increase of intervention improved, it was not wanted or solicited. The increase of callers calling for information was 182%. The increase of parents calling was 4,637.5%. The increase of siblings calling was 6%. The increase of calls from spouses was 80.5%. The increase from other callers was 262.5%. The increase in the number of alcohol related calls was 521%. The increase in the amount of drug related calls was 28%. The increase in the amount of child abuse related calls was 750%. Calls relating to domestic violence increased 150%. Callers who said they were influenced to call from brochures decreased by 38%. Callers who said they were influenced to call as a result of material broadcast increased 18,680%. Callers who said they were influenced to call as a result of newspaper ads, posters and other printed material increased 743.5%. Tables 1–4 illustrate the changes.

Table 1

| September 1993 | | | September 1994 | | | September 1993 | | | September 1994 | | |
|-----------------------------|-----|-----|----------------|-----------------------------|-----|----------------------------|----------|--|----------------|--|--|
| Reachout Summary Data | | | Rate of Change | | | Control Element - Safeline | | | | | |
| Total Calls | 266 | 704 | 164.66% | Total Calls | 113 | 61 | -46.02% | | | | |
| Age: Under 18 | 20 | 41 | 105.00% | Age: Under 18 | 10 | 7 | -30.00% | | | | |
| Age: Over 18 | 245 | 652 | 166.12% | Age: Over 18 | 101 | 53 | -47.52% | | | | |
| Caller: Self | 151 | 539 | 256.95% | Caller: Self | 67 | 44 | -34.33% | | | | |
| Caller: Other | 115 | 158 | 37.39% | Caller: Other | 45 | 15 | -66.67% | | | | |
| Purpose: Counseling | 17 | 55 | 223.53% | Purpose: Counseling | 17 | 17 | 0.00% | | | | |
| Purpose: Intervention | 4 | 16 | 300.00% | Purpose: Intervention | 2 | 7 | 250.00% | | | | |
| Purpose: Information | 103 | 228 | 121.36% | Purpose: Information | 53 | 16 | -69.81% | | | | |
| Relation: Parent | 0 | 18 | 18000.00% | Relation: Parent | 2 | 3 | 50.00% | | | | |
| Relation: Sibling | 5 | 4 | -20.00% | Relation: Sibling | 3 | 0 | -100.00% | | | | |
| Relation: Spouse | 7 | 10 | 42.86% | Relation: Spouse | 7 | 6 | -14.29% | | | | |
| Relation: Other | 1 | 3 | 200.00% | Relation: Other | 2 | 1 | -50.00% | | | | |
| Alcohol Related Call | 45 | 462 | 926.67% | Alcohol Related Call | 5 | 1 | -80.00% | | | | |
| Drug Related Call | 44 | 61 | 38.64% | Drug Related Call | 3 | 3 | 0.00% | | | | |
| Issue: Child Abuse | 2 | 18 | 800.00% | Issue: Child Abuse | 12 | 13 | 8.33% | | | | |
| Issue: Domestic Violence | 14 | 36 | 157.14% | Issue: Domestic Violence | 74 | 32 | -56.76% | | | | |
| Referral: Brochure | 3 | 4 | 33.33% | Referral: Brochure | 8 | 2 | -75.00% | | | | |
| Referral: Broadcast | 133 | 346 | 160.15% | Referral: Broadcast | 58 | 0 | -100.00% | | | | |
| Referral: Newspaper / Other | 130 | 345 | 165.38% | Referral: Newspaper / Other | 47 | 59 | 25.53% | | | | |

Table 2

| | | October 1993 | October 1994 | | | October 1993 | October 1994 | |
|------------------------------|-----|--------------|--------------|-----------------------------|-----|-----------------------------------|--------------|--|
| Reachout Summary Data | | | | Rate of Change | | Control Element - Safeline | | |
| Total Calls | 477 | 897 | 88.05% | Total Calls | 119 | 72 | -39.50% | |
| Age: Under 18 | 40 | 60 | 50.00% | Age: Under 18 | 13 | 6 | -53.85% | |
| Age: Over 18 | 435 | 826 | 89.89% | Age: Over 18 | 106 | 65 | -38.68% | |
| Caller: Self | 301 | 642 | 113.29% | Caller: Self | 75 | 47 | -37.33% | |
| Caller: Other | 176 | 245 | 39.20% | Caller: Other | 43 | 24 | -44.19% | |
| Purpose: Counseling | 33 | 58 | 69.70% | Purpose: Counseling | 12 | 15 | 25.00% | |
| Purpose: Intervention | 7 | 22 | 214.29% | Purpose: Intervention | 3 | 6 | 100.00% | |
| Purpose: Information | 131 | 435 | 232.06% | Purpose: Information | 50 | 26 | -48.00% | |
| Relation: Parent | 3 | 9 | 200.00% | Relation: Parent | 1 | 0 | -100.00% | |
| Relation: Sibling | 6 | 5 | -16.67% | Relation: Sibling | 1 | 1 | 0.00% | |
| Relation: Spouse | 6 | 19 | 216.67% | Relation: Spouse | 12 | 8 | -33.33% | |
| Relation: Other | 4 | 10 | 150.00% | Relation: Other | 4 | 4 | 0.00% | |
| Alcohol Related Call | 114 | 604 | 429.82% | Alcohol Related Call | 6 | 3 | -50.00% | |
| Drug Related Call | 63 | 92 | 46.03% | Drug Related Call | 1 | 2 | 100.00% | |
| Issue: Child Abuse | 1 | 13 | 1200.00% | Issue: Child Abuse | 2 | 18 | 800.00% | |
| Issue: Domestic Violence | 14 | 33 | 135.71% | Issue: Domestic Violence | 85 | 45 | -47.06% | |
| Referral: Brochure | 12 | 7 | -41.67% | Referral: Brochure | 12 | 5 | -58.33% | |
| Referral: Broadcast | 124 | 448 | 261.29% | Referral: Broadcast | 1 | 0 | -100.00% | |
| Referral: Newspaper / Other | 340 | 432 | 27.06% | Referral: Newspaper / Other | 106 | 65 | -38.68% | |

Table 3

| | | November 1993 | November 1994 | | | November 1993 | November 1994 | |
|------------------------------|-----|---------------|---------------|-----------------------------|----|-----------------------------------|---------------|--|
| Reachout Summary Data | | | | Rate of Change | | Control Element - Safeline | | |
| Total Calls | 342 | 803 | 134.80% | Total Calls | 86 | 63 | -26.74% | |
| Age: Under 18 | 36 | 44 | 22.22% | Age: Under 18 | 8 | 3 | -62.50% | |
| Age: Over 18 | 306 | 752 | 145.75% | Age: Over 18 | 78 | 60 | -23.08% | |
| Caller: Self | 191 | 588 | 207.85% | Caller: Self | 52 | 44 | -15.38% | |
| Caller: Other | 151 | 207 | 37.09% | Caller: Other | 32 | 19 | -40.63% | |
| Purpose: Counseling | 37 | 47 | 27.03% | Purpose: Counseling | 12 | 18 | 50.00% | |
| Purpose: Intervention | 8 | 9 | 12.50% | Purpose: Intervention | 4 | 1 | -75.00% | |
| Purpose: Information | 103 | 308 | 199.03% | Purpose: Information | 42 | 18 | -57.14% | |
| Relation: Parent | 1 | 5 | 400.00% | Relation: Parent | 0 | 1 | 100.00% | |
| Relation: Sibling | 5 | 3 | -40.00% | Relation: Sibling | 3 | 0 | -100.00% | |
| Relation: Spouse | 8 | 9 | 12.50% | Relation: Spouse | 7 | 1 | -85.71% | |
| Relation: Other | 5 | 10 | 100.00% | Relation: Other | 2 | 3 | 50.00% | |
| Alcohol Related Call | 102 | 542 | 431.37% | Alcohol Related Call | 0 | 3 | 300.00% | |
| Drug Related Call | 68 | 70 | 2.94% | Drug Related Call | 2 | 2 | 0.00% | |
| Issue: Child Abuse | 2 | 16 | 700.00% | Issue: Child Abuse | 7 | 7 | 0.00% | |
| Issue: Domestic Violence | 19 | 43 | 126.32% | Issue: Domestic Violence | 58 | 36 | -37.93% | |
| Referral: Brochure | 14 | 6 | -57.14% | Referral: Brochure | 4 | 3 | -25.00% | |
| Referral: Broadcast | 1 | 398 | 39700.00% | Referral: Broadcast | 0 | 0 | 0.00% | |
| Referral: Newspaper / Other | 322 | 397 | 23.29% | Referral: Newspaper / Other | 80 | 60 | -25.00% | |

Table 4

| | | December 1993 | December 1994 | | | December 1993 | December 1994 | |
|------------------------------|-----|---------------|---------------|-----------------------------|----|-----------------------------------|---------------|--|
| Reachout Summary Data | | | | Rate of Change | | Control Element - Safeline | | |
| Total Calls | 337 | 695 | 106.23% | Total Calls | 63 | 65 | 3.17% | |
| Age: Under 18 | 38 | 42 | 10.53% | Age: Under 18 | 5 | 6 | 20.00% | |
| Age: Over 18 | 299 | 648 | 116.05% | Age: Over 18 | 58 | 58 | 0.00% | |
| Caller: Self | 217 | 553 | 154.84% | Caller: Self | 44 | 41 | -6.82% | |
| Caller: Other | 119 | 135 | 13.45% | Caller: Other | 19 | 22 | 15.79% | |
| Purpose: Counseling | 33 | 43 | 30.30% | Purpose: Counseling | 12 | 9 | -25.00% | |
| Purpose: Intervention | 2 | 9 | 350.00% | Purpose: Intervention | 1 | 3 | 200.00% | |
| Purpose: Information | 93 | 257 | 176.34% | Purpose: Information | 18 | 25 | 38.89% | |
| Relation: Parent | 2 | 1 | -50.00% | Relation: Parent | 0 | 0 | 0.00% | |
| Relation: Sibling | 0 | 1 | 100.00% | Relation: Sibling | 1 | 3 | 200.00% | |
| Relation: Spouse | 2 | 3 | 50.00% | Relation: Spouse | 5 | 1 | -80.00% | |
| Relation: Other | 2 | 14 | 600.00% | Relation: Other | 1 | 2 | 100.00% | |
| Alcohol Related Call | 122 | 482 | 295.08% | Alcohol Related Call | 2 | 2 | 0.00% | |
| Drug Related Call | 52 | 64 | 23.08% | Drug Related Call | 1 | 1 | 0.00% | |
| Issue: Child Abuse | 2 | 8 | 300.00% | Issue: Child Abuse | 6 | 9 | 50.00% | |
| Issue: Domestic Violence | 10 | 28 | 180.00% | Issue: Domestic Violence | 47 | 40 | -14.89% | |
| Referral: Brochure | 27 | 4 | -85.19% | Referral: Brochure | 8 | 4 | -50.00% | |
| Referral: Broadcast | 0 | 346 | 34600.00% | Referral: Broadcast | 0 | 0 | 0.00% | |
| Referral: Newspaper / Other | 12 | 343 | 2758.33% | Referral: Newspaper / Other | 1 | 60 | 5900.00% | |

As mentioned earlier, there are many persuasion methods used to create change. The most relevant to this campaign is emotion. Because there are so many elements which relate to emotion, the word can be viewed as an umbrella term consisting of fear, humor, sex and anger. Under that umbrella, the fear element of emotion played a large role in this campaign.

The campaign was designed to tug at the heart-strings of the target audience by using an emotional appeal with a hint of fear. Because of the nature of the message and campaign, the information both persuaded as well as informed the audience. To effectively reach the audience, the information that was to be disseminated was worded and tailored to have an emotional approach designed to appeal to the audience.

Table 5: Rate of Change – Reachout

| | September 1993 to 1994 Rate of Change | October 1993 to 1994 Rate of Change | November 1993 to 1994 Rate of Change | December 1993 to 1994 Rate of Change |
|---------------------------|---|---|--|--|
| Total Calls | 164.66% | 88.05% | 134.80% | 108.23% |
| Age: Under 18 | 105.00% | 50.00% | 22.22% | 10.53% |
| Age: Over 18 | 166.12% | 89.89% | 145.75% | 116.05% |
| Caller: Self | 256.95% | 113.29% | 207.85% | 154.84% |
| Caller: Other | 37.39% | 39.20% | 37.08% | 13.45% |
| Purpose: Counseling | 223.53% | 69.70% | 27.03% | 30.30% |
| Purpose: Intervention | 300.00% | 214.29% | 12.50% | 350.00% |
| Purpose: Information | 121.36% | 232.06% | 199.03% | 178.34% |
| Relation: Parent | 18000.00% | 200.00% | 400.00% | -50.00% |
| Relation: Sibling | -20.00% | -16.67% | -40.00% | 100.00% |
| Relation: Spouse | 42.86% | 216.67% | 12.50% | 50.00% |
| Relation: Other | 200.00% | 150.00% | 100.00% | 600.00% |
| Alcohol Related Call | 926.67% | 429.82% | 431.37% | 295.08% |
| Drug Related Call | 38.64% | 46.03% | 2.94% | 23.08% |
| Issue: Child Abuse | 800.00% | 1200.00% | 700.00% | 300.00% |
| Issue: Domestic Violence | 157.14% | 135.71% | 126.32% | 180.00% |
| Referral: Brochure | 33.33% | -41.67% | -57.14% | -85.19% |
| Referral: Broadcast | 160.15% | 261.29% | 39700.00% | 34600.00% |
| Referral: Newspaper/Other | 165.38 | 27.06% | 23.29% | 2758.33% |

Table 6: Rate of Change – Safeline

| | September 1993 to 1994 Rate of Change | October 1993 to 1994 Rate of Change | November 1993 to 1994 Rate of Change | December 1993 to 1994 Rate of Change |
|---------------------------|---|---|--|--|
| Total Calls | -46.02% | -39.50% | -26.74% | 3.17% |
| Age: Under 18 | -30.00% | -53.85% | -82.50% | 20.00% |
| Age: Over 18 | -47.52% | -38.68% | -23.08% | 0.00% |
| Caller: Self | -34.33% | -37.33% | -15.38% | -6.82% |
| Caller: Other | -66.67% | -44.19% | -40.83% | 15.79% |
| Purpose: Counseling | 0.00% | 25.00% | 50.00% | -25.00% |
| Purpose: Intervention | 250.00% | 100.00% | -75.00% | 200.00% |
| Purpose: Information | -69.81% | -48.00% | -57.14% | 38.89% |
| Relation: Parent | 50.00% | -100.00% | 100.00% | 0.00% |
| Relation: Sibling | -100.00% | 0.00% | -100.00% | 200.00% |
| Relation: Spouse | -14.29% | -33.33% | -85.71% | -80.00% |
| Relation: Other | -50.00% | 0.00% | 50.00% | 100.00% |
| Alcohol Related Call | -80.00% | -50.00% | 300.00% | 0.00% |
| Drug Related Call | 0.00% | 100.00% | 0.00% | 0.00% |
| Issue: Child Abuse | 8.33% | 800.00% | 0.00% | 50.00% |
| Issue: Domestic Violence | -56.76% | -47.06% | -37.93% | -14.89% |
| Referral: Brochure | -75.00% | -58.33% | -25.00% | -50.00% |
| Referral: Broadcast | -100.00% | -100.00% | 0.00% | 0.00% |
| Referral: Newspaper/Other | 25.53% | -38.68% | -25.00% | 5900.00% |

Conclusion

The application used when implementing the campaign was sound and allowed useful data to be delivered and analyzed for this campaign as well as for future use. The findings of the campaign were not really surprising, however the unusually high increase in the number of calls was something no one expected.

Because the campaign was such a success, Jan Hardwick of the Oklahoma Department of Mental Health and Substance Abuse Services is seeking funding to continue this campaign on an annual basis. The studies generated from the Oklahoma Department of Mental Health offices combined with regional and national data show that child abuse and neglect reporting is increasing. Sadly, so is child abuse.

To increase the success rate of the campaign for future purposes, it would be beneficial to integrate a television element into the campaign. While the printed material and radio material did impact the audience, the level of persuasion that television has with its viewing audience could bring this campaign to a higher level by gaining more reach with additional visibility. The combination of both television and radio and the power they both have regarding their ability to persuade, create change or challenge beliefs will help with the visibility of this social problem.

Probably one of the largest fundamental weaknesses of the campaign was the personnel charting the activity at Reachout. It was very difficult to recover data from some of the intake forms because they were completed very haphazardly. It seems that the phone operators were concentrating on the actual call, rather than the accuracy of the intake form. The decrease of those influenced to call from brochures illustrates this, since historically brochures

are very cost-effective in gaining visibility and stimulating action.

Another weakness of the campaign was once the callers called, it was impossible to track what happened to the caller. For future purposes, it would be better to have some sort of a tracking system which will show what kind of activity is happening or has happened to each of the callers.

Some of the more positive activities that went on during the campaign were the booth at the two state fairs and many of the health fairs. The visibility gained at the two state fairs seemed to be the single largest event, while the results of the brochures was disappointing, thousands of brochures and posters were taken.

While many state agencies are faced with a diverse field of social problems, many of the organizations do not know how to tackle the problem of targeting an audience and sending a message to them. In an very crude way, many state officials and mental health administrators and workers viewed this campaign as a benchmark for other programs and campaigns. The increased community awareness gained from this campaign illustrates how a measurable program can be developed and implemented with a certain amount of planning and research. While a two-way symmetrical campaign may be too costly for some, for others it is simply the best and most accurate way to achieve a specific goal.

This campaign should be used as a benchmark study because it has established a barometer of attitudes toward child abuse and has shown that there is an interest from this target audience in gaining information. In addition, the same measurement tools could be left in place allowing for a fairly easy transition into another campaign in which the newly gained data could be compared with the existing data from this campaign to determine the success or fail rate of the campaign.

Because of the limited exposure by those in non-profit agencies to advertising and target audience practices, this campaign helped enlighten those unfamiliar with practical public relations skills needed to ensure a campaign's success. So often, especially in the non-profit arena, it is easy to be overwhelmed by a campaign's goals resulting in the "Ready, Fire, Aim" mentality.

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Appendix

Sample Focus Group form

Focus Group - Admin

| Session | Topic | Facilitator | Observer | Notes |
|------------|-------|-------------|----------|---------|
| Session 01 | Admin | [Name] | [Name] | [Notes] |
| Session 02 | Admin | [Name] | [Name] | [Notes] |
| Session 03 | Admin | [Name] | [Name] | [Notes] |
| Session 04 | Admin | [Name] | [Name] | [Notes] |
| Session 05 | Admin | [Name] | [Name] | [Notes] |
| Session 06 | Admin | [Name] | [Name] | [Notes] |
| Session 07 | Admin | [Name] | [Name] | [Notes] |
| Session 08 | Admin | [Name] | [Name] | [Notes] |
| Session 09 | Admin | [Name] | [Name] | [Notes] |

Group _____

FOCUS GROUP – AUDIO

NAME _____ CITY _____ OCCUPATION _____

OVER 35 UNDER 35

| <i>SELECTION</i> | <i>RATING</i> | | | | | <i>COMMENTS</i> |
|------------------|---------------|---|---|---|----------------|-----------------|
| | poor 1 | 2 | 3 | 4 | excellent 5 | |
| Audio #1 | | | | | | |
| Audio #2 | | | | | | |
| Audio #3 | | | | | | |
| Audio #4 | | | | | | |
| Audio #5 | | | | | | |
| Audio #6 | | | | | | |
| Audio #7 | | | | | | |
| Audio #8 | | | | | | |
| Audio #9 | | | | | | |

Sample Focus Group Form

Reachout Intake Form

OKLAHOMA DEPARTMENT OF MENTAL HEALTH AND SUBSTANCE ABUSE SERVICES HOTLINE TELEPHONE RECORD

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| DATE: <input type="text"/> <table border="1" style="font-size: small; border-collapse: collapse; width: 100%;"> <tr><td>0</td><td>1</td><td colspan="7"></td></tr> <tr><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr> <tr><td>0</td><td>1</td><td>2</td><td>3</td><td colspan="6"></td></tr> <tr><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr> <tr><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr> <tr><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr> </table> | 0 | 1 | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 | 1 | 2 | 3 | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | BEGINNING TIME: <input type="text"/> <table border="1" style="font-size: small; border-collapse: collapse; width: 100%;"> <tr><td>0</td><td>1</td><td>2</td><td colspan="7"></td></tr> <tr><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr> <tr><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td colspan="5"></td></tr> <tr><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr> <tr><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr> </table> | 0 | 1 | 2 | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 | 1 | 2 | 3 | 4 | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | LENGTH OF CALL IN MINUTES: <input type="text"/> <table border="1" style="font-size: small; border-collapse: collapse; width: 100%;"> <tr><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr> <tr><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr> <tr><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr> <tr><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr> <tr><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr> </table> | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 0 | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 1 | 2 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 1 | 2 | 3 | 4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| | | | |
|------------------------------|---|---|---|
| PHONE LINE: | <input type="checkbox"/> AIDS Mail <input type="checkbox"/> Office Reachout (L) | <input type="checkbox"/> Reachout (W) Safeline <input type="checkbox"/> TDD Teenline (L) | <input type="checkbox"/> Teenline (W) Walk-in |
| CALLED BEFORE?: | <input type="checkbox"/> Y <input type="checkbox"/> N | CONTINUAL CALLER?: | <input type="checkbox"/> Y <input type="checkbox"/> N |
| AGE OF CALLER: | <input type="checkbox"/> Under 10 <input type="checkbox"/> 10 - 14 <input type="checkbox"/> 15 - 24 <input type="checkbox"/> Adult | | |
| CALLER IS CALLING AS: | <input type="checkbox"/> Friend Law Enf. <input type="checkbox"/> Parent Professional <input type="checkbox"/> Relative Self <input type="checkbox"/> Spouse Student <input type="checkbox"/> Other | | |

| | | |
|-------------------------------|--|--|
| PURPOSE OF CALL: | <input type="checkbox"/> Counseling/Support Crisis Intervention <input type="checkbox"/> Information Printed Information <input type="checkbox"/> Referral Video | |
| ISSUES DISCUSSED: | | |
| Family Relations: | <input type="checkbox"/> Parent <input type="checkbox"/> Sibling <input type="checkbox"/> Spouse <input type="checkbox"/> Other | |
| Interpersonal: | <input type="checkbox"/> Boy/Girl <input type="checkbox"/> Peer <input type="checkbox"/> Sexual Relationship <input type="checkbox"/> Other | |
| Sex & Sexuality: | <input type="checkbox"/> Rape Sex <input type="checkbox"/> Sexual Assault/Abuse <input type="checkbox"/> Sexual Orientation <input type="checkbox"/> Other | |
| Health & Physical: | <input type="checkbox"/> Abortion <input type="checkbox"/> Contraception <input type="checkbox"/> Medical <input type="checkbox"/> STD <input type="checkbox"/> AIDS <input type="checkbox"/> Eating Disorder/ Body Image <input type="checkbox"/> Pregnancy <input type="checkbox"/> Other | |
| Mental Health: | <input type="checkbox"/> Alzheimers <input type="checkbox"/> Depression <input type="checkbox"/> Serious Persistent Mental Illness <input type="checkbox"/> Suicide Mention <input type="checkbox"/> Anxiety <input type="checkbox"/> General Mental Health Information <input type="checkbox"/> Suicide Attempt <input type="checkbox"/> Suicide Plan <input type="checkbox"/> Death/Grief <input type="checkbox"/> Loneliness <input type="checkbox"/> Other | |
| Substance Abuse: | <input type="checkbox"/> Alcohol <input type="checkbox"/> Drugs <input type="checkbox"/> Prescription Drugs/Over-the-Counter | |
| Social Issues: | <input type="checkbox"/> Aging <input type="checkbox"/> Divorce <input type="checkbox"/> Employment/Career <input type="checkbox"/> Homeless/Shelter <input type="checkbox"/> Legal <input type="checkbox"/> School <input type="checkbox"/> Child Abuse <input type="checkbox"/> DV <input type="checkbox"/> Financial <input type="checkbox"/> Homicide <input type="checkbox"/> Runaway <input type="checkbox"/> Other <input type="checkbox"/> Criminal Behavior | |

174090

| | | |
|--|---|--|
| Add to Mailing List? <input type="checkbox"/> Y <input type="checkbox"/> N | Back-up Used? <input type="checkbox"/> Y <input type="checkbox"/> N | Call Traced? <input type="checkbox"/> Y <input type="checkbox"/> N |
|--|---|--|

HOW DID CALLER HEAR ABOUT THE HOTLINE? Brochure Radio Other
 Newspaper TV

FROM WHAT COUNTY DID THE CALLER CALL:

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |

DON'T FORGET TO COMPLETE NARRATIVE SECTION ON REVERSE SIDE

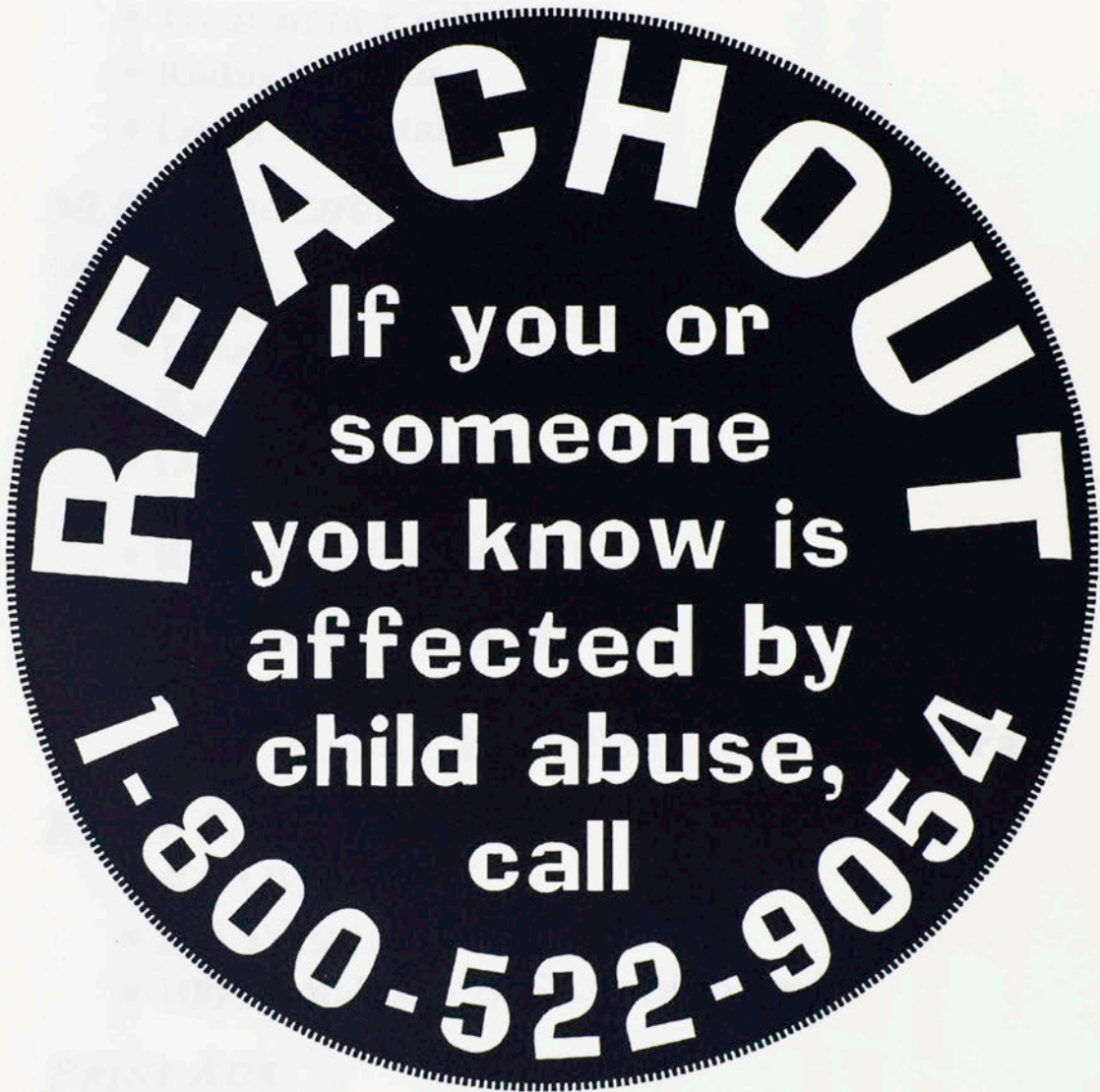
T-Shirt Design - Front

Substance abuse isn't a
BLACK AND WHITE
issue.

**IT'S
BLACK AND BLUE.**

**BEAT YOUR HABIT,
NOT YOUR KID.**

T-Shirt Design - Back



Component Distribution

50,000 POSTERS

- Area Prevention Resources
- Treatment Facilities
- Radio Stations
- Local Hospitals

50,000 BROCHURES

(A)

- Area Prevention Resources
- Treatment Facilities
- Radio Stations
- Local Hospitals

(B)

- Reachout (call for info.)

45,000 BUMPER STICKERS

- KATT Radio – To be distributed at State Fair
- KEBC Radio – To be distributed at State Fair

RADIO SPOTS

- 400 Oklahoma City
- 200 Tulsa (approx.)
- 100 Remainder of State (approx.)

PRINT ADS

- Daily Oklahoman (4 Weeks)
- Tulsa World (4 Weeks)
- Remainder of State (4 Weeks)

TOTAL POPULATION OF OKLAHOMA (92 CENSUS) 3,145,585

Visitors at the '93 State Fair of Oklahoma 1,785,000
Expected Visitors to the '94 State Fair of Oklahoma 2,000,000 +

Visitors at the '93 Tulsa State Fair 1,000,000
Expected Visitors to the '94 Tulsa State Fair 1,000,000 +

THIS YEAR, 63.6 % OF THE POPULATION WILL BE IN OKLAHOMA CITY DURING THE FAIR.

31.8 % OF THE POPULATION WILL BE IN TULSA DURING THEIR FAIR.

To capitalize on the influx of people to central Oklahoma, Radio Stations will hand out brochures and bumper stickers at the fair, in addition to promoting the campaign on the air.

The cost of reaching each target person an average of 6.8 times is 6.4 cents.

Oklahoma Population / State Fair Attendance

OKLAHOMA CITY RADIO CAMPAIGN

Total 18 - 34 Population 266,100

Percentage of Audience who buy beer and the Station listened to:

| | |
|----------------|----------------|
| - KEBC | 25.6 % |
| - KATT | 23.7 % |
| - KR XO | 18.3 % |
| - KJYO | 17.2 % |
| - KTST | Unrated |

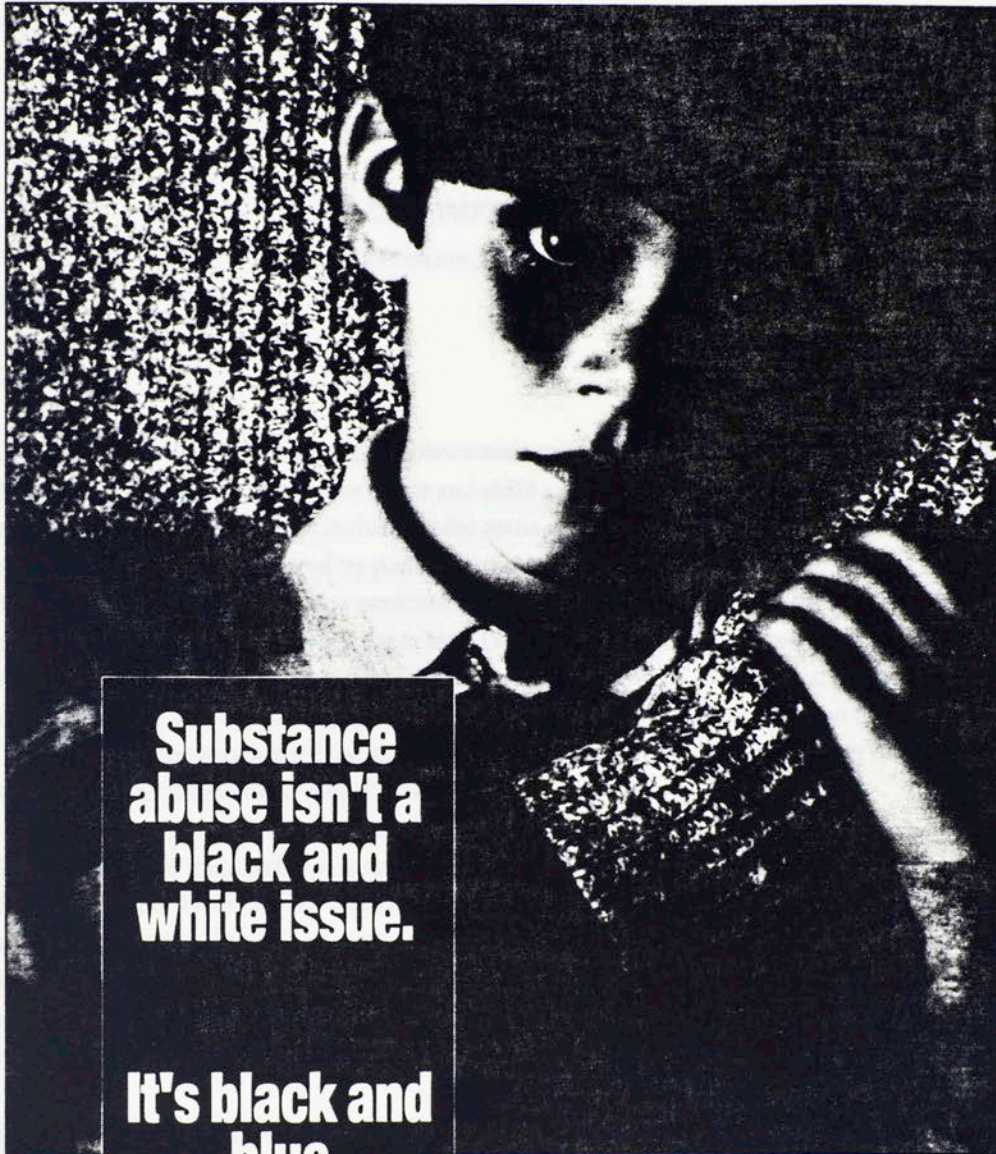
For that Market, 400 total spots will run for 4 weeks reaching:

- **167,900 (63.1 %) AT LEAST ONCE.**
- **80,928 (48.2 %) 6.8 TIMES**

The cost of reaching each target person an average of 6.8 times is 6.4 cents.

Oklahoma City Radio Campaign

Newspaper Ad



**Substance
abuse isn't a
black and
white issue.**

**It's black and
blue.**

If you're a parent with a drug or alcohol problem, you may be abusing your child verbally, physically, even sexually. Help your child by helping yourself.

Get treatment now for your drug or alcohol dependency, and learn how to become a more effective parent. Only then will your child have a chance to cure the physical, emotional and social scars that may otherwise never go away. Ever.

Beat your habit, not your kid.

Call *Reachout* at 1-800-522-9054 for information.

A message from the Center for Child and Family Development, University of Oklahoma and the Oklahoma Department of Mental Health and Substance Abuse Services.

Letter to the Media



The University of Oklahoma

CENTER FOR CHILD AND FAMILY DEVELOPMENT

9/14/94

Dear Media,

On September 12, a public service announcement campaign began throughout Oklahoma showing the connection between substance abuse and child abuse. The campaign is titled, "Beat your habit, not your kid." The campaign includes radio spots, print ads, the distribution of posters, brochures and bumper stickers sponsored by popular radio stations. The posters and brochures will be distributed to area hospitals, area prevention resource centers, child care centers, domestic violence organizations and other statewide agencies. The print ads will run 4 consecutive weeks in the Sunday edition of large area-specific newspapers. At the end of each radio spot and on each poster and brochure, a 1-800 number is given as an avenue for help for those affected by substance abuse / child abuse. The number will be manned by professionals trained in crisis intervention from Reachout. The number is 1-800-522-9054.

Studies show the most likely to abuse are young mothers, ages 18 to 34. However, the focus of this campaign is to create awareness for the abuser as well as to create societal pressure for behavioral change. The information gathered indicated that the target audience age should be 18 - 34, with no other variables included. The data indicated that child abuse crosses all socioeconomic, racial and gender areas. Therefore, a generalized campaign which appeals to 18 - 34 year-old males and females regardless of any other variable was needed for optimum success.

To ensure this campaign's success, I would like to schedule a local child abuse prevention professional from your area to be interviewed by your organization. Please call me and I will help arrange the interview. Also, I am enclosing a copy of the ad for your organization to run. Your support for this program shows a great commitment to your community.

I look forward to hearing from you soon.

Sincerely,

[Redacted Signature]
Randy Rogers
Marketing Coordinator
CCFD, University of Oklahoma

Letter to Community Leader Centers



The University of Oklahoma

CENTER FOR CHILD AND FAMILY DEVELOPMENT

9/26/94

Dear community leader,

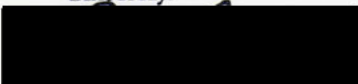
Beginning September 19, over two thirds of Oklahoma's population will pass through Oklahoma City for the State Fair of Oklahoma. To capitalize on the concentration of our target audience, a directed media campaign will begin September 12 and continue through October 19 across the State of Oklahoma. The campaign will include radio spots, print ads, the distribution of posters, brochures and bumper stickers sponsored by popular radio stations. The campaign slogan is "Beat your habit, not your kid." The posters and brochures will be distributed to area hospitals, area prevention resource centers, child care centers, domestic violence organizations and other statewide agencies. The print ads will run 4 consecutive weeks in the Sunday edition of large area-specific newspapers. At the end of each radio spot and on each poster and brochure, the Reachout number (1-800-522-9054) will be given as an avenue for help for those affected by substance abuse / child abuse.

The focus of the directed campaign is to create awareness for the abuser as well as to reinforce community initiatives for normative change. Although the selection of materials began with a representative steering committee, the final determination of all materials for the campaign were determined by focus groups held during the summer of 1994 in Oklahoma.

Your organization's participation is critical to the success of this campaign. Please assist in the distribution of posters and brochures throughout your service area. We ask that you use your local connections with media outlets in your community to heighten awareness for this campaign. If you need more materials, feel free to call and I will see that more are sent.

If you want more information about the campaign, please contact me.

Sincerely,


Randy Rogers
Marketing Coordinator
CCFD, University of Oklahoma

Letter to Area Prevention Resource Centers



The University of Oklahoma

CENTER FOR CHILD AND FAMILY DEVELOPMENT

9/8/94

Dear Area Prevention Resource Center personnel,


Beginning September 19, over two thirds of Oklahoma's population will pass through Oklahoma City for the State Fair of Oklahoma. To capitalize on the concentration of our target audience, a directed media campaign will begin September 12 and continue through October 19 across the State of Oklahoma. The campaign will include radio spots, print ads, the distribution of posters, brochures and bumper stickers sponsored by popular radio stations. The campaign slogan is "Beat your habit, not your kid." The posters and brochures will be distributed to area hospitals, area prevention resource centers, child care centers, domestic violence organizations and other statewide agencies. The print ads will run 4 consecutive weeks in the Sunday edition of large area-specific newspapers. At the end of each radio spot and on each poster and brochure, the Reachout number (1-800-522-9054) will be given as an avenue for help for those affected by substance abuse / child abuse.

The focus of the directed campaign is to create awareness for the abuser as well as to reinforce community initiatives for normative change. Although the selection of materials began with a representative steering committee, the final determination of all materials for the campaign were determined by focus groups held during the summer of 1994 in Oklahoma.

Your organization's participation is critical to the success of this campaign. Please assist in the distribution of posters and brochures throughout your service area. We ask that you use your local connections with media outlets in your community to heighten awareness for this campaign. The materials for this campaign will be shipped to you through Norma Jansen at the Oklahoma Department of Mental Health and Substance Abuse Services.

If you want more information about the campaign, or if you are willing to participate in local media promotions, please contact me.

Sincerely,


Randy Rogers
Marketing Coordinator
CCFD, University of Oklahoma

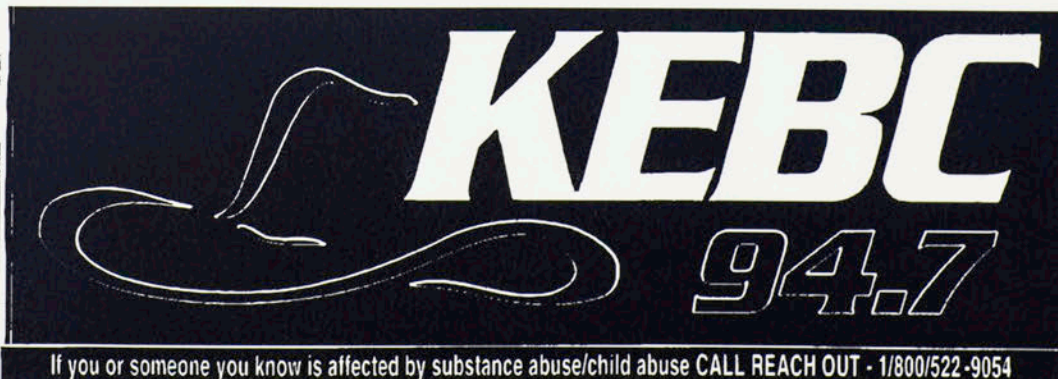
Bumper Stickers - KATT / KEBC



Beat your habit, not your kid.

If someone you know is affected by
substance abuse / child abuse, call
Reachout for information.

1-800-522-9054



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DATE 5/8/45

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DATE