

FY2009 Teen Belt Project/Click it or Ticket Media and Outreach Planner

Item #	Type (Media or Outreach)	Activity or Event Description (include details like location, speakers, partner organizations, # of people to be reached)	Date/Time	Status (Planning, Confirmed Canceled or Complete)	Role (Leading or Supporting)	Media Coverage? (TV, Radio, Print, or Internet)	Teen Belt Project Related? Y or N	PI&E Materials Needed? Y or N
TSS/District: TxDOT Bryan District Submittal Date: 3/4/2009								
1	Media	CIOT Media event at Rudder High School, Bryan, Texas. The Brazos Valley Injury Prevention Coalition and the Bryan TSS will use the Rollover Convincer to inform the student body about the need to Buckle Up.	May 6 time to be determined	Planning	Leading	TV	N	Yes
Partner Agency Name: Sherry Matthews Marketing Submittal Date: 3/6/2009								
1	Paid Media - Phase 1	<ul style="list-style-type: none"> • TV ads • Radio ads • Traffic sponsorships • Outdoor • Theater ads • Interactive 	5/8 - 5/15	Planning	Leading	N/A	Y	N
2	Paid Media Phase 2	<ul style="list-style-type: none"> • TV ads • Radio ads • Traffic sponsorships • Outdoor • Theatre ads • Interactive <ul style="list-style-type: none"> • Minority print • Event marketing 	5/16 - 5/29	Planning	Leading	N/A	N	Y
3	Paid Media 'Buckle Up'	<ul style="list-style-type: none"> • TV ads • Radio ads • Traffic sponsorships • Outdoor • Interactive 	5/30 - 6/21	Planning	Leading	N/A	N	N
4	PR Statewide Launch	<ul style="list-style-type: none"> • Location: State Capitol w/ inflatables • Speaker: Carlos Lopez, TxDOT • Speaker: Georgia Chakiris, NHTSA • Speaker: Col. Clark, TXDPS (TBA) • Possible speakers: Hope Andrade, TX Sec. of State; Kirk Watson, TX Senator (TBA) 	5/7	Planning	Leading	Yes	N	N
5	PR Inflatables Tour	<ul style="list-style-type: none"> • DFW • Houston • San Antonio • Austin or El Paso (TBD) 	5/8 - 5/31	Planning	Leading	Yes	N	N
6	PR Youth Tour	<ul style="list-style-type: none"> • Austin • Houston • San Antonio • DFW 	5/8 - 5/31	Planning	Leading	Yes	N	N
Partner Agency Name: TABC Submittal Date: 3/6/2009								

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5	Outreach	ThinkStreet has been actively pursuing over 200 high schools in the five counties participating in the CIOT Teen Demo program. To date, 125 high schools have committed to implementing the program on campus. Our goal is 100% participation. Below you will find examples of the creative elements that will be provided to each school.	May 11th-17th	Planning	Leading	N/A	Y	Y
6	Outreach	ThinkStree is delvoping an interactive web page for the Teen outreach program. Teens will watch a two-minute video of a rollover convincer filmed with a reality TV feel featuring a teen host and teen observers. After viewing the video, students will be rewarded with a free music download.	April 20th-??	Planning	Leading	N/A	Y	N

Total Media Events

11

Total Confirmed Events

3

Total Teen Events

8