SWOT Team
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Ohio Trauma System
Continuity in Care
Marketing Plan April 2013
Executive Summary

I. OVERVIEW OF PROJECT
   a. The assignment for this project is to raise awareness of and create a brand for the Ohio Trauma System [OTS] and educate the average Ohioan about what the OTS has to offer and why it’s important.

II. HISTORICAL CONTEXT
   a. In 2000, a legally mandated statewide trauma system was established in Ohio along with the Ohio Trauma Committee. From 2008 to 2009, an extensive assessment of the statewide trauma system was conducted and a workgroup was formed to develop a strategic plan for Ohio’s trauma system based on the assessment results.
   b. Currently, OTS is working to further educate Ohioans about the trauma system in place.

III. SITUATION ANALYSIS
   a. The Ohio Trauma System is a government agency compromised of a number of organizations separated into 4 categories: Injury Prevention, EMS, Trauma Center, & Rehabilitation. There currently has been no marketing plan/brand recognition and there is limited funding for awareness efforts and coordination among the 4 categories.

IV. BRANDING
   - Brand Name : Ohio Trauma System
   - Slogan: “Continuity in Care”

V. WEBSITE
   a. The website should include basic information about the system, the importance of the system, and should also include links to other helpful sites and articles. After choosing a domain name, it is recommended to use the program Wix to build the webpage.

VI. TWITTER
   a. Before gaining followers it is important to establish a presence on twitter with about 10 different tweets, that way when users start to look at your page they know what to expect. Use twitter to highlight different categories in the Trauma System as well as promote safety holidays. By the end of year 1, the page should have 2000 followers.

VII. FACEBOOK
   a. Start Facebook in May with the five initial posts then begin liking other pages in order to get likes back. Launch the page in June with one week dedicated to each of the four components to guide posting themes. By the end of year 1, the page should have 750 ‘likes’.

VIII. PSA/RADIO
   a. A typically free way to reach your audience, creating a public service announcement would be a great way to reach a large amount of people. We suggest selecting enough stations to reach roughly 1.6 million Ohioans, which accounts for almost 14% of Ohio’s total population. To gauge the effectiveness of the PSAs, we plan to ask during the state fair survey which participants heard of OTS via radio.

IX. OHIO STATE & COUNTY FAIRS
   a. Attend fairs around Ohio in order to generate awareness through communicating with people, and asking them to fill out a survey regarding the Ohio Trauma System which will benchmark how effective the campaign was.

X. EVALUATION
   a. Evaluation metrics for the campaign as a whole will be based on a reconstructed version of the survey taken during the 2012 Ohio State Fair. The survey can be conducted not only at the state fair, but at other county fairs and various events around the state to gather more representative data of Ohio. We will consider the campaign successful if there is a 20% increase in knowledge from before the campaign launch.
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PART 1

**ASSIGNMENT**
- The assignment for this project is to raise awareness of the Ohio Trauma System [OTS] and educate the average Ohioan about what the OTS has to offer and why it’s important. To measure the success of the marketing campaign, a survey will be administered at the Ohio State Fair 2013 and the results compared with the same survey conducted one year prior. These results should show that awareness has risen.

PART 2

**WHERE DOES THE BRAND [BUSINESS] FIND ITSELF TODAY**
- The OTS isn’t an established entity currently so the brand has yet to be developed. Although competition is indirect, there are instances where patrons may choose between a hospital and a trauma center. The OTS does not want competition to exist, but rather would prefer the right patients go to the right care center based on their injury and that they’re educated enough to make the right decision.

**WHY ARE WE SPENDING MONEY [TIME] ON THIS BRAND?**
- The goal of this marketing campaign is to educate the average Ohioan about the Ohio Trauma System and understand why it’s important to create advocates for the system. Ultimately, the goal is to help people make more educated choices and save more lives.
- Radio PSA’s are also a way to market

**WHAT DO OTHERS TYPICALLY DO**
- Ohio Health “Believe in We’ campaign
  - Created strong brand presence (logo, slogan, billboards, t-shirts, radio ads, YouTube videos)
- Strategic Category Conventions: Other organizations set up similar to OTS structure themselves as a parent corporation with separate individual entities that maintain their identity while still operating as a whole
  - Ohio State University (Union, RPAC, etc., all have their own brands but are still associated with OSU)
- Creative Category Conventions: Marketing with no budget requires creativity. Some organizations use YouTube videos to create awareness of their services
  - Washington EMS Stories
- Media Category Conventions: Having a good website and social media are an easy way to market a company for free
  - Center for Disease Control
- Radio PSA’s are also a way to market
  - State of Ohio drunk driving council PSA’s
PART 2 cont.

- **KEY TAKEAWAYS**
  - More Ohioans have better outcomes
  - Create brand for the OTS
  - Increase awareness of the OTS brand and its importance
  - Educate the people and create behavioral consequences
  - Develop advocates for the OTS from Ohio population

PART 3

- **MANDATORIES**
  - There can't be a conflict of interest between OTS and any other businesses that might become involved in this project and its funding.

- **TIMELINE**
  - The plan should include various tactics to be employed at different times across twelve months.
  - The OTS would like to be able to implement elements of the plan in May for trauma awareness month and would like to see results as soon as early August when they conduct the survey at the state fair.

- **BUDGET**
  - Zero dollars but potential for grants, volunteers, and partnerships
**Historical Context**

**2000**
- Established a legally mandated statewide trauma system, created a statewide trauma committee called the Ohio Trauma Committee, defined ‘trauma victim,’ and set official verification standards for trauma centers

**2000-2002**
- Ohio Trauma Committee developed recommendations for field triage to trauma centers and trauma registry risk adjustment
- The Director of the Department of Health directed a workgroup to focus on recommendations for the creation of a trauma center designating authority in Ohio

**2005-2007**
- A trauma rehabilitation registry was established with the Division of Emergency Medical Services as a module of the Ohio Trauma Registry
- The Ohio Department of Health convened the Ohio Injury Prevention Partnership (OIPP) with funding from the Centers for Disease Control and Prevention

**2008-2009**
- The Ohio Trauma Committee conducted an extensive assessment of the statewide trauma system in order to effectively carry out its legislative mandate
- A workgroup was formed by the Ohio Trauma Committee to develop a strategic plan for Ohio’s trauma system based on the results of the assessment - the workgroup first met in 2009

**Currently**
- Conducted a survey at the Ohio State Fair in 2012 to assess current awareness of the Ohio Trauma System
- Working to further educate Ohioans about the Ohio Trauma System and its four components: Injury Prevention, EMS, Trauma Centers, and Rehabilitation (relevant to Goal 9)
Ohio Trauma System

- A government agency operating primarily throughout the state of Ohio
- Comprised of a number of organizations that are further categorized into 4 distinct components:
  1. Injury Prevention
  2. EMS
  3. Trauma Centers
  4. Rehabilitation
- Limited Funding for education and awareness efforts
- Currently no marketing plan/brand and very little recognition
- Limited statewide structure/coordination between 4 categories

Similar Agencies (Appendix 1)

Ohio Health

Northern Ohio Trauma System (NOTS)

Central Ohio Trauma System (COTS)
VALUE PROPOSITION

WHO:
Ohioans/anyone who might suffer from trauma

WHAT:
We’ll prevent injury whenever possible and in the event of trauma: get you to the right place, provide the best care, and facilitate rehabilitation

WHY:
This system allows all four OTS categories to work towards the same goals and align priorities based on an unbiased perspective.
1. Speed matters ("golden hour")
2. Surgeons/staffing matters (superior at a trauma center)
3. Facilitates long term recovery (vs. short term procedures)
4. Injury can be prevented with education
BRANDING

Continuity in Care

Logo
- Identifies easily with the health industry
- Shows Ohio association with the state
- Heartbeat and colors symbolize a sense of urgency; trauma can be life or death

Brand Name
- Ohio Trauma System (referred to as OTS)
- As a new brand, there is no name recognition so this name is easy to understand and is already colloquially used by the original collaborators

Slogan
- *Continuity in Care*
- Represents the flow of efforts, information, and patients from each part of the system
- Bringing continuity to the system reassures patients they will receive quality care wherever they are in the system
It is essential to create a website for the Ohio Trauma System as around 90% of consumers will turn first to an organization’s website to learn more about their services. A website can act as a vital tool to inform interested Ohioans with more detailed information and accessibility, compared to some social media outlets. The website should include basic information about the system, the importance of the system, and should also include links to other helpful sites and articles.

Content and Pages to Include

Your site should include a number of pages that viewers can access for information. Here are some of the pages that are a necessity for the site: Home Page, About Us, Injury Prevention, EMS, Trauma Centers, Rehabilitation, Upcoming Events, and Contact Us. Other pages that may be pertinent to visitors include Patient Testimonials, Relevant Health and Wellness News, and Get Involved. See Appendices A2 for page reference.

Gaining Viewers

Your website should be included on all OTS informational items and should also be listed on your Facebook and Twitter pages. Having an easy, memorable web address is also helpful in directing people to your site. Once the site has been created it is wise to invest some time into Search Engine Optimization (SEO), or ways to help direct traffic to your site. A Free Beginner’s Guide to SEO can be found at http://www.seomoz.org/beginners-guide-to-seo and many site hosts offer free SEO help.

Metrics

It is extremely important to measure the success of your site, especially as the OTS begins to establish brand recognition. For the first few months the number of site views and requests for information stemming from your site may be sufficient, but further metrics should be applied as soon as 3-months after the sites creation. See Appendices A1 for metric guidelines.
@OHTraumaSystem

To effectively utilize twitter in the marketing campaign, the Ohio Trauma System must post daily, if not multiple times a day. Twitter is known for short, constant blurbs of information and it is common for users to check their twitter feeds multiple times a day. So it is important your name is consistently in your followers’ feeds so they start to become familiar with the brand.

Coexisting with Facebook

Twitter also should complement other social media pages, especially Facebook. The posts should not be the same because that becomes repetitive and users will find no need to follow OTS on Facebook and Twitter. One form may reference the other though, for example tweets look at Appendix B1.

Gaining Followers

A great technique to gain followers is to follow accounts to encourage those users to follow you back. Following organizations or companies/people who have similar interests and values, such as radio stations or even influential public figures, creates potential for them to mention you in tweets or retweet you-spreading your information to their followers who in turn may decide to follow you. A list of sample twitter accounts to follow along with their handle names can be found in Appendix B4.

Startup & Benchmarks

Before gaining followers it is important to establish a presence on twitter with about 10 different tweets, that way when users start to look at your page they know what to expect. Based on our research of other similar twitter accounts, we would recommend a reasonable goal to be 750 followers by the end of 2013. Total followers of other twitter pages can be found in Appendix B4 along with on average how.
Facebook is an opportunity to provide more frequent updates than those that appear on the website but less frequent posting is required than that of twitter. Facebook can keep people up to date on new information and it can be very interactive because people can like and comment on your posts and spark discussion or ask questions. It’s important to be vigilant to comments and answer or comment back when appropriate. Social media is an invaluable tool because outside of labor there’s no cost and it’s extremely relevant to today’s digital society.

**Sample topics to post on Facebook:**
- News
- Events
- Fundraisers
- Volunteer activities
- Related articles
- Polls
- Videos
- Pictures

**Startup**

The best way to get likes is to like other businesses (see Appendix C-1 for sample companies to like). However, before gathering likes, it’s important to have some (5 recommended) postings explaining who you are. Postings should then be maintained minimum 3-5 times a week, although ideally daily.

**Startup Strategy**

Start Facebook in May with the five initial posts then begin liking other pages and launch in June with one week dedicated to each of the four components. After June, focus on day to day posts.

See Appendix C-3 for sample posts

**Benchmarks**

Similar Facebook pages were surveyed and an appropriate one year target after is 750 likes (see Appendix C-2 for detailed findings).
Social Media

Posting Timeline

Keeping a consistent cadence of posting on social media will allow you to constantly be interacting with the public and building up your brand awareness. The following schedules are samples to help you achieve your social media goals.

**Facebook:**
- **Mid May:** Launch Facebook page
- **Mid May-June 1st:** Post 5 initial posts that explain who the OTS is
- **June 1st:** begin liking other companies
- **June 1st-June 7th:** Posts relating to Injury Prevention
- **June 8th-June 14th:** Posts relating to EMS
- **June 15th-June 21st:** Posts relating to Hospitals
- **June 22nd-June 30th:** Posts relating to Rehab
- **Around November (6 month mark):** goal to have 350 “likes”
- **June 2014 (1 year mark):** Goal to have 750 “likes”

**Twitter:**
- **Mid May:** Launch page
- **Mid May-June 1st:** Tweet 10 initial posts that explain who the OTS is
  - 2 tweets for each category and 2 other relevant & overall tweets
- **June 1st:** begin following suggested accounts and any other similar ones
- **June 1st:** Start tweeting daily with the following cadence:
  - Monday: Tweets relating to Injury Prevention
  - Tuesday: Tweets relating to EMS
  - Wednesday: Tweets relating to Hospitals & featuring specific trauma centers
  - Thursday: Tweets relating to Rehab
  - Friday-Sunday: Any other articles, relevant tips, events, awareness months or information related to OTS
- **End of 2013 goal to have 750 followers**

Social Media Management

**Hootsuite**

Hootsuite is a free resource that helps you manage social media. Upon creating an account you will have a home page with different tabs to reflect the social media you’ve linked to hootsuite. Each tab shows different streams of information from which you can choose to easily view all of the activity on your accounts. The main advantage of Hootsuite is it allows you to schedule posts or tweets to be sent out at a later date, saving you the hassle of logging into your accounts daily to post. Hootsuite also offers some analytical information to measure effectiveness, although in depth analytics require a membership. See Appendix C4 for a Hootsuite walk through.
A PSA or Public Service Announcement is a short video, radio announcement, or print campaign created by a nonprofit organization to persuade an audience to take positive action for an institution, issue, or cause. The goals of a PSA are as follows:

- Grab your audience’s attention
- Send a specific, clear, and simple message
- Change their behavior

**Content of PSA**

- Typically 30-60 seconds long
- What type of dialogue
- Background Music
- Theme / Ethos
- Run for 3-4 weeks

**Gaining Listeners**

Different stations have different reaches. Targeting stations with high reach in highly populated areas is important, but stations in all areas of Ohio should be selected to ensure the broadest reach possible. We suggest selecting enough stations to reach roughly 1.6 million Ohioans, which accounts for almost 14% of Ohio’s total population. Charts of stations and their reach for heavily populated areas of Ohio have been included in Appendix (D1).

**Metrics**

Use responses from survey to see how many respondents learned of OTS from the radio and use radio “reach” to estimate how many Ohioans you are reaching.
State and County Fairs

Generate awareness through communicating with people, and asking them to fill out a survey regarding the Ohio Trauma System. The more people you speak with and inform about the importance of OTS, the more likely it is for publicity to be created throughout the state of Ohio. We recommend attending the Ohio State Fair and also several county fairs across Ohio.

**Ohio State Fair**

- The biggest fair in Ohio is a must attend for the Ohio Trauma System, just like last year.
- Located in Columbus, over 20,000 people generally attend
- The fair dates are from July 24th through August 4th
- For more information regarding booth rental, location, people to contact, please see Appendix E1

**Cuyahoga County Fair**

- The most populated county in all of Ohio, which is important for OTS to be a part of
- It is located in Berea, Ohio
- The fair will start on August 5th and go through August 11th
- Booth Rental – TBD
- More information regarding fair location, booth rental, contact information is located in Appendix E1

**Hamilton County Fair**

This particular fair is located in Cincinnati, Ohio and is starting on August 7th and running until August 11th. There is a strong possibility that OTS will be able to set up a booth for free. As the 3rd most populated county in Ohio, attending this fair will absolutely help with getting the word out about the trauma system.

**Summit County Fair**

As the 4th most populated county in Ohio, this fair, which is located in Tallmadge, Ohio, is another ideal landing spot for the Ohio Trauma System. The fair dates are from July 22 through July 28. If OTS fills out an application, you will be strongly considered for a free booth rental due to being a government agency.

**Montgomery County Fair**

This fair is located in Dayton, Ohio and running from August 28th through September 2nd. Rounding out the top 5 of most populated counties in Ohio, this fair will be drawing tons of people. Along with the Summit County Fair, OTS will need to fill out an application (generally done in the middle of April), as they set aside booths for organizations that would need the booths for free.

**See Appendix E1 for all county fair locations, contacts, and more information**
### Sample Tactical Calendar

**May 2013**

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**Notes:**
- **IP:** Injury prevention, **TC:** Trauma Center, **OTS:** Ohio Trauma System
- **Begin drafting General OTS PSA**
- **Contact county fairs before this date to secure free space**
- **Have Website Completed**
- **Launch Facebook/Twitter Page**
- **Have 10 Initial Tweets about OTS by end of May**
- **Submit General OTS PSA**
- **Mother's Day**
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**June 2013**

- 4: Submit IP PSA General OTS PSA Starts
- 9: EMS Tweets
- 11: EMS Tweets
- 13: EMS Tweets
- 20: EMS Tweets
- 27: EMS Tweets
- 23: EMS Tweets
- 24: EMS Tweets
- 26: EMS Tweets
- 28: EMS Tweets
- 30: EMS Tweets

- 6: Begin listing other companies on FB, Begin details
- 8: Any Tweets
- 15: Any Tweets
- 22: Any Tweets
- 29: Any Tweets

- 5: IP Tweets
- 7: IP Tweets
- 14: IP Tweets
- 21: IP Tweets
- 28: IP Tweets
- 30: IP Tweets

- 10: Have FB posts about Injury Prevention
- 12: Have FB posts about EMS
- 18: Have FB posts about the EMS
- 26: Have FB posts about Trauma Centers
- 29: Have FB posts about Rehabilitation

- 16: Have FB posts about Injury Prevention
- 17: Have FB posts about EMS
- 20: Have FB posts about the EMS
- 25: Have FB posts about Trauma Centers
- 30: Have FB posts about Rehabilitation
<table>
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<tr>
<th>Sunday</th>
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<td>Franklin County Fair</td>
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<td>Summit County Fair</td>
<td>Starts</td>
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<td>21</td>
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<td>23</td>
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</tbody>
</table>
August 2013

1. Begin Drafting TC PSA
2. Hamilton County Fair
3. Cayahoga County Fair
4. Montgomery County Fair
5. Submit TC PSA/EMS PSA Starts

1st Week:
- Monday: 1
- Tuesday: 2
- Wednesday: 3
- Thursday: 4
- Friday: 5
- Saturday: 6
- Sunday: 7

2nd Week:
- Monday: 8
- Tuesday: 9
- Wednesday: 10
- Thursday: 11
- Friday: 12
- Saturday: 13
- Sunday: 14

3rd Week:
- Monday: 15
- Tuesday: 16
- Wednesday: 17
- Thursday: 18
- Friday: 19
- Saturday: 20
- Sunday: 21

4th Week:
- Monday: 22
- Tuesday: 23
- Wednesday: 24
- Thursday: 25
- Friday: 26
- Saturday: 27
- Sunday: 28

5th Week:
- Monday: 29
- Tuesday: 30
- Wednesday: 31

Note: Specific events and dates are marked on the chart.
<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
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</tbody>
</table>

October 2013

- **21**: Rehab FSA Starts
- **31**: Halloween
<table>
<thead>
<tr>
<th>Sunday</th>
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<th>Wednesday</th>
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<td>29</td>
<td>30</td>
<td>31</td>
<td>Christmas Day</td>
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</table>

- **December 2013**

- Have 750 Twitter Followers
In order to evaluate whether our goal of having increased knowledge and awareness of Ohio Trauma System is met, we will dispense a short survey. Surveys will be administered on laptops at the State Fairs outlined in Appendix 2. Evaluating the results for two consecutive years we will be able to see if there was a change in the general awareness of the OTS. We will consider the campaign successful if there is a 20% increase in knowledge from before the campaign launch. With a goal of getting 750 twitter followers, and 750 Facebook likes, and a PSA reach of 1.6 million we are confident that the generated interest will result in an increased awareness.

**Past Survey**

A survey was administered on computers at an EMS booth at the 2012 Ohio State Fair between July 25 - August 5. They took a convenience sample of 838 fair attendees that entered Bricker building with the incentive to win $25 gift cards. There was a high level of confidence in hospitals to provide the best care but the group was split as to whether the closest hospital to their home was a trauma center and a significant amount of people were unsure whether a trauma system was in place.

**Our Survey**

In order to gauge Ohioans current knowledge and awareness of the Ohio Trauma System, we propose administering the questionnaire we designed (Appendix 4) through Qualtrics or Survey Monkey on laptops at Fairs. In the previous survey administered at the State Fair in Columbus there was a disproportionate amount of respondents from around the Columbus area. For this reason we recommend visiting some of the other fairs noted in Appendix E. Our goal would be to get a convenience sample of about 1000 participants from a range of counties throughout Ohio.
April 17th, 2013
Ohio Trauma System
Marketing Plan
Timothy A. Erskine

OVERVIEW OF PROJECT
The assignment for this project is to raise awareness of and create a brand for the Ohio Trauma System [OTS] and educate the average Ohioan about what the OTS stem has to offer and why it’s important.

AUDIENCE
The average Ohioan who may be affected by trauma.

STRATEGY
Utilize resources to create a low cost marketing campaign that raises awareness of OTS among Ohioans and educate them about the various categories within the system.

TACTICS
- Social Media (Facebook/Twitter)
- Radio/Television PSA
- Website
- Booths at county fairs throughout state

KEY MESSAGE
“Continuity in care”

TONE/MANNER
The marketing efforts in this campaign should all have a sense of concern. The Ohio Trauma System cares about their patients and the well-being of Ohioans, regardless what their relation is with the various parts of the system are.

MANDATORIES/EXCLUSIONS
There can’t be a conflict of interest between OTS and any other businesses that might become involved in this project and its funding.

RELATED PROJECTS
A survey is to be conducted at the Ohio State Fair and any other county fairs to gauge the public’s awareness of the brand as well as their functions.

BUDGET
None.

TIMELINE
The OTS would like to be able to implement elements of the plan in May for trauma awareness month and would like to see results as soon as early August when they conduct the survey at the state fair.
To aide in our understanding of the Ohio Trauma Systems, people involved in the four different categories of the system were contacted. The interviews are listed in the following appendices and summaries of key takeaways from the interviews are summarized below:

**Interview #1: John Ross, EMS**

Ross expounded on the importance of EMS to the trauma system. He believes that the creation of the OTS will facilitate improved patient care because it will enable the entire system to operate more effectively. Increased awareness by Ohioans will make for a safer state, according to Ross.

**Interview #2: Terri Stewart, Nursing**

The interview with Stewart was helpful in the creation of the tagline. Stewart believes the advent of the trauma system will allow for a better flow of dissemination and, like Ross, believes this will ultimately improve patient care. Stewart provided good insight into the current status of the system and where she’d like to see it go.

**Interview #3: Jolene DeFiore-Hyrmer, Injury Prevention**

DeFiore-Hrymer explained her role in the development of the trauma system and where she’d like to see the system go. She’d like to see the system improve the data/communication between the different categories. Her sentiments echo those of the other interviews, aiding the comprehension of the system.
John Ross
Deputy Fire Chief Westerville Division of Fire
Questions asked and summarized answers

1. Tim said you’re associated with EMS, what kind of projects do you work on?

I have been involved with several projects in my current position. I serve as the Fire Division’s EMS Coordinator. This includes purchasing projects to incorporate new and updated equipment for treating patients. Evaluation of the services we provide to ensure effective and efficient triage, treatment, and transport of the patients we care for. I have also assisted in County and now State level projects serving as chair of the pre-hospital group for OTS. I represent the Ohio Fire Chief Association of the State Trauma Committee.

2. What value does EMS provide?

EMS is very important to the community. We provide the first contact for patient care and early treatment if needed. As treatment modalities for treating serious medical situations such as trauma, stroke, heart attack and sepsis continue to evolve they demand swift evaluation and initiation of treatment that EMS provides.

3. What is your involvement in the (development of) the Ohio Trauma System? How much do you know about the OTS thus far?

I am familiar with the OTS as EMS providers must have continuing education to renew their certification that includes the State’s Trauma Triage Guidelines. The development of the OTS allows EMS to transport patients to the appropriate medical facility or Trauma Center if needed to access the proper care for the patient’s needs. As stated before, I serve on the State Trauma Committee that strives to continue to improve the Trauma System in Ohio.

4. What value do you see yourselves EMS providing to the OTS?

EMS is where things begin. The first point of patient contact to the medical/trauma system.

   In what ways would EMS benefit from having a system/why do we need a system instead of everyone operating independently??

Structure and guidelines strive to provide the citizens of Ohio with the best and most appropriate patient care available for the situation. There is still flexibility for independent thinking within the State’s Trauma Triage Guidelines, if certain criteria is met the patient is transported to a Trauma Center. Patient care is driven by each agencies medical protocols.

5. What do you think is important that people should know about EMS, and the OTS, and the role of injury prevention within the OTS?

The citizenry should know what EMS is for, how to access it, and the service they provide. They should be aware of the OTS and its purpose to make Ohioans safer and improve patient care outcomes. Prevention is very important so that trauma, injury and loss of life can be reduced or prevented.
Appendix 1B - Phone Interview with Terrie Stewart

Terrie Stewart  
Associate Director of Nursing at OSU Medical Center’s Trauma Clinic  

Questions Asked and Summarized Answers:

1. What is your role with the Ohio Trauma System (OTS)?
   a. Terrie serves as a Director of Nursing for the OSU’s trauma center
   b. She has worked with other trauma centers in the area as well and has interacted with other categories in this system through the nature of her work (ex: training EMS responders)
   c. Through her experiences she has been recognized as a proponent of the creation of this system

2. What role do Trauma Clinics have in the system?
   a. Trauma clinics provide the actual place where patients receive treatment
   b. It is extremely important that patients who suffer a traumatic injury go directly to a trauma center versus a hospital that may not be equipped with the proper tools/people to handle the injury
   c. There has to be careful coordination through the first responder on the scene of the injury and the trauma center due to the “Golden Hour”
      i. This “Golden Hour” refers to the life or death importance of the hours following an injury and how imperative it is that a patient is brought to a trauma center instead of a hospital
      ii. This is facilitated through a Trauma Triage system and special EMS training

3. How does this system provide value to Ohioans? Why does Ohio need a system?
   a. This system will ultimately provide a better flow of information and support and will lead to better outcomes
   b. Not only will the creation of the OTS be beneficial to Ohioans, it will also allow all categories to better understand the value of supplementary categories
      i. Ex: Terrie found out through training sessions that EMS providers don’t always understand the value of trauma centers and how important their role is in this system
      ii. A system will help ensure that all pieces better understand each role adequately to work towards better outcomes overall
   c. Said that Ohioans will be able to experience “Continuity in Care”
      i. This phrase inspired our current brand tagline

4. Are there any recent developments or upcoming events concerning the OTS?
   a. On May 5th, there will be an evaluation of the OTS’s current functionality by the American College of Surgeons
Jolene DeFiore-Hyrmer
Program Manager, Ohio Violent Death Reporting System

Questions asked and summarized answers:

Q: Tim said you’re associated with injury prevention, what kinds of projects do you work on?
A:
- Manager in injury prevention (hereafter IP),
- Manage a few reporting systems that track violent/workplace death
- Coordinate statewide conference to coordinate efforts
- Overall, IP looks at general IP split into more focused areas (i.e. teen driving, unintentional poisoning, etc.)
  - Use deaths to look at priority of the state

Q: What is your involvement in the development of the OTS? How much do you know about the OTS so far?
A:
- Represents Ohio Department of Health (hereafter ODH) on Trauma Committee
- IP component of OTS
  - Looking at general injury data to identify priorities for system
  - Have an IP plan
  - Trauma hospitals required to have IP programs

Q: What do you think is important that people should know about injury prevention, and the OTS, and the role of injury prevention within the OTS?
A:
- Whenever you approach a problem, you need to look at all points of view (i.e. everyone in the system)
- Success would be forming a coalition, OTS can be part of that coalition and receive benefits
- Allows a statewide approach

Q: What would you change/improve about the OTS going forward?
A:
- Strengthen data to help guide activities and add value to the system
- It’s important for the population to realize why it exists
  - Need to be aware of the complexity, to be more supportive of the system
  - Can help the individual components gain resources
Below are a number of agencies similar to the Ohio Trauma System. Their online efforts and overall structure provide a great positioning example for the OTS.

<table>
<thead>
<tr>
<th>Agency</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Ohio Health</td>
<td>A system of central Ohio hospitals connected by the goal of improving the health of patients. Created the “Believe in We” marketing campaign. Have a website, Facebook page and a Twitter page. The system consists of 17 hospitals, 20 health and surgery centers, home-health providers, medical equipment and health service suppliers throughout a 40-county area.</td>
</tr>
<tr>
<td>Central Ohio Trauma System (COTS)</td>
<td>Regional trauma system that coordinates 4 system categories in the central Ohio area. Has a website, but not a Facebook page or a Twitter account.</td>
</tr>
<tr>
<td>Northern Ohio Trauma System (NOTS)</td>
<td>Regional trauma system that coordinates 4 system categories in the northern Ohio area. Has a website, but not a Facebook page or a Twitter account. Consists of 8 participating hospitals.</td>
</tr>
</tbody>
</table>
Below is a chart that details common web performance metrics as well as dimensions for these measurements. This chart, along with what each performance metric means, detailed guidelines on how to obtain these measurements, and the importance of each measurement can be found at http://www.howto.gov/web-content/digital-metrics.
Below are content recommendations for the various pages that the website should include. Both the Central Ohio Trauma System (http://www.goodhealthcolumbus.org/cots) and the Northern Ohio Trauma System (http://www.northernohiotraumasystem.com/) provide excellent examples of website content and format.

| Header | • Prominent logo, name, and slogan  
| • Easy to use navigation bar |
| Home Page | • Phone number/other pertinent contact information  
| • Related pictures/graphics  
| • Brief description/text about OTS |
| About Us | • 1-2 paragraphs about what the Ohio Trauma System and their goal (ex. “Better Outcomes for Ohioans”)  
| • Briefly mention 4 categories  
| • Give other important information/contact information about head of OTS |
| Injury Prevention | • 1-2 paragraphs about injury prevention and how it helps Ohioans and how it fits into the system  
| • Related Graphic  
| • Contact information for injury prevention representative  
| • Related links to Injury Prevention sites |
| EMS | • 1-2 paragraphs about EMS and how it helps Ohioans and how it fits into the system  
| • Related Graphic  
| • Contact information for EMS representative  
<p>| • Related links to EMS sites |</p>
<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
</table>
| Trauma Centers                | • 1-2 paragraphs about EMS and how it helps Ohioans and how it fits into the system  
                                  • List of local all trauma center locations  
                                  • Related Graphic  
                                  • Contact information for Trauma Center representative  
                                  • Related links to Trauma Center sites |
| Rehabilitation                | • 1-2 paragraphs about Rehabilitation and how it helps Ohioans and how it fits into the system  
                                  • Related Graphic  
                                  • Contact information for Rehabilitation representative  
                                  • Related links to Rehabilitation sites |
| Upcoming Events/Relevant Articles | • Give dates/times for upcoming events pertaining to the 4 categories  
                                  • Post relevant health and wellness articles that Ohioans can get useful information from  
                                  • Post pictures from events that have been held (ex. State Fair Booth, etc.) |
| Contact Us                    | • Contact information (name, phone number, OTS email address, street address)  
                                  • “Request Info” or “Submit Comment” section |
Here are only a few of the thousands of possible sites that help you create an easy-to-use custom website. Each is extremely similar in functionality and price (between $125-$200 / yr.). Of these options, Wix.com seems to be the best option for the needs of the OTS.

<table>
<thead>
<tr>
<th>Site Creator</th>
<th>Website</th>
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<tbody>
<tr>
<td>Wix</td>
<td><a href="http://www.wix.com/">http://www.wix.com/</a></td>
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<tr>
<td>WordPress</td>
<td><a href="http://wordpress.com/">http://wordpress.com/</a></td>
</tr>
<tr>
<td>Intuit</td>
<td><a href="http://www.intuit.com/free-website-builder/">http://www.intuit.com/free-website-builder/</a></td>
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<tr>
<td>Blu Domain</td>
<td><a href="http://www.bludomain.com/">http://www.bludomain.com/</a></td>
</tr>
<tr>
<td>Weebly</td>
<td><a href="http://www.weebly.com/">http://www.weebly.com/</a></td>
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</tbody>
</table>

Here are only a few of Columbus Area website designers that will build a custom site for you. Again, each is extremely similar; however, these services are much more expensive and will normally cost hundreds to thousands of dollars.

<table>
<thead>
<tr>
<th>Site Creator</th>
<th>Website</th>
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<tbody>
<tr>
<td>my web WOW</td>
<td><a href="http://www.mywebwow.com/">http://www.mywebwow.com/</a></td>
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<tr>
<td>Marcy Design</td>
<td><a href="http://www.marcydesign.com">http://www.marcydesign.com</a></td>
</tr>
<tr>
<td>Website Design Columbus</td>
<td><a href="http://www.websitedesigncolumbus.com/">http://www.websitedesigncolumbus.com/</a></td>
</tr>
</tbody>
</table>
Guide to Building a Website with Wix:

1. Go to www.Wix.com to begin building your site
   a. When creating an account, it would be recommended that a new email address be created for the Ohio Trauma System
   b. This way, emails directed from both online and offline sources come to the same address

2. Click on the “Login/Sign Up” icon in the top right corner of the screen
   a. Once you enter an email address and password you will be able to select a template
   b. To begin select “Business and Services” and “Community and Education”
      i. This will direct you to a number of free templates you can customize for your own site
      ii. Feel free to browse other templates as well – these can be found on the left side of the screen

3. After browsing through templates, choose a template that fits brand
   a. We recommend a professional, clean cut template such as “Online Fundraising” or “Tutoring Company”

4. Once you have selected a template, click the “Edit” button to begin customizing your own site
   a. Each site allows you to add your own images and text, choose the number of pages you would like, etc.

5. When you finish designing the website, you can make the site public
   a. First, go to your account page and click the “Manage and Edit” button next to your finished site
   b. On the right hand side click “Upgrade” which will lead you to the different package options
   c. Choose the plan that fits your needs choose whether you would like to pay monthly or yearly
      i. Approximate yearly cost would be $149.00
   d. Once you purchase a package you will be able to secure your domain name (www.OhioTraumaSystem.com)
Appendix A5 – Sample Wix Pages

**Header**

![Header Image](image_url)

**Home Page**

![Home Page Image](image_url)
Appendix A5 – Sample Wix Pages

About Page

Ohio Trauma System

"I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click “Edit Text” or double click me and you can start adding your own content and make changes to the font. I'm a great place for you to tell a story and let your users know a little more about you.

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click “Edit Text” or double click me and you can start adding your own content and make changes to the font. Feel free to drag and drop me anywhere you like on your page. I'm a great place for you to tell a story and let your users know a little more about you.

This is a great space to write long text about your company and your services. You can use this space to go into a little more detail about your company. Talk about your team and what services you provide. Tell your visitors the story of how you came up with the idea for your business and what makes you different from your competitors. Make your company stand out and show your visitors who you are.

Sometimes I'm right and I can be wrong. My own beliefs are in my song. The butcher, the baker, the drummer and the pope, makes no difference what group I'm in. I am everybody. People can't accept the green one, for living with a fat one trying to be a skinny one."

Contact:
Tim Online
999-999-9999
Email@email.com

Sample Category Page

Injury Prevention

Contact
Contact Page

CONTACT
2601 Mission St.
San Francisco, CA 94110
info@mydata.com
Tel: 123-456-7890
Fax: 123-456-7890
Toll Free: 1800-000-0000

Request More Information

Name:
Email:
Subject:

Areas Covered:
Brooklyn
Manhattan
Queens
Hoboken
Jersey City
Harlem
Appendix B1 – Sample Tweets

“Ohio Injury Prevention Partnership’s quarterly meeting is on May, 10th. Join us 10am – 3pm in OCOSH, Pickerington to create a safer and injury free Ohio! [Insert Link]”

Child bicycling deaths increase 45% above the monthly average during the summer months. Don’t place your child on a bike she or he will “grow into.” Your child’s feet should touch the ground when sitting on the seat.

Make a potentially life-saving change, change your smoke detector batteries when you change your clock for day light savings! Smoke detector batteries should be changed twice a year.”

Check out the post on Facebook highlighting the Miami Valley Hospital Trauma Center! [Insert Link]"

Appendix B2 – Awareness Months

<table>
<thead>
<tr>
<th>February</th>
<th>August</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Heart Month</td>
<td>Medic Alert Month</td>
</tr>
<tr>
<td>Burn Awareness Week</td>
<td></td>
</tr>
<tr>
<td>Cardiac Rehab Week</td>
<td>September</td>
</tr>
<tr>
<td>Cardiac Recreation Month</td>
<td>Baby Safety Awareness</td>
</tr>
<tr>
<td>Cardiac Rehabilitation Week</td>
<td>Childhood Injury Prevention</td>
</tr>
<tr>
<td>March</td>
<td>Preparedness Month</td>
</tr>
<tr>
<td>Patient Safety Awareness Week</td>
<td>Recovery Month</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>April</th>
<th>October</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient Advocacy Week</td>
<td>Brain Injury Awareness</td>
</tr>
<tr>
<td></td>
<td>Fire Prevention Week</td>
</tr>
<tr>
<td>May</td>
<td>Physical Therapy Month</td>
</tr>
<tr>
<td>National Trauma Awareness Month</td>
<td>Emergency Nurses Week</td>
</tr>
<tr>
<td>Critical Care Awareness and Recognition</td>
<td></td>
</tr>
<tr>
<td>Motorcycle Safety and Awareness Month</td>
<td>November</td>
</tr>
<tr>
<td>National Hospital Week</td>
<td>Child Safety and Protections Month</td>
</tr>
<tr>
<td>Emergency Medical Services Week</td>
<td>Operating Room Nurse Week</td>
</tr>
<tr>
<td>SAFE KIDS Week</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>June</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fireworks Safety Month</td>
<td>Drunk and Drugged Driving Prevention Month</td>
</tr>
<tr>
<td>National Safety Month</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>July</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
An excellent, live campaign from Ben and Jerry’s that was launched to raise awareness of World Fair Trade Day. The application is run via a microsite that puts all your unused Twitter characters to good use, by filling them out with messages that promote the cause:

The site is incredibly easy to use. You simply type out your tweet as you normally would, and Ben & Jerry’s do the rest for you, populating your tweet with their messages, which decrease the more you write. The good thing about this campaign is that it requires very little from the user. Often you see campaigns that require you to connect with an app, perform a task and then auto-tweet it to promote a good cause, but this is simply fun, quick and quirky and a great way to spread awareness. The concept also resonates with Twitter users because it has such careful consideration of the platform as well. If you’re not going to use the characters yourself, why not virtually donate them to a good cause?

## Appendix B4 – Twitter Handle & Follower Counts

### News Stations

<table>
<thead>
<tr>
<th>Handles</th>
<th>Following</th>
<th>Followers</th>
<th>Joined</th>
<th>Days Active</th>
<th>Followers per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleveland @wkyc</td>
<td>5312</td>
<td>19545</td>
<td>4/3/2008</td>
<td>1823</td>
<td>326</td>
</tr>
<tr>
<td>Cleveland @wkyc</td>
<td>258</td>
<td>14099</td>
<td>2/10/2009</td>
<td>1510</td>
<td>284</td>
</tr>
<tr>
<td>Cleveland @WEWS</td>
<td>2471</td>
<td>17513</td>
<td>10/7/2008</td>
<td>1636</td>
<td>326</td>
</tr>
<tr>
<td>Columbus @10TVBot</td>
<td>197</td>
<td>252</td>
<td>2/28/2012</td>
<td>397</td>
<td>19</td>
</tr>
<tr>
<td>Columbus @wsyx6</td>
<td>2020</td>
<td>9195</td>
<td>4/20/2009</td>
<td>1441</td>
<td>194</td>
</tr>
<tr>
<td>Columbus @fox2Bcolumbus</td>
<td>108</td>
<td>5033</td>
<td>4/20/2009</td>
<td>1441</td>
<td>106</td>
</tr>
<tr>
<td>Columbus @610wtvnews</td>
<td>492</td>
<td>3615</td>
<td>4/30/2009</td>
<td>1431</td>
<td>77</td>
</tr>
<tr>
<td>Columbus @WOSU</td>
<td>1704</td>
<td>8063</td>
<td>5/31/2007</td>
<td>2131</td>
<td>115</td>
</tr>
<tr>
<td>Columbus @WLWT</td>
<td>171</td>
<td>11905</td>
<td>5/24/2007</td>
<td>2138</td>
<td>169</td>
</tr>
<tr>
<td>Toledo @toledonewsnow</td>
<td>1779</td>
<td>11551</td>
<td>9/18/2008</td>
<td>1655</td>
<td>212</td>
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<tr>
<td>Toledo @foxtoledo</td>
<td>282</td>
<td>4830</td>
<td>1/30/2009</td>
<td>1521</td>
<td>97</td>
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### Newspapers

<table>
<thead>
<tr>
<th>Handles</th>
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<th>Joined</th>
<th>Days Active</th>
<th>Followers per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbus Dispatch @dispatchAlerts</td>
<td>146</td>
<td>20616</td>
<td>11/28/2007</td>
<td>1950</td>
<td>322</td>
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<tr>
<td>Dayton Daily News @daytondailynews</td>
<td>539</td>
<td>10515</td>
<td>7/28/2008</td>
<td>1707</td>
<td>187</td>
</tr>
<tr>
<td>Cincinnati Enquirer @cincienquirer</td>
<td>1142</td>
<td>16695</td>
<td>3/7/2008</td>
<td>1850</td>
<td>274</td>
</tr>
<tr>
<td>Akron Beacon Journal @akronbeacon</td>
<td>119</td>
<td>4872</td>
<td>4/15/2009</td>
<td>1446</td>
<td>102</td>
</tr>
<tr>
<td>Cleveland Plain Dealer @plainedealer</td>
<td>938</td>
<td>9993</td>
<td>11/17/2007</td>
<td>1961</td>
<td>155</td>
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<tr>
<td>Canton Repository @cantonrepdotcom</td>
<td>239</td>
<td>3935</td>
<td>3/17/2009</td>
<td>1475</td>
<td>81</td>
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</table>

### Prominent People

<table>
<thead>
<tr>
<th>Handles</th>
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<th>Joined</th>
<th>Days Active</th>
<th>Followers per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Francis Collins @NIHDirector</td>
<td>72</td>
<td>13228</td>
<td>3/18/2010</td>
<td>1109</td>
<td>363</td>
</tr>
<tr>
<td>Ben Marrison @dispatcheditor</td>
<td>324</td>
<td>4442</td>
<td>4/3/2009</td>
<td>1458</td>
<td>93</td>
</tr>
<tr>
<td>Anchor/Managing Editor WKYC @RussWKYC</td>
<td>753</td>
<td>8368</td>
<td>2/27/2009</td>
<td>1493</td>
<td>170</td>
</tr>
<tr>
<td>Dr. Tom Frieden CDC @DrFriedenCDC</td>
<td>325</td>
<td>18645</td>
<td>12/2/2011</td>
<td>485</td>
<td>1169</td>
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</table>

### Government Agencies

<table>
<thead>
<tr>
<th>Handles</th>
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<th>Followers</th>
<th>Joined</th>
<th>Days Active</th>
<th>Followers per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ohio State Patrol @OSHP</td>
<td>278</td>
<td>12863</td>
<td>7/21/2008</td>
<td>1714</td>
<td>228</td>
</tr>
<tr>
<td>Ohio Department of Aging @OhioDeptOfAging</td>
<td>1646</td>
<td>1422</td>
<td>3/12/2010</td>
<td>1115</td>
<td>39</td>
</tr>
<tr>
<td>Ohio Statehouse @OhioStatehouse</td>
<td>13</td>
<td>74</td>
<td>10/3/2012</td>
<td>179</td>
<td>13</td>
</tr>
<tr>
<td>Ohio Fire Marshal @OhioFire</td>
<td>984</td>
<td>2171</td>
<td>3/10/2011</td>
<td>752</td>
<td>88</td>
</tr>
<tr>
<td>Ohio Dept of Health @OHDepotohealth</td>
<td>342</td>
<td>2485</td>
<td>11/16/2009</td>
<td>1231</td>
<td>61</td>
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<tr>
<td>Ohio Public Safety @OHPublicSafety</td>
<td>0</td>
<td>1188</td>
<td>4/29/2009</td>
<td>1432</td>
<td>25</td>
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### Hospitals

<table>
<thead>
<tr>
<th>Handles</th>
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<th>Joined</th>
<th>Days Active</th>
<th>Followers per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ohio Hospital Assoc @OhioHospitals</td>
<td>501</td>
<td>6266</td>
<td>4/6/2009</td>
<td>1455</td>
<td>131</td>
</tr>
<tr>
<td>OSU Wexner Med Ctr @OSUWexMed</td>
<td>2529</td>
<td>10577</td>
<td>5/7/2008</td>
<td>1789</td>
<td>180</td>
</tr>
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</table>

### Organizations

<table>
<thead>
<tr>
<th>Handles</th>
<th>Following</th>
<th>Followers</th>
<th>Joined</th>
<th>Days Active</th>
<th>Followers per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ohio Health @OhioHealth</td>
<td>3395</td>
<td>5824</td>
<td>9/4/2008</td>
<td>1669</td>
<td>106</td>
</tr>
<tr>
<td>Ohio EMA @Ohio_EMA</td>
<td>130</td>
<td>3133</td>
<td>1/8/2009</td>
<td>1543</td>
<td>62</td>
</tr>
<tr>
<td>Ohio School Boards @OHSchoolboards</td>
<td>1175</td>
<td>3389</td>
<td>3/5/2009</td>
<td>1487</td>
<td>69</td>
</tr>
<tr>
<td>Policy Matters Ohio @PolicyMattersOH</td>
<td>1708</td>
<td>1630</td>
<td>6/8/2009</td>
<td>1392</td>
<td>36</td>
</tr>
<tr>
<td>HandsOn Central Ohio @HandsOnCntrclOH</td>
<td>839</td>
<td>1966</td>
<td>3/10/2009</td>
<td>1482</td>
<td>40</td>
</tr>
<tr>
<td>Buzzed Driving Campaign @buzzeddriving</td>
<td>4322</td>
<td>7911</td>
<td>8/13/2009</td>
<td>1326</td>
<td>181</td>
</tr>
<tr>
<td>AAA Insurance - NW Ohio @AAA_NWOhio</td>
<td>731</td>
<td>602</td>
<td>5/1/2012</td>
<td>334</td>
<td>55</td>
</tr>
</tbody>
</table>

Average 171
Appendix C1 - Sample Pages to Like

- Newspapers
  - Columbus Dispatch, Dayton Daily News, Cincinnati Enquirer, Akron Beacon Journal, Cleveland Plain Dealer, Canton Repository, etc.

- Other Media
  - NPR, 10TV News, Channel 12 News Cincinnati, et c.

- Prominent People
  - Francis Collins

- Government Agencies
  - Healthy Ohio, Ohio Department of Aging, Ohio Public Health Association, Ohio Statehouse, CDC

- Hospitals (Trauma Centers)
  - Fairview Hospitals, Miami Valley Hospital, etc.

- Other/Nonprofit organizations
  - Ohio Health, Central Ohio Hospital Council, Central Ohio Health Information Exchange, Safe Kids USA
• Injury prevention
  o Biking is great exercise, but without proper safety measures it can be dangerous: each year, about 200 Ohio children between the ages of 5 and 15 are admitted as hospital inpatients for injuries they received while riding a bike. Make sure your children are wearing their helmets and obeying traffic rules! Check out more helpful tips for bike safety here:


• EMS
  o Are you familiar with the star of life, the universal symbol of Emergency Medical Services? The star was created after it was decided the EMS’s old symbol, an orange cross, too closely resembled the American Red Cross! The staff represents medicine and healing and the six points of the star represent the six main tasks of EMS: detection, reporting, response, on the scene care, care in transit, and transfer to definitive care.

• Trauma Center
  o Do you know where the nearest trauma centers are to you?? It’s important to attend a trauma center for serious injury—and thankfully we’ve got plenty in Ohio! Check out this map to familiarize yourself with the trauma centers nearest you:

  http://www.publicsafety.ohio.gov/links/ems_trauma%20Center%20Map%202010.pdf
## Appendix C3 – Target “Likes”

<table>
<thead>
<tr>
<th>Org</th>
<th>Likes</th>
<th>Active Date</th>
<th>Time Active (months)</th>
<th>Average Likes Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy Ohio</td>
<td>666</td>
<td>Mar-10</td>
<td>38</td>
<td>18</td>
</tr>
<tr>
<td>Ohio Department of Aging</td>
<td>1,728</td>
<td>Mar-10</td>
<td>38</td>
<td>46</td>
</tr>
<tr>
<td>Ohio Public Health Association</td>
<td>200</td>
<td>Jul-10</td>
<td>34</td>
<td>6</td>
</tr>
<tr>
<td>Ohio Statehouse</td>
<td>153</td>
<td>Jun-12</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Miamivalley Hospital</td>
<td>1,500</td>
<td>Feb-12</td>
<td>14</td>
<td>106</td>
</tr>
<tr>
<td>Ohio Health</td>
<td>10,800</td>
<td>Dec-08</td>
<td>53</td>
<td>205</td>
</tr>
<tr>
<td>Central Ohio Hospital Council</td>
<td>100</td>
<td>Apr-10</td>
<td>37</td>
<td>3</td>
</tr>
<tr>
<td>Safe Kids USA</td>
<td>2,400</td>
<td>Apr-09</td>
<td>49</td>
<td>49</td>
</tr>
<tr>
<td>State of Ohio EMS</td>
<td>950</td>
<td>Apr-12</td>
<td>12</td>
<td>78</td>
</tr>
<tr>
<td>Experience Columbus</td>
<td>31,000</td>
<td>Feb-08</td>
<td>63</td>
<td>493</td>
</tr>
<tr>
<td>Children’s Hunger Alliance</td>
<td>1,700</td>
<td>Apr-09</td>
<td>49</td>
<td>35</td>
</tr>
<tr>
<td>Lutheran Social Services</td>
<td>1,069</td>
<td>May-09</td>
<td>48</td>
<td>22</td>
</tr>
<tr>
<td>The Dayton Foundation</td>
<td>835</td>
<td>Oct-09</td>
<td>43</td>
<td>20</td>
</tr>
<tr>
<td>Oberlin Heritage Center</td>
<td>389</td>
<td>Mar-09</td>
<td>50</td>
<td>8</td>
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<tr>
<td>Cancer Support Community Central Ohio</td>
<td>326</td>
<td>Jan-11</td>
<td>27</td>
<td>12</td>
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<tr>
<td>New Directions Career Center</td>
<td>279</td>
<td>Sep-09</td>
<td>44</td>
<td>6</td>
</tr>
<tr>
<td>Reading Recovery Council</td>
<td>1,600</td>
<td>Jul-10</td>
<td>34</td>
<td>48</td>
</tr>
<tr>
<td>Columbus Landmark Foundation</td>
<td>758</td>
<td>Sep-09</td>
<td>44</td>
<td>17</td>
</tr>
<tr>
<td>College Mentors for Kids</td>
<td>1,700</td>
<td>Oct-09</td>
<td>43</td>
<td>40</td>
</tr>
<tr>
<td>Ohio State Parks</td>
<td>27,000</td>
<td>Mar-09</td>
<td>50</td>
<td>543</td>
</tr>
<tr>
<td>Ohio Wildlife Center</td>
<td>2,200</td>
<td>May-09</td>
<td>48</td>
<td>46</td>
</tr>
<tr>
<td>Ohio CDC Associates</td>
<td>130</td>
<td>May-11</td>
<td>23</td>
<td>6</td>
</tr>
<tr>
<td>Ohio Environmental Council</td>
<td>2,100</td>
<td>Jul-08</td>
<td>58</td>
<td>36</td>
</tr>
<tr>
<td>OCHLA</td>
<td>296</td>
<td>Jun-11</td>
<td>22</td>
<td>13</td>
</tr>
<tr>
<td>Ohio Nature Education</td>
<td>620</td>
<td>Jan-13</td>
<td>3</td>
<td>207</td>
</tr>
</tbody>
</table>

Average: 83
Hootsuite Tutorial:

Step 1: Sign up for a free hoot suite account using only your name and email address

Step 2: Add social media profiles

Step 3: Authorize
Step 4: Add Social Media (Twitter)
Hootsuite will organize your social media. For Twitter it shows your feed, times people have mentioned you, any inboxes you receive, and the tweets you’ve sent. By clicking “add a stream” along the top right of the screen, you can edit what Hootsuite will display if you so choose.

Step 5: Add Social Media (Facebook)
When you add Facebook, you have the option to add a tab for different groups in which you’re active. You may choose among them and will then have the selected groups as different tabs. Unless you’ve started a group that you need to manage or are especially active in a group it is not recommended to add a group.
Just like on Twitter, with Facebook you may choose what is displayed on your stream.

Newsfeed, wall posts, and newsfeed photos will be automatically included as streams.

**Step 6: Manage messages**

Hootsuite is a useful application because it allows you to schedule when you’d like to send posts/tweets to Facebook/twitter. So rather than logging into the accounts daily, you can schedule your messages for the week at one time and specify when they should be sent out.

In the top right hand corner there is a “message” bar. You can choose from which social media you want the message to be sent to. You can then type your message, choose a date and time for it to be sent, and specify if you’d like an email message when the post is sent.
Step 7: Manage Analytics
Hootsuite is also useful because you can get some analytical information for free such as number of clicks a day in any given week, clicks by region, top referrers, and most popular links. However, there are more analytics available if you choose to upgrade in the future to a paying account.

These are the different pricing options available. The enterprise option is for businesses that rely almost exclusively on social media and would not be a good option. The Pro option offers more advanced analytics that, down the road, may be a good investment to track how effectively social media is being managed.
### RATINGS OF OHIO’S RADIO MARKETS BY REGION (Arbitron Ratings):

- Cincinnati, OH (29)
- Cleveland, OH (30)
- Columbus, OH (35)
- Dayton, OH (63)
- Akron, OH (78)
- Toledo, OH (96)
- Youngstown-Warren, OH (129)
- Canton, OH (136)
- Lima, OH (249)
Radio PSA Research

Snider, Kelley: ksnider@clearchannel.com

Good Morning

I am the Community Engagement Coordinator for CCM+E Cincinnati (formerly PSA Coordinator)

I like to have my CE information a month in advance (I have taken them however a few days in advance)

I typically run the CE for a month out. Anything longer than that gets stale.

All of our CE programs are 30 second and run on terrestrial and streaming stations.

I can also put information on our stations websites.

We also have a Sunday Supplement program where a 15 minute interview is done and played on Sunday mornings on all six stations.

Lastly, we can sometimes do on air interviews with our talent.

Hope this helps.
## Appendix D3 - Top Stations

### Cincinnati, OH  
**Rank: 29**  
6+ Population: 1,760,700  
Ethnic Composition:  
- Black: 12.44%  
- Hispanic: 2%  
Next Release: 4/17/2013

<table>
<thead>
<tr>
<th>Station</th>
<th>Format</th>
<th>Owner/LMA</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLW</td>
<td>Talk</td>
<td>Clear Channel Media &amp; Entertainment</td>
<td>390,100</td>
</tr>
<tr>
<td>WGRR</td>
<td>Classic Hits</td>
<td>Cumulus Media, Inc.</td>
<td>545,000</td>
</tr>
<tr>
<td>WUBE-F</td>
<td>Country</td>
<td>Hubbard Broadcasting, Inc.</td>
<td>484,900</td>
</tr>
<tr>
<td>WIZF</td>
<td>Urban Contemporary</td>
<td>Radio One</td>
<td>338,800</td>
</tr>
<tr>
<td>WKRQ</td>
<td>Hot AC</td>
<td>Hubbard Broadcasting, Inc.</td>
<td>562,100</td>
</tr>
<tr>
<td>WRRM</td>
<td>Adult Contemporary</td>
<td>Cumulus Media, Inc.</td>
<td>458,400</td>
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<tr>
<td>WKFS</td>
<td>CHR</td>
<td>Clear Channel Media &amp; Entertainment</td>
<td>477,000</td>
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<tr>
<td>WREW</td>
<td>80s Hits</td>
<td>Hubbard Broadcasting, Inc.</td>
<td>478,700</td>
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<td>WEBN</td>
<td>Rock</td>
<td>Clear Channel Media &amp; Entertainment</td>
<td>359,100</td>
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<td>Talk</td>
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<td>177,000</td>
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<tr>
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<td>WAKW</td>
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<td>WNKU</td>
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<td>WCFN</td>
<td>Sports</td>
<td>Radio One</td>
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### Cleveland, OH  
**Rank: 30**  
6+ Population: 1,758,800  
Ethnic Composition:  
- Black: 19.93%  
- Hispanic: 4%  
Next Release: 4/17/2013

<table>
<thead>
<tr>
<th>Station</th>
<th>Format</th>
<th>Owner/LMA</th>
<th>Reach</th>
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<td>WDOK</td>
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<td>CHR</td>
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<td>Smooth AC</td>
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<td>Ideastream</td>
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<td>Moody Bible Institute</td>
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<td>WCLV</td>
<td>Classical</td>
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<td>Black Gospel</td>
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<td>Modern Rock</td>
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<td>WKSU-F</td>
<td>News</td>
<td>Kent State University</td>
<td>42,800</td>
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## Appendix D3 - Top Stations

### Columbus, OH  Rank: 35

6+ Population: 1,523,900  
Ethnic Composition: Black - 15.67%  Hispanic - 3%

Next Release: 4/17/2013

<table>
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<th>Owner/LMA</th>
<th>Reach</th>
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<td>Urban Contemporary</td>
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<td>Wilks Broadcasting, LLC</td>
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<td>WRKZ</td>
<td>Rock</td>
<td>North American Broadcasting</td>
<td>215,600</td>
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<td>Radio One</td>
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<td>Modern AC</td>
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<td>Fun With Radio, LLC</td>
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<td>News/Talk</td>
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<td>News</td>
<td>School District of Columbus</td>
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<td>Country</td>
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<td>WOSA</td>
<td>Classical</td>
<td>Ohio State University</td>
<td>65,000</td>
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<td>Country</td>
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<td>WZNP</td>
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<td>WYTS</td>
<td>Sports</td>
<td>Clear Channel Media &amp; Entertainment</td>
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<td>WMNI</td>
<td>News</td>
<td>North American Broadcasting</td>
<td>9,300</td>
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</table>
The Ohio Expo Center & State Fair - ohiostatefair.com

717 East 17th Avenue
Columbus, Ohio 43211
888-OHO-EXPO (toll-free)
614-644-3247 (business office)
614-466-8346 (rental office)
614-644-3247 (24-hour event information line)
Rhonda Lawson e-mail: r.lawson@expo.state.oh.us

2013 Fair Rental Rates

Outdoor Concession Space:
- $50 per linear ft. deposit
- Concessions - 15%
- $10 per linear ft. for ground service fees

Outdoor Exhibit Space:
- Exhibitors (nonfood and beverage):
  - Lineup - $130 per front linear ft.
  - Centers - $130 per front linear ft. front of long side
- $7 per linear ft. for ground service fees
All County Fairs in Ohio starting in June and ending in October:

http://www.ohiofairs.org/listoffairs.html

Cuyahoga County Fair
- 164 Eastland Road
- Berea, OH 44017
- 440-243-0090
- Fair office - Deanne Nestor - deanna@cuyfair.com
- Grounds/building rentals - Bob Sculac - rental@cuyfair.com
- Contract form online for concession and booth rental and more info
- Rental Rates: 10x10 inside booth $290/wk (cheapest one, bring own tables and chairs or rent from them)

Hamilton County Fair
- 7801 Anthony Wayne Avenue
- Cincinnati OH 45216
- 513-761-4224
- Rental Rates: 10x10 booth $385/wk (includes electric, tables, chairs, etc.)

Summit County Fairgrounds
- 229 E. Howe Road
- Tallmadge, OH 44278
- 330-633-6200
- Summitcofair2@aol.com
- Rental Rates: 10X10 inside booth $200 (electric needs included)

Montgomery County Fair
- 1043 South Main Street
- Dayton OH 45409
- Contact form online
- Rental Rates: 10x10 inside coliseum $270 for six days
Our survey will be used as a measuring tool to study citizen awareness of the OTS. It will be distributed annually at applicable fairs and it is our hope that fluctuations will show a change in awareness of the OTS by patients.

**Previous Survey Questions:**

1. Which of the following do you believe is the leading cause of death for people under the age of 45 that live in Ohio?
   a. Diabetes
   b. Cancer
   c. Injuries
   d. Heart Disease
   e. HIV/AIDS
   f. Influenza
   g. Other: ________________________

2. Which of the following do you believe is the leading cause of injury-related death for people that live in Ohio?
   a. Homicides
   b. Suicides
   c. Falls
   d. Drownings
   e. Car Crashes

3. If you were badly injured, how confident are you that the hospital closest to your home would be able to provide you with the best care for your injury?
   No Confidence  Not Very Confident  Somewhat Confident  Very Confident  Extremely Confident

4. Do you think the hospital that is closest to your home is a trauma center?
   a. Yes
   b. No
   c. Not Sure

5. If you were badly injured, how important would it be that an ambulance be required to take you to a trauma center, even if it’s not the closest hospital?
   Not at All Important  Not Very Important  Somewhat Important  Very Important  Extremely Important
6. From your home, how long would it take you to reach the nearest trauma center by ambulance in the event of a serious or life threatening injury?
   a. Less than 15 min
   b. 15-29 min
   c. 30-44 min
   d. 45-59 min
   e. More than an hour

7. If you learned that the hospital closest to your home was not a trauma center, how concerned would you be?
   Not at All Important  Not Very Important  Somewhat Important  Very Important  Extremely important

8. How important is it for all people in Ohio to live within 60 minutes of a trauma center?
   Not at All Important  Not Very Important  Somewhat Important  Very Important  Extremely Important

9. How much money per year would you be willing to spend in order to be sure everyone in Ohio lives within a 60 minute drive of a trauma center?
   Nothing  Less than one dollar  1-10 dollars  11-25 dollars  more than 25 dollars

10. As far as you know, is there a trauma system in place in the State of Ohio?
    a. Yes
    b. No
    c. Unsure
Suggested Survey Questions:

Each question should be on a separate page with no back button

1. Which of the following do you believe would qualify as a traumatic injury (select all that apply):
   a. Heart Attack
   b. Diabetes
   c. Amputation
   d. Stroke
   e. Drowning
   f. Suffocation
   g. Severe burns
   h. Cancer

2. If you were badly injured, how confident are you that the hospital closest to your home would be able to provide you with the best care for your injury?

   No Confidence  Not Very Confident  Somewhat Confident  Very Confident  Extremely Confident

3. Have you ever heard of a “trauma center”?
   a. Yes
   b. No

4. A hospital and a trauma center are the same.
   a. True
   b. False

5. Are you familiar with a “trauma system” in Ohio?
   a. Yes
   b. No
   c. Unsure

6. Have you previously heard the phrase “Ohio Trauma System” or OTS?
   a. Yes
   b. No
   c. Unsure

   If yes, where have you heard it from?
   a. Facebook
   b. Twitter
   c. Radio
   d. Website
   e. Television
   f. Word of Mouth
   g. Newspaper
   h. Other: ____________
7. Are you familiar with the closest trauma center to your residence?
   a. Yes __________ (please identify)
   i. No
   j. Unsure

8. If you were badly injured, how important would it be that an ambulance take you to a trauma center, even if it’s not the closest hospital (circle one)?

   Not at all important  Not very important  Somewhat important  Very Important  Extremely Important

9. What are components of the trauma system (select all that may apply)?
   a. EMS/ First Responder
   b. Injury Prevention
   c. Homeland Security
   d. Rehabilitation
   e. State Highway Patrol
   f. Trauma Centers

10. Which of these slogans is associated with the Ohio Trauma System?
    a. “Where Healthy Meets Happy”
    b. “Continuity in Care”
    c. “We’re on Your Side”
    d. “Helping You Help Yourself”

Demographic Questions – Ask relevant demographic questions at this point or at beginning of survey (ex. gender, age, zip code, annual household income, etc.)
Appendix 4- New Survey Questions

Theory Supporting New Survey:

Our questions flow from general to specific and gauge general knowledge of the Ohio Trauma System. It will show whether they know the difference between a hospital center and trauma center and further gauge their knowledge of importance of a trauma center. To measure the success of the campaign tactics, we ask where they have been exposed to the OTS. From that information we can see what tactics are most effective at reaching Ohioans and utilize them more (i.e. tweet more often if a lot of people know about the OTS from Twitter). For more in depth knowledge of the system we ask if they know the components, which can show that more than just the brand name is being relayed.

To measure an increase in knowledge and awareness we would look at the following for each question respectively:

1. Increase in number of people that answered correctly
2. Increase in confidence
3. Increase in number of people that answer yes
4. Increase in number of people that answer false
5. Increase in number of people that answer yes
6. Increase in number of people that answer yes
7. Increase in number of people that answer yes
8. Increase in feelings of importance
9. Increase in correct responses
10. Increase in correct responses
Hardt, Nino. "Questionnaire design, Session 12, Chapter 6". 2012. PDF.