



Match Guidelines Addendum: Earned Media

Behavioral Traffic Safety

Effective Date: December 1, 2023

Any deviations from these policies and guidelines must have written approval from the BTS Section Director.

Overview

The purpose of this report is to provide guidance for calculating the value of earned media for match purposes on TxDOT Traffic Safety grants.

Definition

Earned media is any material written and published about your grant activities that you haven't paid for or created yourself.

Earned media is highly valued. Rather than being influenced by paid ads or commercials, people are more likely to listen to information given by a neutral party or by experts. Therefore, it has established a unique "earned" trustworthiness.

Research has shown that any time a story is seen as an "editorial" instead of a paid message it is valued more by the public. People are often more inclined to trust what other people say rather than what an organization says about itself. Authenticity is the key. If you don't believe that someone is being genuine; or if you think they have a hidden motivation (such as profit), then their message is easy to discount.

Earned media may not include social media for match which is addressed in a separate TxDOT report and valued differently.

Traditionally, the value of earned media has been determined by arriving at the advertising value (ad value) of the same or a similar item placement and then increased that amount by using a multiplier since, as indicated above, the broadcast news reporting has more value than paid media in the eyes of the public. TxDOT has been approved to use an earned media multiplier of x5.

Qualifications

TxDOT earned media match only applies to "broadcast" earned media distributed through traditional mass media channels such as:

- radio
- television
- online news
- newsletters
- magazines
- newspapers

Articles submitted for earned media match with TxDOT must include information about the grant and must include a traffic safety-based message.

Calculating Values

1. **Media Monitoring Companies:** a third-party media valuation service may be employed to ensure accurate, timely and unbiased media values using well-established industry standards.
2. **Manual Calculation:** a manual calculation is done by contacting the broadcast or news station directly and obtaining the ad value of your segment and then multiplying by the TxDOT multiplier of x5.

For verification purposes, when using either of these methods, a legible copy of the article or broadcast story, preferably saved as a pdf, must be provided. If the item is a video or audio clip, a copy of the dialogue/script from the segment is required. Live segments will not be accepted without proper documentation as outlined in these guidelines.

Guide for Using Media Monitoring Companies

If the media monitoring service provides an “Ad Equivalency” or “Ad Value” or “Estimated Ad Value”, then the TxDOT multiplier of x5 may be used. However, if they provide a “PR Value” or “Publicity Value” or “Calculated Publicity Value”, then the TxDOT multiplier should not be used because a multiplier has already been incorporated.

The media valuation service companies we recognize are as follows. Only these companies will be accepted. Any others must have prior TxDOT approval in writing from the BTS Section Director.

- Cision Media Monitoring,
- Metro Monitor (also called Metro Media Monitor)
- Meltwater
- Texas Press Association (Newspapers)

The cost of the media valuation service is not reimbursable but can be used as match.

When submitting the match claim, a copy of the report from the media valuation service for the period in question must be provided. The report must show:

- Article headline and at least the first few lines (which should indicate the grant title)
- URL for online items
- Air date
- Outlet/source/location
- Value determined

For verification purposes, a legible copy of the article or broadcast story, preferably saved as a pdf, must be provided. The preferred method is to save any online articles as a pdf and upload as attachments. If the same article ran in multiple outlets, only one copy of the article is required. Live segments will not be accepted without proper documentation as outlined in these guidelines.

If the item is a video or audio clip, a copy of the dialogue/script from the segment is required. Live segments will not be accepted without proper documentation as outlined in these guidelines.

Sample Media Valuation Service Report



TV & RADIO NEWS CLIPS | BROADCAST, ONLINE, & SOCIAL MEDIA MONITORING | MEDIA ANALYSIS
 To order permanent TV or radio clips call 800-861-5255 or visit www.metromonitor.com

Watch UR BAC Broadcast Coverage Listing Report June 2023

2.  **Brownwood News** Newspaper Market: Abilene-Sweetwater, TX (165)
 Be mindful of firework safety this Fourth of July

Jun 29 2023 08:13PM CT

Be mindful of firework safety this Fourth of July Column by Courtney Parrott, Brown County **AGRILIFE EXTENSION** Agent Every year, Americans gather with friends and family to celebrate Independence Day. As the holiday approaches, experts with the Texas A&M **AGRILIFE EXTENSION** Disaster Assessment and Recovery, DAR, Unit are encouraging Texans to take precautions with firework safety. 'Fundamental preventative measures' The safest way to enjoy fireworks is simply leaving it to the professionals, said Payton Morris, **AGRILIFE EXTENSION** DAR agent, Glen Rose, serving the South Central Texas region. In the case that fireworks are allowed in your location, there are fundamental preventative measures to take to ensure that the fun does not turn into fire," Morris said. The following are suggested safety tips: Read and follow all instructions on firework labels. In suburban areas, stay observant of the distance between houses and the projected velocity of fireworks. Prepare animals, such as pets and or livestock, because they are very susceptible to loud noises. Consult a veterinarian Richard Griffin, DAR agent, Carrizo Springs, serving the north region of South Texas, said contacting veterinarian prior to firework events is advisable to ensure protective behavioral health. The vet could even prescribe sedative pills to 'keep animals from the flight or fright' response," Griffin said. "If the local veterinarian is unavailable, days before the holiday, consider keeping your pet in the laundry room or near a television to drown out loud noise." Disposing and cleaning of fireworks after their use is equally as important to safety, he said. It is also important not to leave fireworks out overnight, as old flames could spark. Never re-light an already used firework." Griffin said. "Instead, allow everything to cool down and douse it in water. Remove all significant pieces and throw away anything recyclable." In all, DAR agents say the best practice is to assess your situation and take the necessary precautions to avoid danger this Fourth of July. **DRIVE SOBER** This Independence Day, and Every Day This Independence Day, Texas A&M Service's **WATCH UR BAC**, (Blood Alcohol Content) program, the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA), and the Texas Department of Transportation (TxDOT) want to remind drivers that **BUZZED DRIVING IS DRUNK. DRIVING**. No matter how people choose to celebrate Independence Day, do it safely and always have a sober ride. Anyone under the influence of alcohol that chooses to get behind the wheel of a vehicle not only puts everyone on the road in danger, but also themselves. Fourth of July festivities often start early in the day and go into the evening or late at night, causing more cars to be on the roads at night. Texas, in 2022, had 42 people killed in motor vehicle traffic crashes over the July Fourth holiday period. Forty percent (17) of those fatalities occurred in alcohol-impaired-driving crashes and 23 people were seriously injured. Many of the drivers arrested for drunk driving on the Fourth of July have likely been drinking alcohol throughout the day at various planned gatherings. "We want our community to have a happy and safe Independence Day, one that they'll remember for years to come, for all the right reasons," said **AGRILIFE EXTENSION** Family and Community Health Agent Courtney Parrott, Brown County. "We've partnered with NHTSA and TxDOT to help remind drivers that even one drink before driving is when impairment begins. Under no circumstance is it ever OK to drink and drive. This behavior is illegal, it's deadly, and it's selfish. Do everyone in your community a favor: If you'll be drinking at a Fourth of July party, or for any occasion, plan ahead for a sober ride. **WATCH UR BAC'S** goal is for everyone to enjoy red, white, and blue in their flags, fireworks, and family gatherings - not in their rear view mirror. The only way to prevent this is to never drink and drive. Celebrate with a Plan This Fourth of July, the **WATCH UR BAC** program, NHTSA, and TxDOT urge drivers to designate a sober driver before heading out for the evening. If planning on drinking, plan how to safely travel without driving. Texas A&M **AGRILIFE EXTENSION** Family and Community Health Educator Courtney Parrott, Brown County, reminds drivers to follow these tips for a safe night on the roads. Remember: It is never OK to drink and drive - even if after only one alcoholic beverage. Designate a sober driver or plan to use public transportation or a ride service to get home safely. Suspect a motorist on the road is driving drunk or intoxicated?"

Unique Visitors: 4,557	CPM: \$11.00	Estimated Ad Value: \$101
Calc Publicity Value: \$303	Word Count: 878	Average Stay: 53.69
Attention: 0.0000	Rank: 715,750	Page Views: 100,738
Tone: Not Specified	Placement: Not Specified	Prominence: Not Specified
Message Points/Notes: Not Specified		

Estimated Ad Value = \$101 x 5 TxDOT Multiplier = \$505 Total Value in Earned Media Match

4 Page

Guide for Using Media Manual Calculation

A manual calculation is done by obtaining the ad value of your segment and then multiplying by the TxDOT multiplier of x5.

In order to be accepted, a manual claim for earned media match must be documented with:

- a legible copy of the article or broadcast story, preferably saved as a pdf
- rate verification
- placement verification
- earned media report

Rate verification can be obtained from the broadcast or news station in writing or obtaining it from the sales section of the news outlet website and saving the page as a pdf.

For newspapers placements– the website called Gaebler provides Texas rate estimates customized by city and media outlet. If you use Gaebler for your rate verification, save the reference page as a pdf and submit it as part of the rate verification documentation.

<http://www.gaebler.com/Newspaper-Advertising-in-Texas>

Whichever method is used, documentation to verify the ad rate value must be provided.

Placement verification for printed articles requires you to report the column inches of the print article. You will count the number of columns and determine the length of the article in inches (use a ruler). Added together, these two measurements will give you the column inches for the print ad. This is then multiplied by the rate per column inch provided to you through the newspaper or magazine company.

Sample Equation:

2 columns

5 inches measured

2 columns x 5 inches measured = 10 column inches

10 column inches x ad rate of \$14 per column inch = \$140

\$140 x 5 TxDOT Multiplier = \$700 earned media value

Lorena PD Participating In 'Click It or Ticket' Belt Mobilization Campaign

The Lorena Police Department is participating in the 'Click It or Ticket Seat Belt Mobilization Campaign' which is through June 3, 2013. While Lorena PD always stresses the importance of wearing your seat belt, this campaign will ticket anyone who isn't wearing a seat belt, whether in the front or back seat.

The Lorena PD notes an interesting fact: "When the 'Click It or Ticket' campaign began in Texas in 2002, only 76.1% of Texans were using their seat belts. By 2011, 93.7% of Texas motorists were buckling-up. Texas currently ranks seventh in the nation for the highest seat belt use."

It's the Law: Buckle up in the front and back seat!

State law requires everyone in a vehicle to be secured by a seat belt. That means unbuckled adult passengers in the back seat can be ticketed, too. Fines and court costs for failing to fasten seat belts can add up to \$250 or more.

With almost five million pickups in Texas – roughly one of every four registered vehicles – this year's campaign will emphasize the importance of buckling up to motorists who drive or ride in pickups. According to the Texas Transportation Institute, pickup drivers and passengers use seat

belts at lower rates than others:

- 91 percent of pickup drivers buckle up compared to 95 percent of other drivers

- 80 percent of pickup passengers buckle up compared to 92 percent of passengers in all other types of vehicles.

The National Highway Traffic Safety Administration (NHTSA) reports that half of pickup drivers

who died in traffic crashes in 2010 were not wearing a seat belt. Also, pickup trucks are twice as likely to roll over in crashes as passenger vehicles.

The NHTSA also added these facts:

- Of the 2,995 people killed in Texas in traffic crashes in 2011, at least 853 drivers and passengers weren't buckled up

- Of those killed or seriously injured in Texas who weren't buckled up, 51 percent were between the ages of 18 and 34

- Men use seat belts less often than women.

- Passengers are less likely to buckle up than drivers

- Riders in the back seat who use lap and shoulder belts are more likely to survive in a crash than unrestrained occupants.

Learn more at TexasClickItorTicket.com

5 inches

2 Columns

In addition, for manual calculations, a cover page is required from reporting. The cover page must verify rate and placement and source.

Sample Earned Media Report:

*Newspapers	Number of Columns	Length in inches	Column Inches	Rate per Column Inch	Ad Value Total	TxDOT Multiplier	TOTAL Earned Media Value
Marshall News Messenger - "Hands-On Safety" 6.7.22	4	11.75	47	21.00	987.00	5	\$4,935.00
Fayette County Record - "Drive Sober this Independence Day" 6.17.22	3	4	12	7.00	84.00	5	\$420.00
						Subtotal	\$5,355.00
**Online							
Marshall News Messenger - "Agencies teach youth the dangers of drunk driving" 6.7.22					\$1,260.00	5	\$6,300.00
KRHD BCS - "Local law enforcement stress safe driving for Fourth of July" - 6.30.22					\$500.00	5	\$2,500.00
						Subtotal	\$8,800.00
***Television							
KRHD BCS - "Local law enforcement stress safe driving for the Fourth of July" - 6.30.22 6PM 1 min 7 seconds @ \$30/30 sec - 2.23x\$30= \$66.90					\$66.90	5	\$334.50
KRHD BCS - "Local law enforcement stress safe driving for the Fourth of July" - 6.30.22 10PM 2 min 24 seconds @ \$30/30 sec - 4.8x\$30= \$144.00					\$144.00	5	\$720.00
						Subtotal	\$1,054.50
						Total	\$15,209.50

Reporting

Earned media match must be tracked, verified, and documented. Records must be maintained including all screen captures or pdfs of the articles in the event that online links become unavailable for viewing.

All documentation shall be included on the Request for Reimbursement (RFR). Please do not include earned media match documentation in the Performance Report (PR) unless it is necessary for performance reporting purposes. If there is no earned media match to report for the reporting period, it is not necessary to report this in the RFR.

Avoid reporting more than one month of earned media match per month. If this is unavoidable and an article was missed from a previous reporting period, please ensure that the date(s) are visible on any documentation.

You may begin and end the earned media match program at any time by notifying your project manager in advance.