

PUBLIC COMMUNICATION GROUP
MATERIALS COLLECTION REVIEW

VOLUME I: A Comparative Analysis
of 25 Major Campaigns in Alcohol
and Highway Safety

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A COMPARATIVE ANALYSIS OF 25 MAJOR PUBLIC INFORMATION
CAMPAIGNS IN ALCOHOL AND HIGHWAY SAFETY

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A COMPARATIVE ANALYSIS OF 25 MAJOR PUBLIC INFORMATION CAMPAIGNS IN ALCOHOL AND HIGHWAY SAFETY

1.0 INTRODUCTION

Alcohol-related highway accidents continue to be one of the most perplexing of all social problems in the United States and around the world. To counteract the problem numerous educational, engineering, legal, and other, approaches have been implemented as countermeasures. Few have produced a significant reduction in the number of casualties on the highways. Probably the most universal form of countermeasure is the general area of public information and education. Advances in mass media technology, challenging increases in our understanding of social psychology and the determinants of behavior, and social acceptability have promoted the investment of private and public resources in public information campaigns. There is, however, little convincing evidence that these approaches to the problem of the drunk driver are at all effective.

This study is intended to provide insights and understandings of the current state-of-the-art in public information campaigns on alcohol and highway safety. The purpose for such an investigation is not to determine what constitutes a "Good" or a "Bad" campaign, but instead to clarify the composition of the 25 largest campaigns in the collection of the Public Communication Group. Each campaign in this study was decomposed by type of media, number of items, range of themes, messages, intended audiences and apparent means of evaluation. Then, generic combinations of campaigns were compared to determine the consistencies, and inconsistencies, of the field.

This investigation is envisioned to provide useful information to individuals and organizations with the responsibility of creating and implementing public information countermeasures in alcohol and highway safety. It is the position of the Public Communication Group that cooperation among voluntary, commercial,

and governmental organizations should be encouraged in order to promote more consistent, and thus more effective, public information materials and campaigns. It is hoped that the information contained herein will facilitate more effective public information campaigns in the future.

The many organizations which have provided campaign materials to the Public Information Group Group deserve credit for making this study possible. A list of the 25 campaign sponsors under investigation in this research is found in Table 1.1.

TABLE 1.1. 25 MAJOR PUBLIC INFORMATION CAMPAIGNS IN
ALCOHOL AND HIGHWAY SAFETY

Number of Audiences and Items Per Campaign

Campaign	Number Audiences	Number Items	Ratio
Alcohol Safety Action Programs			
Charlotte, North Carolina	7	24	1:3.4
Columbia, South Carolina	3	5	1:1.7
Columbus, Georgia	2	5	1:2.5
Denver, Colorado	3	12	1:4.0
Fairfax, Virginia	3	4	1:1.3
Hennepin County, Minnesota	8	27	1:3.4
Nassau County, New York	5	50	1:10.0
Oregon	4	20	1:5.0
Seattle, Washington	1	7	1:7.0
Sioux City, Iowa	6	10	1:1.7
Wichita, Kansas	7	40	1:5.7
Albuquerque, New Mexico	7	13	1:1.9
Great Britain, Department of Environment	4	16	1:4.0
National Highway Traffic Safety Administration	8	64	1:8.0
National Institute on Alcohol Abuse and Alcoholism	3	36	1:12.0
Virginia Highway Safety Division	6	6	1:1.0
Allstate Insurance	3	25	1:8.3
General Motors	5	12	1:2.4
Kemper Insurance	5	9	1:1.8
Licensed Beverage Industry	4	13	1:3.3
Seagrams Corporation	5	5	1:1.0
State Farm Insurance	2	19	1:9.5
AAA	6	12	1:2.0
Canada Safety Council	4	10	1:2.5
National Safety Council	5	27	1:5.4

2.0 METHOD

From the collection of the Public Communication Group the 25 largest public information campaigns were selected for analysis. The basis for selection was in terms of number of items in the collection for each campaign, time-period of the campaign, size and distribution of intended audiences, and proportion of all campaign materials contained in the collection.

Many campaigns contained media uncommon to the others, however a basic "set" of media was a feature of all 25 campaigns. Therefore only those media that were common to all studied campaigns were included in the subsequent analyses. The media found to be most common to all campaigns included: (1) Radio Spot Ads, (2) Television Spot Ads, (3) Pamphlets (not strictly promotional), (4) Print Ads, (5) Films, (6) Posters and Bus Cards (found in mass transit bus and subway systems), and (7) Speaker's Bureau Scripts. Not included in the analysis were bumper stickers, napkins, and other creative but unique media forms.*

Each item in the campaigns were reviewed and code values were assigned for each of five basic variable categories. These categorical variables include: Media, Theme, Message, Audience, and Evaluation. The definitions and code values of these categories will be detailed at this point below. The results of the study are presented.

The Media, as described above, served as a basis for the selection of the campaign as well as a basis for comparison. Seven media were reviewed, overall, however, few campaigns contained all seven media forms.

The Theme of the campaign item was defined as the key phrase or expression that received emphasis. Often the theme was subtle and was inferred from other content for coding purposes; other

*A wide variety of media have been utilized in these campaigns including cloth patches to sew onto blue jeans; balloons; calendars; and an array of gimmicks and gadgets. These media forms rarely contain more than a theme, phrase, or slogan.

TABLE 2.1. CAMPAIGN ITEM VARIABLE CATEGORIES AND CODE VALUES

		THEME AND MESSAGE: <u>Non-normative</u>
MEDIA:	1 Radio Spot Ad	2.1 Personal Threat (cost, etc.)
	2 Television Spot Ad (or story board)	2.2 Social Threat
	3 Pamphlet	2.3 Legal Threat
	4 Print Ad	2.4 Health or Life Threat
	5 Film	2.5 Value (judgment)
	6 Poster or Bus Card	2.6 Informativ, general
	7 Speaker's Bureau Script	2.7 Informativ, statistical
		2.8 Informativ, legal facts
THEME: <u>Normative</u>		2.9 Informativ, alcoholism, effects of alcohol consumption
1.1	"Get (keep) the problem drinker (excessively drunk drivers) off our highways (the road)."	2.10 Feedback Information (address, telephone number)
1.2	"Urge problem drinkers (any drunk person) to not drive; keep them from driving; drive a drinker home."	<u>Promotional</u>
1.3	"Drink moderately; don't be afraid to say 'no'; if you chose to drink, drink responsibly; know your limits; live within your limits; cut your drinking short, not your life; if you're going to drink and drive, use the (BAC) chart first."	3.1 Campaign success to date. "What we've done so far."
1.4	"Help stop the traffic (drunk driver) slaughter; Scream Blood murder; help change the laws."	3.2 Campaign details, "What we will be doing, or are doing now."
1.5	"Let's keep our friends alive."	3.3 Sponsoring agent advertised
1.6	"Don't drive when you've had too much; don't drive when you're drunk."	3.4 What (you) can do to help the campaign, <u>specific suggestions.</u>
1.7	"Don't let drivers get drunk you really can't ask a driver to have another drink; don't ask a man to drink and drive."	
1.8	"Don't drink and drive; if you've had anything to drink, don't drive; drink, drive - rationalize."	
1.9	"Cure the alcoholic driver; urge problem drinkers to get help."	
1.10	"Let's make driving a good thing again; Responsible driving guidelines."	
1.11	"Be a friend first and then a good host."	
EVALUATION:		
1	Evidence of Effectiveness	1
2	Evidence of Experimental/Survey Evaluation	5

AUDIENCE:

- 1 General Public
- 2 Problem Drinkers and Alcoholics
- 3 Social Drinkers
- 4 Familier and Friends of Problem Drinkers, Alcoholics and Social Drinkers
- 5 Drivers
- 6 Young People, Teenagers, College-age Youth, Pre-teens
- 7 Law Enforcement Personnel, Judges, Police, Court Workers
- 8 Minority Groups
- 9 Businessmen and Employees
- 10 Physicians and Lawyers
- 11 Civic Groups, Religious Groups, Service Organizations
- 12 Other: Legislators, Government Officials, Opinion Leaders, the Press, etc.

times the theme was closely tied to promotion of the sponsoring agency or program. In order to discriminate between certain classes of themes four basic categories were defined: (1) Normative, (2) Non-normative, (3) Informative, and (4) Promotional. Normative themes included those statements which urged, demanded or pleaded with the audience to take some specific action or to assume a particular belief or attitude. Non-normative themes either took the form of a threat (personal, social, legal, health or life) or a value judgment. Informative themes focused on the dissemination of statistical, factual, or general information about the alcohol-highway safety problem, or provided information useful to the audience in order to contact the sponsoring organization. Promotional themes dealt with the activities, successes and purposes of the campaign or sponsor or offered suggestions as to how the audience might be able to assist the campaign effort.

The Messages found in each campaign item, unlike the theme, could have multiple code values. Possible code values of messages corresponded to the non-normative, informative, or promotional code values of the campaign themes. The relationship between theme and message can best be understood as one of emphasis and support. The theme is the information that the item is intended to imbed in the audience. The message(s) provides support and reinforcement for the theme. It is possible that the theme and message are identical or that several messages are combined to support a general campaign theme. Typically these large campaigns have a central theme that is common to all items and media forms. A variety of media and messages are often used to support the campaign theme. Another category of message feedback mechanisms, was specific to this component. Feedback messages includes telephones, numbers, addresses or other information that would facilitate the evaluation of the item by the sponsor.

The Audience intended for the item was frequently stated in supporting documentation for each item reviewed. Other times it was necessary to judge what the intended audience was for each item. Twelve categories of intended audience were identified.

Evaluation information in each item was coded in two ways. If information was offered regarding the exposure of the specific item in question, it was noted that exposure data was included. If the item contained any information that was specifically related to the impact, or effectiveness, of the item itself, not the campaign in general, the item was coded accordingly.

Table 2.1 contains the categories of variables and all possible code values of these variables on which the comparative analyses were based.

ANALYSIS STRATEGIES

Coded data were subjected to two basic analyses. One-way frequency counts were made for each variable category which provided a profile of the campaigns, by variable. Cross-tabulations of variables were made between certain subsets of the collection such as governmental, commercial, and non-profit/private sponsoring organizations in order to assess relative attention, by group, to relevant variable measures of audience, media, message and theme. The findings of these analyses will follow in section 3.0 of this report.

3.0 FINDINGS

The analysis strategies were designed to result in a series of tables with a variety of cross-stratifications of variables of primary interest. This section presents the results of the analyses and the basic findings of the study.

3.1 Type of Media by Categories of Campaign Sponsorship

Table 3.1 presents the cross-stratification of media frequencies by four categories of campaign sponsorship. The percentages, by media, for each sponsorship category, when rank-ordered, provide some insight into the field.

<u>Rank-Order</u>	<u>Sponsorship Categories</u>		
	Governmental	Commercial	Non-Profit
Most frequent media	radio	print-ads	print-ad/radio*
	print-ads	pamphlets	pamphlets/t.v.*
	pamphlets	t.v./radio*	films
	television	films	
	posters/bus cards		
Least frequent media	films/speakers	bureau scripts	

*Rank-order ties on frequency

These rank-ordered categories appear to indicate that there are differences among sponsoring organizations in the choice and utilization of media types.

TABLE 3.1. TYPE OF MEDIA BY CAMPAIGN SPONSORSHIP CATEGORIES

Media	All Campaigns		Government		Commercial		Non-Profit	
Pamphlets	79	16.8	54	16.0	16	19.3	9	18.4
Print-Ads	136	29.0	70	20.7	51	61.4	15	30.6
TV	67	14.3	52	15.4	6	7.2	9	18.4
Movies	6	1.3	1	.3	4	4.8	1	2.0
Radio	165	35.2	144	42.6	6	7.2	15	30.6
Posters/Bus Cards	16	3.4	16	4.7				
Speakers Bureau Script	1	.6	1	.3				
Total	470	100.0	338	100.0	83	100.0	49	100.0

3.2 Type of Audience by Campaign Sponsorship

As with type of media, the audience determined to be the focus of each campaign was rank-ordered by sponsorship category. These data are found in Table 3.2 and below.

<u>Rank-Order</u>	<u>Sponsorship Categories</u>		
	Governmental	Commercial	Non-Profit
Most Frequent Audience	General Public	General Public	Social Drinkers
	Family & Friends	Social Drinkers	General Public
	Social Drinkers	Drivers	Drivers
	Problem Drinkers	Family & Friends	Family & Friends
	Drivers	Young People	Problem Drinkers
Least Frequent Audience	Law Enforcement Personnel	Employers	Young People

These results seem to suggest that there are domains of interest for media targeting that are different among the three sponsorship categories. In addition, there is evidence that commercial sponsors tend to focus most heavily on socially "acceptable" audiences more than the governmental or non-profit sponsors. "Family and Friends" usually referred to a plea by the sponsor to intervene in a potential drunk driver/driving situation and, for instance, provide alternative transportation as a responsible friend. This is a relatively new and sophisticated campaign strategy and is most often found in the governmental campaigns.

TABLE 3.2. TYPE OF AUDIENCE BY CAMPAIGN SPONSORSHIP

Media	All Campaigns		Government		Commercial		Non-Profit	
	#	%	#	%	#	%	#	%
General Public	198	33.2	133	29.6	48	52.7	17	29.8
Problem Drinkers & Alcoholics	66	11.1	61	13.6	1	1.1	4	7.0
Social Drinkers	105	17.6	70	15.6	16	17.6	19	33.3
Families & Friends of Problem Drinkers/ Alcoholics/Social Drinkers	85	19.2	72	16.0	8	8.8	5	8.8
Drivers	62	10.4	40	8.9	13	14.3	9	15.8
Young People: Teenagers, College Age Youth, Pre- Teenagers	33	5.5	27	6.0	3	3.3	3	5.3
Law Enforcement Officials: Judges, Police, Court Workers	12	2.0	12	2.7				
Minority Groups	9	1.5	9	2.0				
Employers and Businessmen	8	1.3	6	1.3	2	2.2		
M.D.'s & Lawyers	8	1.3	8	1.8				
Groups & Organizations	5	.8	5	1.1				
Other: Legislators, Govt. Officials, Opinion Leaders, the Press, Educators	6	1.0	6	1.3				
Total	597		449		91		57	

3.3 Extent of Stated Evaluation by Campaign Sponsorship

In Table 3.3 the cross-stratification of stated evaluation by sponsorship category is presented. It is apparent from the table that very seldom is there any information regarding exposure or impact evaluations of campaign media items. 95.2% of all items are without evaluation information.

The commercial campaigns have more evaluatory information than non-profit or governmental, however the information is limited to exposure of items to general audiences. Non-profit campaign items that were reviewed had no information regarding media item evaluation in terms of exposure or impact.

TABLE 3.3. EXTENT OF STATED EVALUATION, BY CAMPAIGN

Evaluation	All Campaigns		Government		Commercial		Non-Profit	
Exposure	11	2.3	5	1.47	6	7.2		
Impact	5	1.1	4	1.18	1	1.2		
Both	16	3.4	9	2.7	7	8.4		
Neither	439	93.2	321	94.7	69	83.1	49	100.0
Total	471	100.0	339	100.0	83	100.0	49	100.0

3.4 Type of Theme by Campaign Sponsorship and Media Category

Tables 3.4a and 3.4b present the relationship of theme categories to categories of campaign sponsorship and form of media. It will be helpful to the reader to refer to Table 2.1 in order to identify specific theme code values.

The most frequently occurring themes in the campaign which were reviewed were:

- 1.1 "Get the Problem Drinkers Off the Road"
- 2.9 Information on Alcohol and Alcoholism
- 1.2 "Urge Problem Drinkers Not to Drive"
- 3.2 Campaign Details
- 1.3 "Know Your Limits"
- (Three
- 1.4 way "Help Stop the Traffic Slaughter"
- tie)
- 1.5 "Let's Keep Our Friends Alive"

The most common themes by each media type were:

- | | |
|-----------------|---|
| Pamphlets | 2.9 Alcohol and Alcoholism Information |
| | 3.2 Campaign Details |
| Print Ads | 1.1 "Get the Problem Drinkers Off the Road" |
| | 2.9 Alcohol and Alcoholism Information |
| Television | 2.9 Alcohol and Alcoholism Information |
| | 1.7 "Don't Let Drivers Get Drunk" |
| Films | 1.6 "Don't Drive When Drunk" |
| | 2.9 Alcohol and Alcoholism Information |
| Radio | 1.1 "Get the Problem Drinkers Off the Road" |
| | 2.9 Alcohol and Alcoholism Information |
| Posters | 1.7 "Don't Let Drivers Get Drunk" |
| | 1.2 "Urge Problem Drinkers Not to Drive" |
| Speaker Scripts | 3.2 Campaign Details |

TABLE 3.4a. TYPE OF THEME BY CAMPAIGN

Theme Code	All Campaigns		Government		Commercial		Non-Profit	
	f	%	f	%	f	%	f	%
1.1	79	16.8	71	20.9	0		8	16.3
1.2	42	8.9	42	12.4	0		0	
1.3	23	4.9	9	2.7	14	16.9	0	
1.4	23	4.9	7	2.1	11	13.3	5	10.2
1.5	23	4.9	23	6.8	0		0	
1.6	21	4.5	13	3.8	4	4.8	4	8.2
1.7	14	3.0	14	4.1	0		0	
1.8	13	2.8	9	2.7	3	3.6	1	2.0
1.9	8	1.7	7	2.1	1	1.2	0	
1.10	6	1.3	2	.6	4	4.8	0	
1.11	4	.9	1	.3	1	1.2	2	4.1
2.1	10	2.1	10	3.0	0		0	
2.2	11	2.3	4	1.2	7	8.4	0	
2.3	4	.9	2	.6	2	2.4	0	
2.4	17	3.6	10	3.0	6	7.2	1	2.0
2.5	6	1.3	4	1.2	1	1.2	1	2.0
2.6	6	1.3	4	1.2	2	2.4	0	
2.7	3	.6	2	.6	0		1	2.0
2.8	22	4.7	14	4.1	5	6.0	3	6.1
2.9	76	16.1	46	13.6	0		22	44.9
2.10	1	.2	1	.3	0		0	
3.1	16	3.4	7	2.1	9	10.8	0	
3.2	28	5.9	23	6.8	4	4.8	1	2.0
3.3	0		0		0		0	
3.4	15	3.1	14	4.1	1	1.2	0	
Total	471		339		83		49	

TABLE 3.4b. TYPES OF THEMES FOUND IN MEDIA REVIEWED

Theme	Pamphlets	Print- Ads	TV	Movies	Radio	Posters/ Bus Cards	Speakers Bur. Script
1.1	3	21	4		52		
1.2	1	9	1	1	7	3	
1.3	1	13			8	1	
1.4	2	14	1		6		
1.5	1	17	5				
1.6	2	2	6	2	8	1	
1.7			9			5	
1.8	1	3	4		5		
1.9	2		2		5		
1.10	3	2		1			
1.11	1	1			2		
2.1		5	2		2	1	
2.2		7	2		2	1	
2.3	1	1			2		
2.4	3	5	4		4	1	
2.5	1		3		2		
2.6	6						
2.7					2	1	
2.8	10		2	1	8	1	
2.9	18	21	16	2	20	1	
2.10						1	
3.1	5	7	3				
3.2	16	1	2		6		1
3.3							
3.4	8	3	1		3		
Total	85	132	65	7	146	16	1

3.5 Types of Messages by Category of Media

Table 3.5 lists the frequency counts of message code values by category of media in the campaigns reviewed. From this table media forms were rank-ordered by frequency of use and the relationship between this rank-ordering and the rank-ordering of percentage of messages, by media, with information code values were compared.

<u>Rank-Order by Frequency of Use</u>	<u>Media</u>	<u>Percentage of Informational Messages</u>	<u>Rank-Order by Percen- tage of Informational Messages</u>
3	Pamphlets	46.4%	2
2	Print-Ads	28.7%	5
4	Television	32.98%	4
6	Films	42.9%	3
1	Radio	27.1%	6
5	Posters	26.7%	7
7	Speakers Scripts	50.0%	1

It is clear that pamphlets, speakers bureaus and films are most often and consistently used to disseminate informative messages. A lesser proportion of messages contained in other media is used for informational messages. The type of media with the largest number of items yields the least amount of information per item. Least frequently used media contain higher proportions of informational content.

The most common messages in each type were:

Pamphlets	2.9	Alcohol and Alcoholism Information
	2.8	Legal Facts
Print-Ads	3.3	Sponsor Advertisement
	2.7	Death and Accident Statistics
Television	3.3	Sponsor Advertisement
	2.4	Health/Life Threat

Films	2.9 Alcohol and Alcoholism Information
	3.3 Sponsor Advertisement
Radio	3.3 Sponsor Advertisement
	2.4 Health/Life Threat
Posters	3.3 Sponsor Advertisement
	2.9 Alcohol and Alcoholism Information
	2.3 Legal Threat

TABLE 3.5. TYPES OF MESSAGES FOUND IN MEDIA REVIEWED

Message	Pamphlets	Print- Ads	TV	Movies	Radio	Posters/ Bus Cards	Speakers Bureau Script
1.1	4	17			16		
1.2	4	10	2	1	18	3	
1.3	5	9			12		
1.4	1	1					
1.5	2	14	3				
1.6	5	5	4	1	12	1	
1.7			1			2	
1.8	2	1			6	1	
1.9	2				6		
1.10		1			3		
1.11	1	2			3		
2.1	4	7	7	1	12	1	
2.2	4	14	5	1	13	3	
2.3	6	7	11	1	9	4	
2.4	14	42	34	3	74	2	
2.5		3	3		21		
2.6	20	3	1		1		1
2.7	33	61	19	2	57	1	1
2.8	3	14	16	2	16	3	
2.9	47	40	26	5	48	4	1
3.1	12	10	4		3		1
3.2	30	9	4		15	1	1
3.3	37	108	44	4	103	4	
3.4	25	33	4		6		1
Total	296	411	188	21	451	30	6

3.6 Correspondence of Theme and Message in Campaign Items

Table 3.6 displays the one-to-one relationships of Themes and Messages of the 25 most frequent themes. It can be seen that the majority of items with any given theme offer supporting messages identical to that theme. It is possible, and common, however that other messages will accompany the theme/message to support the campaign theme.

TABLE 3.6. ONE-TO-ONE RELATIONSHIPS OF THEMES AND MESSAGES

Theme and Message Code	Frequency of Overlapping Message and Theme	Overall Frequency Of Theme	Percent of Overlapping
1.1	35	79	44.3
1.2	29	42	69.1
1.3	16	23	69.6
1.4	2	23	8.7
1.5	15	23	65.2
1.6	11	21	52.4
1.7	3	14	21.4
1.8	4	13	30.8
1.9	6	8	75.0
1.10	0	6	0.0
1.11	2	4	50.0
2.1	7	10	70.0
2.2	11	11	100.0
2.3	4	4	100.0
2.4	15	17	88.2
2.5	1	6	16.7
2.6	4	6	66.7
2.7	3	3	100.0
2.8	19	22	86.4
2.9	68	76	89.5
2.10	0	1	0.0
3.1	12	16	75.0
3.2	25	28	89.3
3.3	0	0	0.0
3.4	13	15	86.7

3.7 Types of Audiences Appealed-to in Campaigns Reviewed, by Media Type

In Table 3.7 the frequency cross-stratification of audience code values and media types are presented. As in other sections, the reader should keep in mind that multiple frequencies in audience coding was possible.

By media, rank-ordering of most frequent audience targets are:

Pamphlets	General Public Drivers Social Drinkers Law Enforcement Personnel
Print Ads	General Public Family and Friends of Problem Drinkers Social Drinkers/Drivers
Television	Social Drinkers/General Public Problem Drinkers Family and Friends of Problem Drinkers
Films	Family and Friends of Problem Drinkers
Radio	General Public Social Drinkers Problem Drinkers Family and Friends of Problem Drinkers
Posters	Family and Friends of Problem Drinkers Young People
Speakers Scripts	Civic Groups and Organizations

By audience r inces of mo t fr quen media are:

General Public	Print-Ads Radio Pamphlets Television
Problem Drinkers	Radio Print-Ads Television
Social Drinkers	Radio Television Print-Ads
Family & Friends of Problem Drinkers	Radio Print-Ads Television Films
Drivers	Print-Ads Radio Pamphlets

Young People	Radio
Law Enforcement Personnel	Pamphlets
Minority Groups	Radio
Employers and Businessmen	Radio Pamphlets
Physicians, Lawyers, etc.	Print-Ads
Civic Groups	Pamphlets

There are clear differences in the ways different groups are reached, or approached, in the campaigns reviewed. It is not clear why radio ads were less frequently directed at drivers than print-ads. There is evidence that the most effort, by media category, is directed to the general public rather than to a problem-specific target audience.

TABLE 3.7. TYPES OF AUDIENCES APPEALED TO IN MEDIA REVIEWED

Audience	Pamphlets	Print- Ads	TV	Movie	Radio	Posters/ Bus Cards	Speakers Bureau Script
General Public	36	73	27	3	67	3	
Problem Drinkers & Alcoholics	7	13	10	1	34	1	
Social Drinkers	13	23	28	1	36	2	
Families and Friends of Problem Drivers/ Alcoholics/ Social Drinkers	4	24	9	9	24	9	
Drivers	17	19	7	2	17	7	
Young People: Teenagers, College Age Youth, Pre- Teenagers	2	2	4	2	18	2	
Law Enforce- ment: Polico, Judges, & Court Workers	10	2					
Minority Groups	1	1			7		
Employers and Businessmen	3	1	1		3		
M.D.'s and Lawyers	1	2					
Groups and Organizations	2	1	1				1
Other: Legis- lators, gov't. Officials, Opinion Leaders, the Press, Educators	6				1		
Total Frequency	102	161	87	18	207	24	1

3.8 Relationship of Audience Type and Campaign Item Theme

Table 3.8 presents rank-ordered theme codes by type of audience. The most common themes are consistently found throughout the table; however, the relative frequency was different by audience type. The general public received a smaller proportion of normative themes than other audiences. Drivers were given more informational themes than other groups.

TABLE 3.8 . TYPES OF AUDIENCES APPEALED-TO BY MAJOR CAMPAIGN ITEM THEMES

		Audience									
		Families & Friends of Drivers	Social Drinkers	Public Drinkers	Young People	Law Enforcement Personnel	Minority Groups	Employers	Professionals	Civic Groups	
1.1	2.9	1.2	2.9	1.1	3.4	1.1	1.9	3.4	1.5		
3.2	1.2	1.5	1.3	1.4	3.2	1.2	1.5		3.2		
2.9	1.3	1.7	1.2	1.6			2.9				
1.4			1.6								
2.4		2.9		2.1							

3.9 Relationship of Feedback Content to Audience, Media and Promotional Messages

Table 3.9a shows the relationship of audience types to the presence of feedback mechanisms in campaign items. More means of feedback were contained in items directed to minority groups, employers, and the general public than to the other audience categories. Campaigns with the fewest number of items were found to have more feedback mechanisms per item.

Table 3.9b shows the relationship of media types to feedback categories as was the case in Table 3.9a. The average percentage of all media that contained feedback mechanisms was 51.7%. The range was from 100% to 18.8%. Media with the largest probability of exposure were found to have the fewest mechanisms for feedback.

As can be seen in Table 3.9c, 56.7% of all campaign items with promotional items contained feedback mechanisms. This percentage is reasonable because of the objectives of promotional media. When the categories of promotional item codes are further stratified, it was found that of all promotional items with feedback mechanisms, 55.3% were principally involved in sponsor advertisement; 11.7% were promoting personal assistance to the campaign; 10.8% promoted information and campaign details; and only 5.3% were promotional with information about campaign success. Thus it is clear that promotional items with feedback are less interested in implementing attitudinal change regarding the drinking/driving problem than with "selling" the campaign or sponsor and evaluating the effectiveness of the item in terms of sponsor-specific feedback.

TABLE 3.9a . TYPE OF AUDIENCE AND THE FEEDBACK
MECHANISMS OFFERED

Audience	<u>Yes</u>		<u>No</u>		Total
	#	%	#	%	
General Public	138	69.7	60	30.3	198
Problem Drinkers & Alcoholics	21	31.8	45	68.2	66
Social Drinkers	34	32.4	71	67.6	105
Families & Friends of Problem Drinkers/ Alcoholics/Social Drinkers	30	35.3	55	64.7	85
Young People: Teen- agers, College Age Youth, Pre-Teenagers	13	39.4	20	60.6	33
Law Enforcement Personnel: Judges, Police, Court Workers	7	58.3	5	41.7	12
Minority Groups	8	88.9	1	11.1	9
Employers & Businessmen	7	87.5	1	12.5	8
M.D.'s & Lawyers	2	25.0	6	75.0	8
Groups & Organizations	5	100.0	0		5
Other: Legislators, Government Officials, Opinion Leaders, the Press, Educators	3	50.0	3	50.0	6
Total	295	49.4	302	50.6	597

TABLE 3.9b. RELATIONSHIPS OF MEDIA CATEGORIES AND PRESENCE OF FEEDBACK MECHANISM

Media	#	%	#	%	Total
	Yes		No		
Pamphlets	59	74.7	20	25.3	79
Print-Ads	86	63.2	50	36.8	136
TV	21	31.3	46	68.7	67
Films	0		6	100.0	6
Radio	73	44.2	92	55.8	165
Posters/Bus Cards	3	18.8	13	81.3	16
Speakers Bureau Script	1	100.0	0		1
Total	243	51.7	227	48.3	470

TABLE 3.9c. RELATIONSHIPS OF PROMOTIONAL CATEGORIES
AND PRESENCE OF FEEDBACK MECHANISMS

Promotional Message	Yes		No		Total
	#	%	#	%	
Campaign Success or "What we've Done So Far"	20	66.7	10	33.3	30
Campaign Details on "What We Are Doing or Will Be Doing"	45	73.7	16	26.2	61
Sponsoring Agent Advertised	171	57.0	129	43.0	300
What You Can Do To Help Campaign, <u>Specific</u> Suggestions	52	78.8	14	21.2	66
No Promotional Message	31	29.3	75	70.8	106
Total	319	56.7	244	43.3	563

4.0 DISCUSSION

The analyses detailed above are expected to be meaningful to persons who are responsible for the development of effective public information countermeasures in alcohol and highway safety. Rather than elaborate in more detail about the tabular findings of the study, we feel that some of our thoughts regarding the state-of-the-art, as reflected by the Public Communication Group Materials Collection are of importance.

There is a clear relationship between the size and probable level of fiscal support of a sponsoring organization and the quality of public information materials. As an example, the themes and messages which were aimed at the family and friends of problem drinkers strike us as being more sophisticated than other message/theme categories identified in the study. The reason why we feel positively about those particular themes is that they direct the audience to a real and effective social intervention. As a countermeasure, a focused and directed campaign item is expected to provide a bigger payoff than promotional or informational items. The largest campaigns with the best graphic and other components were more likely to include items with intervention themes and messages including those directed at families and friends of problem drinkers and problem drinking drivers.

There is evidence that governmental campaigns are based on more current information regarding theme and content effectiveness than campaigns sponsored by other organizations. This is perhaps an artifact because governmental campaigns are often centrally planned and executed by highly sophisticated, private firms. There seems to be a need for more communication among sponsors and production personnel in the field in order to develop more coordination and cooperation. Finally, attempts should be made to provide small sponsoring organizations the information and capabilities required to release campaign items of quality and effectiveness that are comparable to the largest sponsors.