

Project Name: Station ID Traffic Safety PSAs

Origination Agency & Date: Kandiyohi County Traffic Education & Safety Team 2014 - Present

Timeline: No cost/low time commitment

- 1) Create a list of very short traffic safety messages. Make sure they relate to the format of the station; country, rock, talk, etc.

Example: "You're listening to 94.1 KKLN the Loon. This is Kandiyohi County Sheriff Dan Hartog - Keep your eyes on the road, hands on the wheel and radio on 94.1 KKLN the Loon."
- 2) Talk to the radio stations with coverage within your jurisdiction to see who wants to partner on safety messaging. Make an appointment to speak with the owner or operations manager, NOT a salesperson.
- 3) Pitch your Station ID ideas and ask if they are willing to air them – or ask if they have ideas as well. Often, the on-air people have some really creative ideas.
- 4) Line up appropriate coalition members to record at the station.

Reason for Project: Radio stations are required to identify themselves at the top of every hour. They need to list their call sign and the location of their tower. This is boring for the station and they are not able to sell this time to advertisers. We offered the voices of our responders and some creative messaging to take a little of the boredom out of it.

Who was on the team? All coalition members helped brainstorm.

Lessons Learned: This project can also serve to help get a foot in the door for future interviews and/or no cost PSAs on the radio station. Do not meet with salespeople since they are heavily commission-focused and will either say no or make you pay for the time. Owners and managers tend to see the project as a useful public service that doesn't take away from other airtime. Select a reader who has natural voice talent or make sure to practice the IDs in a conversational tone so you can be ready to go at the recording session. Be ready to do multiple takes if necessary. This project is actually really fun for responders once they get over their microphone nerves. We invited the radio station owner to be on our coalition and he's been involved and helping out ever since.

How did you incorporate the 5 E's? Anyone on the coalition can help brainstorm ideas and/or read.

Who to contact: Kandiyohi County Traffic Education & Safety Team; Stephanie Felt, Coordinator; 320-214-6700 X 3821; stephaniefelt@hotmail.com

Additional resources: Sampling of rock format PSA Station IDs used in Kandiyohi County

...when you're driving, turn your cell phone off and leave the radio on...to KKLN 94.1 The Loon!

...make sure your speedometer says the posted speed limit, but your radio says 94.1 KKLN The Loon!

...on the road, click your seatbelt on and lock the radio into 94.1 KKLN The Loon!

...maybe Sammy Hagar can't drive 55, but you need to if you don't want a ticket. Obey the speed limit and lock it onto the Loon.

...Keep your eyes on the road, hands on the wheel and radio on 94.1 KKLN The Loon.

...Wear your seatbelt and live another day to rock out with 94.1 KKLN The Loon.

...Drive sober and live another day to rock out with 94.1 KKLN The Loon.

...On the road – Off the phone 94.1 KKLN The Loon.

...Which would you rather listen to - sirens or rock? Don't drink and Drive, just crank up 94.1 KKLN The Loon.

...Don't drink and drive – Rock and drive! Listen to 94.1 KKLN The Loon!

...Rock maniacs always wear their seatbelts and listen to 94.1 KKLN The Loon.

...Rock and drive? Yes. Text and drive? No. Leave your phone alone and your radio on 94.1 The Loon.

...Disco and driving while using your phone – two very bad ideas. Shut your phone off and listen to 94.1 KKLN The Loon.