Traffic Safety Culture: Reaching People Where They Live, Work and Play

Ryan Gellner
North Dakota Association of Counties
Traffic Safety Outreach Program
What do 25-54 year-old men have in common?

How do we find our “Target Audience” across the State?
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Locating our Target Audience

- Working to become partners
- Growing Larger...
- And larger... every year.
- Continuing to add partners

Partnership Focus

- Seat Belts
- Distracted Driving
- Impaired Driving
- Young Drivers
Sponsorship Details:
• Public Address Message (Drinking and Driving)
• Road Report (Live outside Camera in 3rd Period)
• Player Commercial (Seat Belts and Distraction)

Sponsorship Details:
• Public Address Announcements
  • Drinking/Driving and Seat Belts
• Program Advertisements
• Signage
  • Grew State-Wide ASA Softball
Sponsorship Details:
• Public Address Message (Seat Belts) All Events
• Radio Reader Each Broadcast
• Player Commercial (Seat Belts and Distraction)

Sponsorship Details:
• Designated Driver Program
  • Fan signs up = 2 free soda’s
  • PA Announcements, Signage
  • Player Commercial (Seat Belts and Distraction)
Sponsorship Details:
• Public Address Message (Seat Belts)
• Program Ad’s
• Arena/Field Signage
• Player Commercial (Seat Belts and Distraction)

Supporting Sponsorship Details:
• Public Address Message (Seat Belts) at Regional and State Tournaments (29 Athletics/Fine Arts)
• Signage and Program Ad at each State Tournament
• Informational Booth at each State Tournament
• Direct link to schools (Morning and Game Announcements)
Program and Posters:

2016 Winter Tournaments:
• 688 Signed Pledges/Poster
Other Opportunities:
- Region Wide Minnesota Vikings Training Camp Previews
- Region Wide Minnesota Twins Spring Training Reports
  - 60 Radio Stations, 100 ads/day
  - Vikings = 5 weeks
  - Twins = 3 weeks
- Website Commercial and Banner Ad’s

Sometimes Partners Act:
- 90 Spots on local TV station
Traffic Safety Outreach Program
Ryan Gellner, Program Manager

Contact Info:
ryan.gellner@ndaco.org
701-364-9402