



## Frequently Asked Questions About the 2011 Media Campaign

### 1. Where can I find the SMP media campaign materials?

SMPs, media and the general public can access the campaign in four ways:

- Go to [www.stopmedicarefraud.gov](http://www.stopmedicarefraud.gov) and click on "Read About the SMP Stop Health Care Fraud Campaign."
- Go to <http://www.stopmedicarefraud.gov/preventfraud/smp/index.html>.
- Click "2011 Media Campaign" under SMP Shortcuts on <http://www.smpresource.org//AM/Template.cfm?Section=Home>.
- Go to the Media section on <http://www.smpresource.org//AM/Template.cfm?Section=Home> and 2011 Media Campaign or [http://www.smpresource.org/AM/Template.cfm?Section=2011\\_Media\\_Campaign&Template=/CM/HTMLDisplay.cfm&ContentID=3681](http://www.smpresource.org/AM/Template.cfm?Section=2011_Media_Campaign&Template=/CM/HTMLDisplay.cfm&ContentID=3681).

### 2. Where can I find the campaign launch webinar recording and resources?

You can find them at:

[http://www.smpresource.org/AM/Template.cfm?Section=Other\\_Training&Template=/CM/HTMLDisplay.cfm&ContentID=3660](http://www.smpresource.org/AM/Template.cfm?Section=Other_Training&Template=/CM/HTMLDisplay.cfm&ContentID=3660).

### 3. Where can I find the list of media outlets to which materials are being sent?

The list was sent to the SMP listserv via e-mail on March 15. If you did not receive the list or need another copy, contact Carol Dahms at The SMP Resource Center: [cdahms@hvaaa.org](mailto:cdahms@hvaaa.org).

### 4. Where can I find the contact person for the stations who received the PSA (public service announcement)?

PSAs were shipped via media mail to the PSA director at each station. There is not a list of individual contacts at each station. SMPs can find the name of the PSA director on a station's website or by calling the station's main phone number.

#### **5. Are the PSAs for download broadcast quality?**

Yes. The PSAs for download at

<http://www.stopmedicarefraud.gov/preventfraud/smp/presstools/index.html> are broadcast quality.

These files are uncompressed AVI files with closed captions. The file sizes are as follows:

- :60 English – 1.52 GB
- :30 English – 872.5 MB
- :15 English – 534.8 MB
- :60 Spanish – 1.49 GB
- :30 Spanish – 854.8 MB
- :15 Spanish - 553.2 MB

#### **6. What does the PSA packaging look like?**

The PSA packaging for TV and radio matches the campaign look and feel. The color scheme is green and teal with a picture of an African American woman (the protagonist from the PSAs) on the front. Both packages are labeled with the "Stop Health Care Fraud" campaign name and both packages have the SMP logo.

#### **7. Will PSAs be distributed to cable stations?**

PSAs were not sent to central offices of national cable stations; rather, distribution efforts have been focused on local stations with network affiliations. This was done in part to support local customization for the 18 high fraud states, and because PSA directors at local stations are more accessible.

#### **8. What materials are being sent, and how will they be tracked?**

The Administration on Aging has contracted with Reingold Inc. to produce and distribute the materials. Reingold is distributing and tracking radio and television PSAs in the 18 states identified by CMS with the highest fraud: Arizona, California, Florida, Georgia, Illinois, Louisiana, Maryland, Massachusetts, Michigan, New Jersey, New Mexico, New York, Nevada, North Carolina, Ohio, Pennsylvania, Texas and Virginia. Reingold is also distributing and tracking materials sent to additional states. (The list for those stations was sent to the listserv March 15.) Reingold will track airings for all stations that it has distributed materials to for 1 year.

#### **9 Is Reingold sharing airing information in the states that it tracks with those SMPs?**

Reingold will provide quarterly informal updates to AoA and will provide a final formal report after one year of tracking. AoA will share the quarterly reports received from Reingold with the SMP network so that SMPs know which stations are airing the PSAs distributed by Reingold and so they may plan their

follow-up strategies with the stations. SMPs are encouraged to do their own tracking of their activities since they can get credit for every effort they make in reaching out to a station, as well as airings that occurred following such contacts with stations, and can enter that information into Smart Facts.

**10. What phone number is on the materials?**

Reingold is sending the 18 high-fraud states materials that contain each state's phone number. Reingold has also distributed the PSAs to the other 36 states. These "national" PSAs feature the SMP national phone number (1-877-808-2468). Anyone can download and customize print materials at: <http://www.stopmedicarefraud.gov/preventfraud/smp/forsmps/campaignmaterialsfordownload/index.html>.

**11. What if I'm one of the 36 states with the national phone number and I want my state's phone number?**

SMPs can readily customize campaign print materials, which are accessed by using the link above. For more information on customizing radio and television PSAs, contact Hillery Tumba at Reingold: [htsumba@reingold.com](mailto:htsumba@reingold.com).

**12. Is each SMP receiving a copy of the PSAs?**

Reingold considered providing each SMP with a tape. However, because SMPs would not be able to play the tapes (they'd need a specialized Beta deck, a TV station format), they determined it would be better to provide the online links to the PSA.

**13. In what languages are these materials?**

The materials are in English and Spanish.

**14. Who should I contact if I want the materials in other languages?**

For information on translations, contact Hillery Tumba at Reingold: [htsumba@reingold.com](mailto:htsumba@reingold.com).

**15. Will the PSAs be sent to my coordinator of volunteers?**

Communications about the PSAs are sent to the listserv, whose guidelines can be found at: <http://www.smpresource.org/Content/NavigationMenu/ResourcesforSMPs/SMP101/Listserv/default.htm>.

**16. Where can I direct my TV or radio station to access the materials?**

Stations on the Reingold distribution list should have received materials the week of March 14. Stations who did not receive the materials can download full-resolution, broadcast-quality PSAs with closed captioning at: <http://www.stopmedicarefraud.gov/preventfraud/smp/presstools/index.html>.

**17. How do stations download the full resolution PSAs?**

Links to the downloadable PSAs are clearly labeled as English or Spanish, 60 seconds, 30 seconds or 15 seconds. Stations and SMPs can download directly from this page. Different web browsers have different configurations for downloading files. In most cases you can download the desired file by right-clicking on the appropriate link and selecting either “Download File” or “Save Target As. . .” from the drop-down menu. Some browsers will automatically download the link as soon as you click on it. If none of these options work use the “Help” option in your web browser to find out how to download a file. These are large files and may take a long time to download.

**18. Are the downloadable PSAs available with customized phone numbers?**

The downloadable PSAs feature only the SMP national phone number (1-877-808-2468). SMPs in the 18 high-fraud states will be provided with an image of the closing slate, with their state phone number. If they wish, they can take this image along with the PSA files to stations and ask the stations to customize the PSAs.

**19. Who can I contact if I have trouble downloading the PSA?**

Full-resolution video files take a long time to download. If after allowing 3 hours for the files to download you are still having difficulty, contact your SMP webmaster or IT help person. If the problem persists contact Hillery Tsumba at [htsumba@reingold.com](mailto:htsumba@reingold.com).

**20. When did this campaign officially launch and how long will it run?**

The campaign officially launched March 15, 2011. There is no time limit. Typically, there tends to be fewer airings in the beginning, gaining momentum the first month, peaking in the sixth month and then tapering off.

**21. How long will AoA sponsor these messages?**

AoA spent money developing the PSAs and distributing them to the radio and TV stations. However, they do not plan to pay any money to the radio and TV stations to play the PSAs. It is up to each SMP to follow up with the stations to encourage them to play the PSAs – this goes back to the concept of “earned media” that was discussed in the webinar on November 3, 2010. To review the earned media webinar resources, click here:

[http://www.smpresource.org/AM/Template.cfm?Section=Other\\_Training&Template=/CM/HTMLDisplay.cfm&ContentID=3660](http://www.smpresource.org/AM/Template.cfm?Section=Other_Training&Template=/CM/HTMLDisplay.cfm&ContentID=3660).

**22. How are media placements being tracked?**

Reingold is tracking radio and television airings at the stations on the distribution list for 1 year. They do this via a code embedded in the materials they send. Materials that SMPs provide to the radio or television stations will not have this code, and so you will need to track those yourself.

**23. Can I count the media airings in SMART FACTS?**

If the airings were due solely to Reingold's distribution efforts, you may not count them. If they were due to your efforts, you may count them. If Reingold distributed the PSA to a media outlet and you provided follow-up contact with the outlet, you may count it.

**24. What is the distribution plan for Spanish-speaking radio and TV PSAs?**

Materials were sent to Spanish-language stations at the same time as their English-language counterparts. All stations received 60-second, 30-second and 15-second spots in both English and Spanish.

**25. Am I now required to stop using my current logos and instead use the new graphics?**

No, it's not a requirement. For purposes of brand consistency and recognition you are encouraged to include campaign graphics in your materials.

**26. In our health care fraud prevention and building capacity grant, we allocated money for a media consultant. Can I use media consultant to help us with this?**

Sure.

**27. I can't watch videos on YouTube. Is there another way I can watch the PSAs?**

You can download them at:

<http://www.stopmedicarefraud.gov/preventfraud/smp/presstools/index.html>.

These PSAs are in full resolution, so they are extremely large files.

**28. Are the PSAs closed captioned?**

Yes.

**29. I'm having problems with the graphics on the campaign materials. Who can I contact?**

Contact Hillery Tsumba at Reingold: [htsumba@reingold.com](mailto:htsumba@reingold.com).

**30. How do the radio PSAs read?**

The radio PSA is the same as the TV spot, but ending with a sting that has a call to action with the phone number and website. So it is a "staged" read and not a script that will be read by a DJ or other station talent.

**31. What is a live read script?**

A live read script is often provided to a radio station in lieu of a recorded PSA. It is simply text for the radio announcer or disc jockey to read on air instead of playing a CD or audio file.

Here is the 30-second live read script:

“Have you heard, scam artists are trying to trick seniors into giving them their Medicare numbers? Scams like these hurt every taxpayer, draining billions from Medicare and making it harder for seniors to get the health benefits they’re entitled to. But you can do something about it! Join the Senior Medicare Patrol where you’ll work with other volunteers to teach your neighbors how to protect their Medicare numbers, review statements to spot false charges and detect errors, and report suspected fraud. To find out more, call 800-XXX-XXXX or visit [StopMedicareFraud.gov](http://StopMedicareFraud.gov).”

### **32. How do I use a live read script?**

If a station has agreed to donate airtime to the SMP PSA project you have the option of providing that station with the recorded PSA on a disc or by e-mail, or you can send the live read script and the station will simply read the message during the donated airtime. The steps for requesting airtime are the same for both the live read script and the recorded spots.

### **33. Can I customize it?**

Because the live read script is just text that the announcer will read on the air it can be customized with state-specific contact information. Reingold recommends using customized telephone numbers in the 18 high-fraud states. While other states have the option of customizing the live read script Reingold encourages you to use the national number 1-877-808-2468 to be consistent with the recorded radio and TV PSAs that will play in your state. Providing different contact information as part of the same campaign could confuse the target audience.

### **34. Can SMPs choose to pay media outlets to air the PSAs?**

AoA recommends a strategic and targeted approach to SMP project budgeting for the purpose of expanding media outreach (including expansion grant funds). AoA would urge SMPs to consider the most efficient, effective and appropriate options for use of these funds – options that will enhance the capacity of the program to both implement and respond to the media campaign.

For example, the intended first choice relative to PSA airing is to encourage the media outlets to play them as a public service, using the variety of techniques provided by Hillery in the Earned Media webinar training session (Nov. 3, 2010). If the SMP determines, after such efforts, that the only way to get desired coverage in a major media outlet is to pay the station to play the PSA, then that SMP would need to determine whether coverage via that outlet is worth the funds required. However, due to the fact that it is extremely costly to pay for air time, that Reingold has already distributed the PSAs to many markets and that the intent of the media campaign was to maximize the use of earned media, it is expected that SMPs would not need to expend funds for this purpose.

Alternatively, funds budgeted in support of media outreach can be effectively used to support a variety of activities surrounding the PSAs. For example, ramping up the capacity of the SMP call center to ensure it is equipped and ready to process added calls generated by the PSAs, adding other volunteer intake or training support staff, translating the ad to reach targeted populations in the state, supporting

an aggressive plan for outreach to media outlets to help ensure placement of PSAs and printing and disseminating accompanying campaign materials (flyers, posters, press releases, newspaper PSAs, etc), are all excellent uses of media outreach funds.

SMPs are urged to think in terms of the “best use of funds” to support the effective implementation of the media campaign. There are many higher-priority, cost-effective options for enhancing the reach and effectiveness of the media campaign, as well as expanding capacity to manage the response. Therefore, spending SMP project funds to pay stations to air the PSA – intended for airing as a public service – should remain a low priority and by exception basis only, as indicated above. It is further recommended that SMPs considering such use of funds first consult with their SMP project officer.