



Tips for Creating a Successful “It Can Wait” Campaign

It Can Wait is a national movement tapping into the power of social media and personal networks to make distracted driving unacceptable. It urges drivers to visit www.ItCanWait.com, where they can pledge to care for those around them and put their phones down while driving and share their pledge that distracted driving is never okay via Twitter (#ItCanWait) and Facebook.

Local news media plays a vital role in educating communities about important public safety issues. By participating in the “It Can Wait” challenge, news media organizations can do a great public service and help to make our roadways safer for Pennsylvanians.

1. Increase your knowledge of the “It Can Wait” campaign by visiting ItCanWait.com.
2. Download and customize the PNA-provided “It Can Wait” campaign ads by adding your news organization’s logo, contact information, and details about where to submit editorial contest entries.
3. Determine the number of winning editorial contest entries that will be selected, along with the prize that will be awarded for each.
4. Begin promoting the “It Can Wait” editorial contest through print and digital ads, and on social media, using #ItCanWait and continue advertising throughout your contest period.
5. Encourage local high schools in your area to get involved. Stop by the schools and drop off information about your essay contest.
6. Demonstrate the importance of the “It Can Wait” challenge by running a series of feature stories on people in your community who have been negatively impacted by someone who was distracted while driving.
7. Hang a “#ItCanWait” banner outside your news organization as another way to showcase your campaign.
8. Accept “It Can Wait” editorial contest entries throughout your contest period.
9. Form a judging committee to review the “It Can Wait” editorial contest entries. Ask representatives from your local community to help read the essay entries and/or watch the video entries. These could be a teacher, the mayor, a policeman or local librarian, etc. Run a profile of each judge to pique readers’ interest before the winner is announced.
10. As another way of drawing attention to your “It Can Wait” editorial contest, consider posting contest entries on your website, and allow readers to cast their vote for their favorite. Include a link to ItCanWait.com on the webpage so readers can also take the pledge.
11. Judge the “It Can Wait” editorial contest entries and select a winner(s).
12. Announce the winner(s) of your news organization’s “It Can Wait” editorial contest. Depending on the number of entries received, consider hosting a virtual awards ceremony to announce the winner(s) of your contest, and encourage all of those in attendance to take the pledge, and spread the word to friends and family to do the same. Post a recorded video of the awards event on your website as a reminder of this important commitment.

We are hopeful that the “It Can Wait” initiative will continue to grow in size and scope; therefore, we suggest that you consider complementing your campaign with some of the following strategies.

- Identify potential corporate sponsors for your “It Can Wait” campaign. Getting local businesses involved is a win-win for everyone. Sponsor logos are included in all campaign materials highlighting the fact that they are committed to the safety of those in the community. Your news organization wins because it is another way for your advertising staff to build relationships with new and different advertisers.
- Provide window clings to campaign sponsors highlighting their support of, and participation in, the “It Can Wait” campaign.
- Develop and distribute advertiser-sponsored rewards card to those who take the “It Can Wait” pledge. The rewards card will give a discount or special offer to those who present the card (10% off at a pizzeria, etc.)
- Develop a school assembly program related to the dangers of distracted driving. Include people from your community who have been impacted. Ask one of your staff reports or editors to moderate.
- Set-up a table at a school activity to distribute information on the dangers of distracted driving, and encourage students to take the pledge, on the spot.
- Award an ice cream party (from sponsor donations) to the school that has the largest number of students that take the “It Can Wait” pledge or enter the essay contest.
- Run an ad after the “It Can Wait” challenge has ended to thank both sponsors and participants for their commitment and generosity to the community.

