

Fanning the Fatherhood **FIRE**:

A National Fatherhood Summit
June 4-6, 2019 | Nashville, Tennessee



Family-focused  Interconnected
Resilient  Essential

W17 **Good Marketing Fans the Flame: The Responsible Fatherhood Media Campaign Toolkit**

Presenter:

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The Responsible Fatherhood Media Campaign Toolkit

- Previews and instructions for how to download all active PSA assets (TV, online video, Billboards, Digital Banners, Radio, and Print)
- Guidance for conducting local media outreach
- Flyer templates that can be customized for events, activations, etc.
- Sample social copy and social graphics





Welcome to the Responsible Fatherhood Campaign Toolkit

This toolkit is a resource to extend the reach of this important campaign: PSAs, printable materials, social media assets, and helpful tips to engage your partners and your community.

Campaign Background

Access information about the public service advertising campaign that encourages dads to play an active role in their children's lives.

[LEARN MORE](#)

PSAs

Watch and access the current campaign PSAs.

[WATCH & SHARE](#)



Campaign Toolkit



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WATCH & SHARE

Spread the Word

Share social posts and graphics on your social channels.

SHARE NOW

Local Media Outreach

Learn how to place PSAs in your local community.

FIND OUT HOW



SHARE NOW

FIND OUT HOW



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Responsible Fatherhood Campaign Background

The Dad Jokes public service campaign launched on August 16, 2017 to coincide with Tell a Joke Day, and centers on the popularity and growing trend of telling "Dad" jokes. Through sharing dad jokes, the PSAs aim to communicate to fathers that the smallest moments spent with their children can make the biggest difference in their children's lives.

Use this section of the toolkit to reference background information, research, and other Responsible Fatherhood resources related to the campaign. For additional resources, please visit Fatherhood.gov

Campaign Fact Sheet

Responsible Fatherhood

CAMPAIGN OVERVIEW

86 percent of dads spend more time with their children today than their own fathers did with them, according to an Ad Council survey. However, a majority of dads (7 out of 10) also reported that they could use tips on how to be a better parent. To inspire and support men in their commitment to responsible fatherhood, the Ad Council partnered with the National Responsible Fatherhood Clearinghouse (NRFC) since 2006 to reach out to fathers with a series of Public Service Advertisements (PSAs).

Campaign Objective: Encourage dads to play an active role in their children's lives. The campaign's goals are to:

- Inspire a new commitment to responsible fatherhood.
- Serve as a resource for fathers by directing them to visit fatherhood.gov for parenting tips, fatherhood programs, and other resources.

Target Audience: All dads of all ethnicities and ages.

Dad Jokes Creative: The campaign PSAs encourage dads to recognize the critical role fathers play in their children's lives through something as simple as a dad joke. The TV spots feature kids recalling cherished play time moments shared with their fathers, highlighting that even the smallest moments fathers spend with their children can make the biggest difference in their children's lives. All PSAs direct audiences to visit www.fatherhood.gov for parenting tips, fatherhood programs, and other resources.

Call to Action: Take time to be a dad today.

DO YOU KNOW?

- Children with involved, loving fathers:
 - Are significantly more likely to do well in school
 - Exhibit empathy and pro-social behavior
 - Have healthy self-esteem
- Avoid high-risk behaviors such as drug use, truancy, and criminal activity compared to children who have uninvolved fathers

#DadJokesRule

DOWNLOAD

FAQs

Responsible Fatherhood Campaign
Frequently Asked Questions

What is the campaign?

According to an Ad Council 2017 survey, 86 percent of dads spend more time with their children today than their own fathers did with them. However, a majority of dads (7 out of 10) also reported that they could use tips on how to be a better parent. Furthermore, children with involved, loving fathers are significantly more likely to do well in school, have healthy self-esteem, exhibit empathy and pro-social behavior, and avoid high-risk behaviors such as drug use, truancy, and criminal activity compared to children who have uninvolved fathers.

To inspire and support men in their commitment to responsible fatherhood, the Ad Council partnered with the National Responsible Fatherhood Clearinghouse (NRFC) to reach out to fathers with a series of Public Service Advertisements (PSAs).

Who is the target audience?

The Responsible Fatherhood media campaign supports the commitment of the NRFC to inspire men to be responsible fathers. Given the objectives, the target audience (and the campaign's inception) has been all dads. The general media campaign was created for all dads of all ethnicities and ages.

What are the media components of the campaign?

The campaign includes the following assets, each available in multiple sizes where applicable:

- Video (60, 30, 15)
- Web Banners
- Out of Home (Bus shelters and billboards)
- Radio
- Print

How do I get copies and access the public service announcements?

PSAs are available on the PSAs tab of the Responsible Fatherhood toolkit. The toolkit also contains a link to psa.adcouncil.org, a place for all media outlets to access broadcast/print-quality materials.

- Media can register for a free PSA Central account.
- Locate the campaign by selecting "Fatherhood" under the "Campaign" drop down menu.
- Please adhere to talent expiration dates as noted on PSA Central. Ad Council will update dates as needed over time.
- Please note that PSAs on PSA Central cannot be altered in any way, including the addition of logos or social statistics.

DOWNLOAD

Press Release

Fatherhood Ad Campaign 'You Chirped "Dad Joke"' on News

Today, the Administration for Children and Families (ACF), along with the National Responsible Fatherhood Clearinghouse, has launched a new series of public service advertisements (PSAs) recognizing the critical role fathers play in the lives of their children.

The public service campaign created by the non-profit Ad Council coincides with Tell a Joke Day and centers on the popularity and growing trend of telling "Dad" jokes. Through sharing dad jokes, the PSAs aim to communicate to fathers that the smallest moments spent with their children can make the biggest difference in their children's lives. The ads direct fathers to fatherhood.gov where users will find helpful tips, tools, information and jokes to help them get more involved with their kids.

An estimated 18 million children in the U.S. don't live with their biological fathers. A recent Ad Council study on Responsible Fatherhood found that most fathers surveyed said that the issue of "father involvement" was important to them personally and most have sought information about how to spend more quality time with their children.

"Although this campaign offers a lighthearted approach to the subject of effective fatherhood, it emphasizes one of real importance to fathers and families everywhere, that fathers play a critical role in ensuring positively the lives of their children and of their families as a whole," said Steve Wagner, ACF acting assistant secretary.

The campaign tagline "Take time to be a dad today" is part of an ongoing effort to encourage dads to play an active role in their children's lives. Kids are featured in the PSAs re-telling the cherished jokes their dads shared with them, uniquely emphasizing the simple moments that a dad and child can share. Lou Sherman, President and CEO of the Ad Council adds, "Dad jokes represent more than just a trend; these jokes are smiles, moments, and memories made with one of the most important people in a child's life. We hope this work shows dads that making an impact on their children's lives can be as simple as making them laugh."

"Jokes can be found in every dog's bag of tricks – dads of all backgrounds, situations and complexities. Some are grain-worthy and some are downright silly. But that exchange of humor, which only takes a shared moment between dad and child, creates cherished childhood memories," said Lou Sherman, Chief Creative Officer at Campbell Ewald, creative agency behind the Dad Jokes campaign. "This work captures all of the natural, quirky ways kids go about reading jokes shared by their dads."

The Ad Council is also looking for the new PSAs to make outlets nationwide the best, and they will also be made available through psa.adcouncil.org.

Ad Council is located at 1000 Pennsylvania Avenue, N.W., Washington, D.C. 20004. For more information, contact the National Responsible Fatherhood Clearinghouse. "The only thing better than a well-delivered, funny dad joke from your dad is hearing it from your child. Since you're a dad, you cherish these small, fun moments. The new PSAs are a reminder that dads make memorable and meaningful contributions to their children in many different ways."

Contact: ACF Press Office
media@acf.dhs.gov

DOWNLOAD



PSAs

Help us share the Responsible Fatherhood campaign and encourage dads to play an active role in their children's lives! The PSAs in this section are available for you to use free of charge but cannot be altered or changed in any way. All PSAs can be downloaded through Ad Council's PSA Central platform. Download the guide on how to access PSAs using PSA Central [here](#).



TV

PREVIEW &
ACCESS



Billboards

PREVIEW &
ACCESS



Banners

PREVIEW &
ACCESS



Radio

PREVIEW &
ACCESS



Print

PREVIEW &
ACCESS



TV

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TV

Billboards

Banners

Radio

Print

PSA CENTRAL

To order materials, visit PSA Central.

VISIT PSACENTRAL

Dad Jokes :60



To place this video on your site, use the embed code below:

```
<iframe width="560" height="315" src="https://www.youtube-nocookie.com/embed/cD8a49hEzQ4?rel=0" frameborder="0" allowfullscreen></iframe>
```

Dad Jokes :30



Expiration Date Chart

Please consult this chart for reference on when PSA talent agreements expire. Chart will be updated on a continuing basis.

[DOWNLOAD](#)





Local Media Outreach

The following materials are provided to help you share the Responsible Fatherhood campaign with the media and throughout your networks.

How to Access PSAs

Ad Council PSA Central
The Ad Council's Digital PSA Library

How To Get Our PSAs

PSA Central, the largest digital PSA library available, brings Ad Council PSAs across all media types to your fingertips.

Sign in now for instant access & download access to our award-winning English and Spanish PSAs.

It's Quick & Easy!

1. Log in to the website.
2. Browse by topic, date, or location.
3. Select a PSA to download.
4. Download the PSA to your device.

What Can You Do?

You can play a role in raising awareness about the Responsible Fatherhood Campaign not only by sharing the PSAs with your friends and colleagues through social media, but also by contacting your local media directors and encouraging them to run these PSAs. Local media directors listen to their residents and grassroots organizations, and they are more likely to run PSAs that address issues that matter most to their local communities. Help them recognize the this campaign issue affects their local community and help us get the message on the air!

MEDIA TIP:
News and Talk radio stations are especially good supporters of PSAs. They may also be willing to have someone from your organization on the air for an interview, particularly if the issue is topical and in the news.

Having trouble? Email PSACentral@AdCouncil.org for assistance.

DOWNLOAD

How to Get PSAs Placed

Ad Council

How to Get PSAs Placed
Working with Your Local Media

The Ad Council engages leaders at national media companies to secure donated media on behalf of all Ad Council campaigns and public service advertising (PSAs). To further solidify our relationship at the local level, National Account Directors are deployed to the top 100 markets to champion campaign messages, thereby securing local donated media. This multi-layered media outreach strategy maximizes national and local support to deliver premier media placements for public service advertising (PSAs).

Gatekeepers at media outlets and stations receive many PSAs in a typical month and have indicated that they place a priority on PSAs that benefit their local community. Having the Ad Council logo propels our spots to the top of the list due to their quality and the importance of the message we brand.

Local media outlets provide a great deal of donated time and space on behalf of Ad Council public service advertising campaigns. But since the demand for advertising is high, the media cannot donate as much time and space to public service advertising. That is why grassroots involvement in campaign outreach can have a critical impact.

As community members, you have a unique opportunity to reach out to media gatekeepers in your community, supplementing our efforts, to convince outlets that these messages are important to their audiences.

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DOWNLOAD

Customizable Flyer

Ad Council

Customizable Flyer

This moment brought to you by dad.

LOCAL TEXT GOES HERE, WITH UP TO 2 TO 3 LINES OF COPY

fatherhood.gov

DOWNLOAD



Top 6 Media Outreach Tips

1. Connect the issue and the PSA campaign to the community
2. Create an outreach plan:
 - Identify your best media prospects and targets
 - Schedule outreach
3. Prepare your “pitch” and key talking points
 - Anticipate and prepare answers to questions that may arise



Top 6 Media Outreach Tips

4. Make an “ask”
 - Leave behind a packet of information and PSA materials.

5. Keep the media in mind
 - Keep the media informed
 - Invite media to your events

6. Close the loop
 - Respond quickly to unanswered questions
 - Acknowledge your media supporters



Customizable Flyer 2



DOWNLOAD

Here you can customize the pre-designed flyer with local information. PowerPoint file provided for customization. Print this flyer for use at events, conferences, or any other local activations.

Customizable Flyer 3



DOWNLOAD

Here you can customize the pre-designed flyer with local information. PowerPoint file provided for customization. Print this flyer for use at events, conferences, or any other local activations.

Sample NRFC Fatherhood Proclamation

Sample NRFC Fatherhood Proclamation

This sample proclamation can be used to assist in highlighting Responsible Fatherhood in your local communities. Feel free to contact your local legislative representatives to help support fatherhood in your network.

WHEREAS, YOUR ORGANIZATION continues its mission to YOUR MISSION STATEMENT, and

WHEREAS, fathers play a vital role in the growth and development of children; and

WHEREAS, YOUR ORGANIZATION is dedicated to promoting and strengthening the well-being of children through the emotional, social and financial support of involved, responsible and committed fathers; and

WHEREAS, the National Responsible Fatherhood Clearinghouse states that children learn more, perform better in school, and exhibit healthier behavior when they have responsible fathers involved in their lives, especially their education; and

WHEREAS, when fathers fail to contribute to the financial and emotional well-being of their children their absence can cause undue financial and emotional pressures on mothers; and

WHEREAS, fathers who have good parenting and relationship skills, and who are engaged in the workforce, are vital to ensuring healthy children and families; and

WHEREAS, YOUR CITY, TOWN, STATE, etc. commends YOUR ORGANIZATION for its continuing work and contributions to support responsible fatherhood efforts throughout the nation and wishes continued success in the future;

NOW, THEREFORE, I _____, do hereby proclaim June 2018, to be

RESPONSIBLE FATHERHOOD MONTH

throughout the CITY/STATE/etc.

DOWNLOAD

This sample proclamation can be used to assist in highlighting Responsible Fatherhood in your local communities. Feel free to contact your local legislative representatives to help support fatherhood in your network



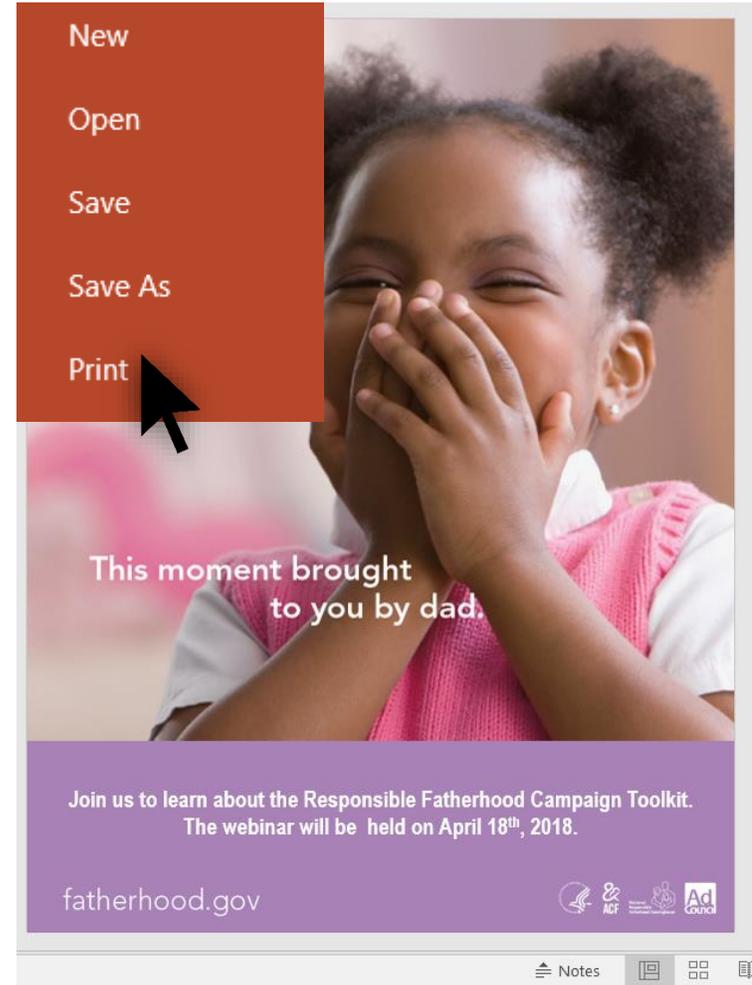
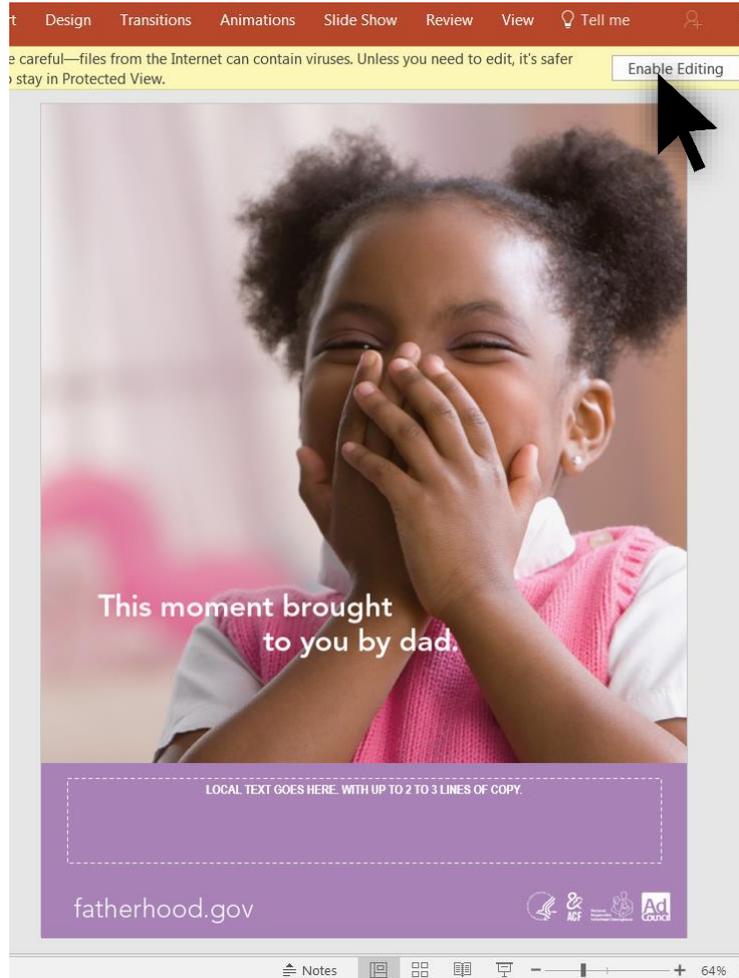
Customizable Flyer



DOWNLOAD

Here you can customize the pre-designed flyer with local information. PowerPoint file provided for customization. Print this flyer for use at events, conferences, or any other local activations.

LocalizableFlyer (1).pptx



Spread the Word

Thank you for helping support the Responsible Fatherhood campaign! To spread the word about the campaign on social media, we have provided suggested copy to share the campaign on your social platforms. Please use the campaign hashtag, #DadJokesRule, whenever possible.

How to Download and Post Dad Jokes Social Media Assets

In this section of the Responsible Fatherhood toolkit, you'll find Dad Jokes social media assets that can be uploaded to Facebook and/or Twitter. Here are step by step instructions for how to upload these assets to your social channels:

For uploading social graphics to Facebook and Twitter:

- Click on the "Download" button of the social asset you are interested in using
- The social asset will populate in a new browser tab; right click on the image and select "save image as"
- Once you have the asset saved, you can upload it to Facebook/Twitter
- Once the image populates, select from the below suggested social copy to accompany the image

In addition to posting social graphics to Facebook and Twitter, you can also post YouTube videos of the Dad Jokes PSAs. The YouTube links for all the Dad Jokes TV PSAs can be found in the PSAs section of the toolkit. Here are step by step instructions for how to upload these video assets to your social channels:

For uploading YouTube Videos to Facebook and Twitter:

- Copy and paste the embed code that is listed below each of the videos
- Upload the embed code to Facebook/Twitter
- Once the video populates, select from the below suggested social copy to accompany the image

Suggested Social Copy

- "How does a tissue dance? You put a little boogie on it." #DadJokesRule
- What's your favorite joke to make your kids laugh? #DadJokesRule
- Take a moment to make your kid laugh today. That memory matters more than you think. #DadJokesRule
- Dad jokes are just one way to connect with your kids. Visit Fatherhood.gov to learn more. #DadJokesRule
- Being a superhero for your kids is easier than you think. All it takes is a little time, and maybe a silly dad joke. #DadJokesRule
- Being a good dad can be as simple as telling a joke. Take the time to be a dad today #DadJokesRule

Suggested Social Copy

This document contains instructions for how to upload the campaign's social graphics below, and includes suggested copy to pair with the graphics.

DOWNLOAD



Social Graphics for Facebook and Instagram

Girl in Pink (1080x1080)



Download

Boy Smile (1080x1080)



Download

Girl Laughing (1080x1080)



Download

Social Graphics for Twitter

Girl in Pink (800x450)



Boy Smile (800x450)



Girl Laughing (800x450)





Madeline Miller

Just now · 📍

What's your favorite joke to make your kids laugh? #DadJokesRule



👍 Like

💬 Comment



Madeline Miller

Just now · 📍

"How does a tissue dance? You put a little boogie on it." #DadJokesRule



👍 Like

💬 Comment



Summary of Key Points

The toolkit offers resources to promote the campaign and fatherhood programs in your community, including:

- PSA materials
- Social media copy and graphics
- Guidance for building relationships with local media
- Customizable materials



Questions and Answers



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Stay in touch with us!

Contact Information:
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