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Administration for Children and Families
Office of Family Assistance



NRFC Webinar Series

Planning for Father's Day 2018: Resources and Tips from the National Responsible Fatherhood Clearinghouse

Transcript

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Moderator:

- Nigel Vann, Product Lead, National Responsible Fatherhood Clearinghouse

Presenters:

- Kenneth Braswell, Project Director, National Responsible Fatherhood Clearinghouse, and Executive Director, Fathers Incorporated
- Madeline Miller, Campaign Manager and Sarah Mann, Assistant Campaign Manager; The Ad Council
- David Miller, Social Media Outreach Coordinator, National Responsible Fatherhood Clearinghouse
- Penny Tinsman, Website Lead, National Responsible Fatherhood Clearinghouse

Male operator: Please stand by. Good day, and welcome to "Planning for Father's Day 2018" from the National Responsible Fatherhood Clearinghouse. As a reminder, today's conference is being recorded. At this time, I would like to turn the conference over to Nigel Vann. Please go ahead, sir.

Nigel Vann: Thank you very much, and good afternoon, or good morning to those on the West Coast today. As you see, the full title of the webinar—it didn't all fit on the first slide—is "Planning for Father's Day 2018: Tips and Resources from the National Responsible Fatherhood Clearinghouse," and that's exactly what we're trying to do today. We're going to share various ideas, and some new resources available from the Clearinghouse and the Ad Council that you can use as you plan local activities to celebrate this year's Father's Day and promote the importance of fathers in the lives of their children. It's only a month since we had our last webinar, so it's sort of interesting that we're doing it so close together here, and we've got one of the presenters who was on that webinar with us again today. So I'm just going to quickly move through, and for those of you who have not joined us before, give you a quick overview of the National Responsible Fatherhood Clearinghouse.

We are funded through the Department of Health and Human Services, Administration for Children and Families, Office of Family Assistance, and we provide resources for fathers, fatherhood programs, researchers and policymakers, and any other interested stakeholders. And this is just the information on our website, fatherhood.gov. We've got a couple of links there that are two of our most popular links—you can go to the Toolkit, the [Responsible Fatherhood Toolkit](#), for tips on starting fatherhood programs, working with fathers. And you can go to the [Webinars](#) link for archives of all of our previous webinars. You can find—and this goes back to 2006, actually—the slides, the transcripts, various resources that are made available during the webinar, and for the more recent ones, you can also listen to an audio and video recording of the webinar. Today's webinar will be added to that in a few weeks' time.

That's our email address [help@fatherhoodgov.info]
—for those of you who have not joined us in the last few months, that is a new email address, so please take note of that. And as always, we encourage fathers and practitioners to contact our help line toll-free at 1 (877) 4DAD-411. We have trained mediators on that line, we can provide resources, we can provide connections to programs in local communities. So any questions, please call on that line—and as always, engage with us via [Facebook](#) or [Twitter](#).

Take Time to Be a Dad Today

Toll-free: 877-4DAD411 (877-432-3411) | Fax: 703-934-3740 | Help@FatherhoodGov.Info | www.fatherhood.gov

facebook.com/fatherhoodgov

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And just a quick note about the screen that you're looking at—you'll see in the top left-hand box, there's a chat box there, and you can type in there and introduce yourselves, just chat among yourselves there. But if you do have a question for the presenters—we'll get to questions at the end of the webinar—you'll see the Ask a Question box in the bottom right-hand corner of your screen, and we ask you to put questions for the presenters there, and then, time permitting, we'll ask all those questions, or some of those questions at the end of the webinar. Any questions that we don't get to, we will post responses to afterwards.

And then you'll see a Web Links box in the bottom left-hand corner, and that's got the fatherhood.gov website. You'll also see there, there's a link to the Ad Council Toolkit, and I encourage you to make note of that. The Ad Council are going to be explaining how that all works shortly. Then you can download various resources—you can download the full slide deck as a PDF, you can download a sample Fatherhood Proclamation, and you can download the bios and an example of the Proclamation that was used in Atlanta. And we're going to explain more about those, but please—in particular, you might want to download the sample Proclamation, and the example from Atlanta there, because the slide, when we talk about those, it's a bit hard to read all that if you're just reading the slide.

So here's just a quick overview of the information that you are going to hear today. We're going to start—actually, we're not going to start with the Ad Council, we're going to go to the Ad Council second—but they're going to give you an overview of their new Responsible Fatherhood Campaign Toolkit. They'll show you some of the PSAs that are currently being broadcast, and you can download some printable materials from that Toolkit website, and there's a lot of good things you can do from that. So you're going to learn a lot as we talk about that.

And then we're going to give you some tips to think about, publicize local fatherhood activities, and going to go over that Fatherhood Proclamation that I mentioned. We're going to talk about social media and give you a brief look at some of the planned enhancements for the website.

So here's who you're going to hear from today: we're going to start out with Kenny Braswell, who is the Executive Director of Fathers, Incorporated, as well as the Project Director of the Clearinghouse. And then we're going to the Ad Council—you'll be hearing today from Madeline Miller and Sarah Mann, Campaign Manager and Assistant Campaign Manager, and then we're going to go to David Miller, who is our Social Media Manager, and finally Penny Tinsman, our website lead. And I'll say a few more words about each of those as we get to that. Again, I encourage you to download their bios and learn more about them.

And before I introduce Kenny, I'm just going to ask Enzo to bring up a quick poll question here—we do like to bring these poll questions out. We're going to ask you four today, just to see a little about what you are doing. So just briefly, "Is your program or organization planning any special activities for Father's Day this year?" You can say yes, no, or not yet but we're still thinking about it. I'll just give you a few seconds to finish that [pause]. Looks like about half of you are still thinking about it. We've got about a third of you who are definitely planning, so that's encouraging.

So with that, let me bring up Kenny's main slide here, and just say a few words about Kenny. He created Fathers, Incorporated back in 2004, and served as the organization's Executive Director since then. Fathers, Incorporated provides capacity-building services to encourage and enable the positive involvement of fathers in the lives of their children. Fathers, Incorporated is also the prime contractor for the National Responsible Fatherhood Clearinghouse—and so Kenny serves as our Project Director in that capacity. He's a leader in the national field of fatherhood—he always brings a fresh perspective to the conversation, and it really is, it's tremendous, actually, to be able to work alongside Kenny and see what he's doing to move this field forward. So with that, I'm going to pass the mic to Kenny, and he's going to set the stage for the rest of our conversation today. Kenny, time is yours.

Kenneth Braswell: Nigel, thank you for leading this conversation and doing the great job that you always do in the so-critical conversations that we have around responsible fatherhood. I want to bring everyone greetings from our staff at the National Responsible Fatherhood Clearinghouse, as well as our federal partners—John Allen, who you'll hear from in a bit; Robin and Charisse, who are our leads on the contract who weren't able to be on and give remarks. But they're always excited around the work that we're doing.



And so, what I wanted to bring to you today was really talk a little bit about why we are doing this work that we're doing. And Nigel, my button is not clicking it, so I'm going to have to face—OK.

Nigel Vann: Yeah, I got it.

Kenneth Braswell: You got it. So, I was looking at the surveys just now, and to Nigel's point, about half of you have not made a decision yet about what you're going to do for Father's Day this year. I see a lot of conversation taking place right now in the chat room, and I will say that if you're out there, let us know who you are and where you are, because we like for others to know how broadly this conversation is around the country. And I know sometimes you're doing this work in your own local jurisdiction, you can sometimes feel like you're by yourself—but I want you to be able to see that you're not by yourself, that there are others out there that are doing this work, doing a great job at this work. They're trying to understand, they're trying to look at others for information and for clarification on when they're moving in the right direction. It's important that others see you and know that there are people in other areas of the country that are doing this work. So please, go into that chat and let us know who you are, and where you are.

And so, Father's Day is always a special day for us. I always tell people that for me, Father's Day is like Christmas for everyone else—Father's Day is our most busiest time of the year. We ramp up in these coming months for Father's Day to really put forth a great showing and a great effort, and to motivate people around the country to be excited about Father's Day. And oftentimes, when we talk about Father's Day, a lot of folks don't really understand how new, in terms of our history as a nation, where Father's Day came from, why we're even celebrating Father's Day—but what we want to encourage on this phone call is celebration. When we get to Father's Day, we don't want it to be a day about issues, we don't want it to be a day about attitudes. What we want to promote on that day is a day of celebration. I think that 364 other days of the year, we can talk about all of that other stuff, but on this particular day, we want to honor, and we want to celebrate fathers—and that is what we believe this day is about.

When you look among the history of Father's Day, it was first talked about in the United States in 1910 by Sonora Smart Dodd who, after having a great dad in her life, decided that for years they had been celebrating Mother's Day, but there was no celebration for her dad. And she decided that she wanted to enact at her church a celebration of fathers in her community. And that was somewhat what springboarded the conversation of fatherhood around the country. And as you can see, 1966 was actually the first time that there was a proclamation out of the federal government to honor Father's Day, and it wasn't until 1972 that it actually became a national holiday. So think about that for a moment—that we really have not been celebrating Father's Day as a nation since 1972, so that wasn't that long ago when we think about the history of this nation.

The NRFC, in the work that we're trying to do around fatherhood, looks like this. Each and every year we do a different campaign. We work with entities around the country, whether it is major movie studios, major sports entities, people who have particularly social media influence and other influences around the country that have life-branding, and really have a message that can celebrate and then can strengthen our conversation around fatherhood. As you could see here, this is one of our campaigns, I think, from a couple of years ago where we were able to partner with *Despicable Me*, the *Despicable Me* series. You know that that particular movie had a heavy fatherhood theme in it, and that helped us move the needle in the conversation around the country around people connecting the work that we're doing with their own personal lives.

Again, all of these PSAs and all of the things that we do are put out there to honor dads, to celebrate dads, to encourage dads—I often tell people when we're talking about dads, our children see our dads as super heroes, and super heroes need to be affirmed. There's a reason why Spider-Man is called amazing; there's a reason why the Hulk is called incredible; there's a reason why other super heroes have a descriptor in front of who they are. Because even super heroes need to be affirmed, and so, while we don't want to say that fathers are the super hero, or the only super hero, because we recognize that moms are super in their own way. But the way that children see their parents in this conversation, the way they see their fathers, they see them as super heroes. And so super heroes have to be affirmed as well.

One of the ways that you can celebrate Father's Day in your own local community is by getting your legislature, your local officials to come on board, actually celebrate by doing a proclamation. And I'm sure many of you have seen these proclamations. What we decided to do this year was to actually create a sample Proclamation for you, and you can get this done by the mayors of your city,



the governors of your state, legislatures. You can also get them done by your school boards—there's a whole bunch of entities in your community that actually does proclamations.

If you look on the right-hand side, that is an actual sample of a proclamation we did in Atlanta—Fathers, Incorporated did in Atlanta last year for our National Real Dads Read Day. This one was actually done by the Atlanta City Council, and so you can see at the bottom that, with the language there, that they all agree that the language around, and the importance of fatherhood, is important, for us in Atlanta, for the entire City Council. And so you use these as confirmation that there is support in your local communities to do this.

I know that, when you look at the left-hand side, which is the actual sample proclamation that you can download, and you can see that down at the bottom that you see some of the King's English language in there around the "whereas." You can change that to terms like "because" or "since" or "given that" if you want to simplify the proclamation. The understanding is that, when you give this information to those entities, that they will craft it, and they would put it in the format that they typically do for proclamations in their government. So don't be surprised if it comes back sometimes with a different watermark in it, it looks a little different. Sometimes they'll add a line that's more specific to the work that they're doing, or maybe in support of what you're doing, so always be mindful that it may not come back exactly the way you sent it in.

And so, lastly, before I close, I just want to kind of talk about these things quickly, for those of you who are on the fence about planning. These are five tips that I believe are helpful for you in thinking about the things that you would like to do. Be mindful that on that day, or for whatever event you're looking to plan, to make it father-focused, but family-oriented. And what does that mean? That's means to make the core of it, the reasoning for it around fathers, and the celebration of fathers, but you want to make it a family-oriented event, because you want the family to celebrate dads. So when you're thinking about events, look at it from that vantage point.

The second one is to be innovatively celebratory, and so, what do I mean by that? Think outside the box. There's all these events that take place around the country that you could be familiar with, whether it's a daddy-daughter dance, Dads and Donuts, and those kinds of events. But really, based on where you are, what you do as an agency—think about something that's innovative, and that's celebratory at the same time, and not box yourself to what everybody else is doing. Dads like innovation. They like different, they like projects—they like to use their hands, they like to be around their children. So where you can include children in the planning, that is also going to work, because our children have some great ideas sometimes about being around their dads, and where children can motivate dads to be engaged, you also want to add that element.

In your community, whatever it is you're going to create, think about it as a tradition. Think about it as something that you want to start this year, but you want this to become an annual tradition in your community. So if it's a daddy-daughter dance, and I'm not saying by no means not do it, but think about its long-term impact on the community, and how do you consistently bring fathers back to an event to understand that, on this particular day, that we're going to be celebrating, and that this is a tradition.

And again, I come back to stay focused on fathers, because I know sometimes that we want to broaden the scope of who we want to speak to when it comes to fathers, and I understand very clearly the need to broaden it with respect to the fatherless issues that we have in our communities, and I believe that we should have those in conversation where it comes to uncles, and it comes to coaches, and it comes to clergy, and it comes to male caretakers. All of those should be included in the plan. But even when you're using that language to broaden your bandwidth in terms of who you're celebrating, still make sure that the event that you're hosting is focused on the issue of fathers, and on the issue of fatherhood.

And, as you can see on the right-hand side, another one of our campaigns that we did earlier on in our campaign nationally with *The Lion King*, and many of you know Mufasa and Simba, and our Take Time to Be a Dad Today campaign.

And so, those are five tips that I believe will help you get off of the fence. Nigel, we should probably do that poll again at the end of this webinar to see if I've convinced anybody to get off of the fence into "Yes" and see where they are. Thank you so much—this is just a little bit. There's going to be so much more information for you. And if I don't talk to you before Father's Day, have a great Father's Day planning. [Contact at kenneth.braswell@gmail.com.]



Nigel Vann: OK—thanks, Kenny. Yeah, so that is a good idea. If we've got time at the end, I'll have Enzo bring that first poll question back up. You can see Kenny's contact email there, so if you do want to follow up with him, and if you have any specific questions that you'd like him to respond to at the end of the webinar, please put those in the Ask a Question box. He's going to have time to help you out there as well.

So Enzo, if we can have the next two poll questions—I don't know if you can bring them both up at the same time, but here's the second one. We're just interested, before we introduce the Ad Council, how many of you have seen or are aware of any of the PSAs that are out there. So, "In the past six months, which of these PSAs have you seen, either on TV, online, billboards, print or radio?" [Pause]. It looks like more than a third of you have seen the Dad Jokes. And about half of you haven't seen any of them, so we're going to change that today. You're not going to see them, you're going to learn all about them.

So let's close that one, Enzo, and we'll move on to one more short poll question for you. No, we haven't got the other one—OK. That's a later one, Enzo. Let's hold off on that one. I think you've got them the wrong way around, Enzo—can you pull up number 4 quickly? There we go.

We're just interested, before the Ad Council talk, "Have you or your organization ever used any of the PSAs in your work with fathers?" I know a lot of people have talked about doing it—it's been a little bit hard, because you can't customize the TV ads. But you can customize some of these written ones, so we think that's going to be pretty helpful today. Yeah, it looks like maybe 10 or 12 percent of you have used them, which is sort of what we expected, but we certainly hope to be able to increase that a little bit for you, and give you some ways to—even if you can't customize the PSAs, you'll be able to encourage your local media to run some of these things.

So, thanks very much for that, Enzo, and now I'm going to move the slides up, and we'll bring up Madeline and Sarah here. Madeline and Sarah, they are the Campaign Manager and the Assistant Campaign Manager, respectively, for the Ad Council. The Ad Council have been running the Responsible Fatherhood campaign for the National Responsible Fatherhood Clearinghouse since the inception of the Clearinghouse back in 2006, and as Kenny mentioned, there's been a lot of really cool public service announcements on TVs, on billboards—you can be driving various places in the country, and you'll see that billboard. I know one of the most popular ones over the years has been the cheerleader one. That seems to be one that a lot of people have seen.

Anyway, Madeline has been with the Ad Council since 2014, and Sarah has been there since 2015. Madeline oversees the day-to-day activities, and Sarah manages all aspects of the PSA development process for various Ad Council campaigns. They both work on the Responsible Fatherhood campaign, as well as the Ending Hunger campaign. Additionally, Madeline works on the teacher recruitment campaign, and Sarah works on the Alzheimer's awareness campaign. So they've got a couple of very interesting jobs there, and I'm now going to give the time to them to explain more about the Ad Council Campaign Toolkit, and what you can do with it. Madeline and Sarah, the time is yours.

Madeline Miller: Thanks, Nigel. Hi, everyone—my name is Madeline Miller, and I'm a Campaign Manager at the Ad Council. And today, Sarah and I are excited to walk you through the Responsible Fatherhood Campaign Toolkit—a new tool that will give you all access to all the wonderful Fatherhood PSAs and resources.

The Toolkit is a microsite that houses Responsible Fatherhood Campaign resources and offers free and easy access to the PSAs we've developed. As you can see here, we've outlined all the evergreen materials the Toolkit provides, including how-tos for conducting local media outreach, customizable fliers, the Fatherhood Proclamation Kenny spoke to, and sample social copy. And, as we create more content for the campaign, we plan to continue updating the Toolkit with new materials. So this really is a tool you can use again and again—before, during, and after Father's Day.

The Toolkit can be accessed through a link which is now available on the fatherhood.gov homepage, and you'll also see, as Nigel mentioned, that it's included in the web links available through the webinar. We encourage you to share the Toolkit with your colleagues who may not have joined the webinar, as we really want everyone to use and have access to this great resource.



The navigation of the Toolkit is very simple and straightforward, and we're going to walk you through each of the four pages of the site so you know what information is available, and how you can access it. We're excited to bring this free resource to you so you can help amplify the campaign messaging amongst your own communities.

This is what you'll see when you first land on the Toolkit homepage—it's a Welcome page that gives a brief overview of what you can find within the Toolkit. As you scroll down the homepage, you'll see two ways to navigate the site—the first is through the top navigation, and the second is through the buttons within the purple boxes here. And throughout this walkthrough, we'll dig into each of these four sections. Finally, at the bottom of the homepage, and across all pages, we've linked to the fatherhood.gov social channels, including [Facebook](#), [Twitter](#) and the PSA videos which live on the [Ad Council YouTube channel](#). And we also have links to the HHS, ACF and NRFC websites.

So we'll start by visiting the Campaign Background section by clicking within the top navigation. Within this section, you'll first see an overview of the Dad Jokes campaign—we hope some of you are familiar with the campaign and had a chance to watch the PSAs. They're funny and endearing videos that highlight kids telling their favorite Dad Jokes, which they love, because they come from Dad. The PSAs communicate to fathers that even the smallest moments can make the biggest difference in their children's lives.

Here you'll find three really helpful resources—the first is a campaign factsheet. This is a one-pager that provides general background on the Fatherhood Campaign, including the objective, the audience, and our latest creative, the Dad Jokes work.

Next is an FAQ document which answers some of the most frequently asked questions about the campaign, and lastly, the press release we distributed last August when the campaign first launched. As we do more press of the half-a-day campaign, we'll be sure to post the latest press releases here as well.

You'll also notice that each document has a download button beneath it, and this allows you to download the PDF to your computer. These buttons are all tagged with Google Analytics, which allows us to see the number of people who have downloaded these documents, as well as the number of people who have visited the site. This will give us an indication of how well the Toolkit is performing, as well as how many users there have been.

Next, we'll visit the PSA tab. Within this tab, there are five sections where we have previews of all of our Dad Jokes creative, including TV, billboards, digital banners, radio and print assets. We're going to explore the TV section now. Here you'll find previews of all the TV PSAs for the Dad Jokes campaign, which we have in a variety of links.

While the Toolkit allows you to preview all of the creative, to actually download any of the PSAs, we encourage you to visit PSA Central. This is the Ad Council's digital PSA library where you can download all of our active PSAs. For instructions on how to use PSA Central, you'll find a link to a guide located both at the top of this page, as well as on the left-hand side. We also have a helpful document in our Local Media Outreach section, which Sarah will review in a minute.

In this section, we also offer an embed code, which we've highlighted here in yellow, which you can copy and paste if you'd like to include the videos within websites, or on social media.

And lastly, at the bottom of this page, we've included a link to download our expiration date chart. Our PSAs use real people in them, and we need to pay them for their time, which gives us rights to use the videos for a certain period before we need to pay them again. Because of this, we need to keep tabs on how long the PSAs are in use, and when they'll need to be renewed. Since we plan to renew the Dad Jokes PSAs, we'll update this chart with those new expiration dates in August.

And now, I'm going to turn it over to my colleague Sarah to talk you through the remainder of the Toolkit.

Sarah Mann: Well, we're now going to move on to the Local Media Outreach section of the Toolkit by clicking within the top navigation. This page provides helpful resources for sharing the Responsible Fatherhood Media Campaign Toolkit with the local media. While the Ad Council has relationships with media companies at the national and local levels, we encourage our partners to work with us at the local level to reach out to media decisionmakers who make the call to air our PSAs on our station, who we call



media gatekeepers. This community-level outreach is a great way to supplement Ad Council's efforts. With that background in mind, we'll now take you through the resources included on this page of the Toolkit.

The first document, found on the left-hand side, called "How to Access PSAs," provides information about how downloading assets from PSA Central, Ad Council's digital library, which Madeline previously touched on. This document gives step-by-step instructions for how anyone can download PSAs.

The second document included in this section, "How to Get PSAs Placed," provides ideas for how people can conduct local outreach to media gatekeepers. For example, some of the steps we recommend taking include developing a relationship with media gatekeepers at stations and media outlets in your community and finding ways to demonstrate the importance of the issue of responsible fatherhood, either through locally relevant statistics, or by talking about events taking place in your area or your local organization. We've also included three customizable pre-designed fliers that anyone can download for use. We think these are a great resource to help promote a local event or activation. You'll see that we've included several different versions of the fliers in both English and Spanish, each using creative from our Dad Jokes work.

The last resource included in this section is the downloadable sample NRFC Fatherhood Proclamation, which Kenny talked about earlier, as another way to promote the issue of responsible fatherhood in your communities.

We'll now provide step-by-step instructions for how anyone can download the customizable fliers from this page. First, click the purple Download button under the flier you'd like to use. Once you click on the Download button, the PowerPoint file should download to your web browser. Click on the PowerPoint file in your web browser, and the PowerPoint application should open on your desktop with the selected flier file. Click on Enable Editing in the top right corner of your PowerPoint windows, that you can edit the file. Now ... if you click into the purple text box—it's that rectangle at the bottom of the flier—you can add in your desired text. We want to call out that this text box is the only section of the flier that should be edited. It's our recommendation that you only add two to three lines of copy. Here, we've added and copied "Promoting the Webinar" as an example. Once you've added in your copy, you can remove the white dotted textbox guide, save your file, and you can then print the file.

We're now going to take you through the last section of the Toolkit called "Spread the Word." This section provides information about how you can promote the Responsible Fatherhood Media Campaign on your social platforms. The first resource included in the section is a Word document with recommended social copy, which can be paired with the social media graphics sized for Facebook, Instagram and Twitter. These graphics can be found when you scroll down the page.

We'll now walk you through how to download a social graphic, pair it with sample social copy, and post it to Facebook as an example. These instructions are also included in the "Suggested Social Copy" document at the top of this section.

First, click the Download button beneath the social graphic you're interested in using—the graphic will appear in a new tab of your browser. You can right-click and select "Save image as" from the dropdown. Save the file wherever you'd like.

Next, you'll open the social media platform you're planning to upload the graphic to. Using Facebook as an example, select Photo/Video from the list of options for posting onto your wall. Upload the social graphic that you downloaded, and pair it with social copy from our "Recommended Social Copy" document.

Once the graphic and copy are complete, select Post. You should now see your social graphic posted on your Facebook wall.

Here, you'll see two example Facebook posts using two of the social graphics we offer, paired with social copy from the "Suggested Social Copy" document.

This concludes the capabilities and review of the Responsible Fatherhood Media Campaign Toolkit. Should there be any questions about the Toolkit, or about any other information included on the site, please don't hesitate to reach out to either Madeline or myself at the Ad Council. We've included our contact information here at the end of our presentation. Thanks so much.

mmiller@adcouncil.org, smann@adcouncil.org



Nigel Vann: OK—well, thanks, Madeline and Sarah, and I certainly encourage you to make a note of those email addresses, because I know we didn't have time to go through that as clearly as we would have liked to. But also, make sure you click on the link to the Ad Council Toolkit in the bottom left corner there, and bookmark that on your computers, and then you'll be able to play around with that at your leisure, and really sort of see how to do some of the fun things that Madeline and Sarah were talking about there.

I wonder if I could just ask each of you, have you got a favorite Dad Joke that's one of the popular ones you'd like to share with us briefly? Well, we'll come back to you on that.

Sarah Mann: Yeah, we have a couple of good ones. Maybe we'll save those for the end.

Nigel Vann: Okay, we'll save them for the end—sounds good, yeah.

OK, so our next presenter's going to be David Miller, who's going to talk about the social media, and a way to boost a lot of these things. First of all, Enzo, if we could have that social media question now—I think it was the one you had as number 3. And again, we're just interested in finding out what kind of social media formats your organization is using to promote your program's services. So, are you using Facebook, Twitter, Instagram, LinkedIn, Pinterest, or none of the above? You can check as many boxes as it applicable. Looks like a vast majority are using Facebook—not so many on Twitter, and very few on Instagram. That's where I'm sitting, I guess, but I'm an older citizen, so you young folk out there should be doing these other things as well. Quite a few people on LinkedIn, Twitter's coming up—OK. It looks like about a quarter of you aren't using any of them. Everybody else is doing something, and a lot of people are using Facebook. OK, well thank you very much, and that gives David a little bit of a peek into who he's talking to here.

So let me just say a few words about David, and then I will give him the stage. Besides his role as Social Media Manager for the Clearinghouse, David's involved in all sorts of things to improve the lives of children and their families. It always amazes me, every time I'm around him, he's always talking to somebody about something he's doing, or he's going to do. He's developed curriculum materials and professional development modules to engage young men of color and their families. He's written a number of children's books; his work was nominated for an Emmy in 2015 for his contribution to "Get Home Safely," a short video that outlines steps for navigating police encounters. I know he was very involved in Baltimore after the shooting there a few years ago, in talking to young people about how to respond in those kind of situations.

So anyway, David, share your wisdom about social media—I'm going to be listening closely.

David Miller: So ladies and gentlemen, good morning to some, good afternoon to others. I'm super excited. I want to thank Nigel and Kenny, thank Sarah and Madeline from the Ad Council. My remarks will really focus on social media, and to really begin to look at how we can help you guys understand the power of social media.

A lot of times you hear folks talking about a lot of negative things that occur on social media, but we are a living, breathing example of how to use social media to uplift responsible fatherhood, to talk about sensitive issues like child support, like co-parenting. And an additional step would be to look at how to promote events, whether it's Father's Day events, whether it's professional development for practitioners—if you're trying to figure out a way how to reach hard-to-reach populations of dads, we find that everybody is on social media, whether it's Facebook—and it appears that a lot of folks are on Facebook, Twitter—and then even Instagram if you're really trying to reach an even younger demographic, particularly around what we would consider to be millennials.

So that first slide really kind of underscores the reach of social media worldwide. One of the things that we have been amazed by is our international reach. We get organizations overseas who are interested in our fatherhood work, because fatherhood may just be a new topic or a new area that they may want to address in a particular country. But we know domestically, social media platforms, and there are several, really dominate the airwaves in terms of disseminating information.

So one of the things that we're really hopeful that you guys will consider as a part of this webinar, and even after the webinar, is really begin to think about your social media usage. We're going to provide some tips, some strategies, and we're available and open



if you have questions. Because oftentimes, people may decide that they want to roll out three or four or five different social media platforms, and it may be just a matter of mastering a social media platform initially, and then gravitating towards others. So we're going to cover events. We're going to cover a way to even present data using social media to practitioners.

And so, when we talk about, ladies and gentlemen, best practices in social media, we have outlined four key things that we want you to think about, and four key things that, as we think about social media outreach, these are four critical things that we uplift on a regular basis.

The first one is, set measurable social media goals. One of the things that's really important when you begin to look at analytics, the analytics begin to tell you what your reach is, how many likes you get, how many comments you get, how many retweets you may get if you're on Twitter. So being able to measure social media is really important—but under this first box, really beginning to use social media to tell stories. One of the things that we get the highest level of engagement for is when we can identify photographs, or Dad sends us photographs, or Mom sends us photographs, or organizations send us photographs that begin to tell a great story about the great work that's being done in the community. So if you are an organization working with fathers, providing direct service, and you have a warm and fuzzy story, if there's a dad in your program who has been able to make monumental strides, that is a great way to begin to tell a story using social media.

Then that really transitions us into content—quality over quantity. You see a lot of organizations will post 15 to 20 times a day, but one of the things that we're pretty clear about is having a strategy, developing a social media calendar, actually sitting down with your staff—maybe a half an hour briefing weekly—to determine going into the next month, what are some of the critical postings that we want to identify? It could be a spotlight on a dad and a family—it could be even a spotlight of a staff person within your organization that's doing phenomenal work working with dads—and begin to integrate that information into your social media calendar.

And then, the goal is to cut and paste from that social media calendar monthly, as well as there's always going to be articles. You can even do some Google searches around articles that are related to fathers and families. A lot of times, we find stories that there could be somebody in the NBA who's having his first child, or Major League Baseball or NASCAR, and those become great stories that the general public wants to read about, in terms of this celebrity now, this big 300-pound football player who now has had his first child, and we may be able to find a photograph of this dad with his child. So, to the extent that we can really focus on content you got—content over quantity—having that social media calendar is a really great way to begin to tell the story.

Second, choose the right social media network. It seems like a lot of you guys are on Facebook. We would encourage you to go to our Facebook page at fatherhoodgov, because you'll begin to see a lot of the strategies and the tips that we use. Become a master of Facebook. And once you become a master of Facebook, then let's really jump into Twitter, Instagram, LinkedIn or Pinterest. But I think that the goal is to maximize your time. As you all know, social media may seem like an additional job, but the return on the investments can be sound. Really begin to think about how you can maximize your time. So let your social media platforms widen.

And also, you guys, figure out if there's other staff within your agency that can help with some of the heavy lifting on the content side. For example, you may be responsible for doing the posting in your organization, but then maybe you can identify two or three other people who can help you identify rich content.

Last, but not least on this particular slide, we talked a little earlier about analytics. Analytics are key—we really want to be able to focus on measurements and being able to look at trends weekly. What are the kinds of images, what are the kinds of videos, what are the kinds of articles that really create high levels of engagement which would be likes, comments, and also retweets? Those are some of the things that we really take seriously when we look at analytics.

So the next slide—always important, and I think the Ad Council talked about this in brief, always important to begin to look at developing customized fliers to promote events. And we have a couple of different examples of how to design customized fliers.

One of the things that I would suggest to you is, if this is not your bailiwick, stay away from it. Identify someone in your organization who has a strong graphics background. We need colorful graphics, we need very profound images of fathers and children, we need



diverse images of fathers and children, and we want images and messages that promote responsible fatherhood. To the extent that you can find someone in your organization, or maybe you can find a graduate student at one of the local universities who, as part of an internship, can be responsible for developing your customized fliers.

Equally important [is] to find someone in your organization who can edit. We all run across fliers where someone didn't do a final copy edit, and so to the extent that someone in your organization has good editing skills—because we always want to make sure there'll be no spelling mistakes, that we use high-resolution fliers, and that anything that we send out within our organizations are promoting responsible fatherhood.

So the next slide, here are just some other customizable fliers. You guys may have seen some of these fliers. To our right is a flier about Dad Jokes, and you notice we have the hashtag, we have [the] partnering organization, and we have the website. I can't tell you guys the number of times I've seen a flier, and there's no contact information—that somebody has forgotten to add a hashtag, an email address, a phone number, a website, and then also the partnering or supporting organization. Super important to always have a logo for organizations that are helping to partner with the effort, no matter how large, no matter how small.

To your left, you see a customized flier. That's for an event that occurred on April 11th in Jacksonville, Florida, as some of our work to really begin to address the opioid crisis in the United States. And so you see the flier—we have three profound images of dads. You see contact information, where the event is going to be. You see the link, "How you can register." You see social media links. And last but not least, you see the partnering organizations.

Again, some best practices that we want to highlight—and again, we're going to be open for questions or commentary, if you can shoot some of your questions in the chat box—be engaging. Very important to be engaging—think through, ladies and gentlemen, your social media strategy. I spend a tremendous amount of time thinking about content, and you will find that if you visit our social media platforms, our content runs the gamut. We'll do research articles. We'll do the warm and fuzzy pictures and stories and ask critical questions.

We ask a lot of questions, because asking a question elicits a response. For example, we may pose the question, "What advice would you give young fathers?" And within an hour, 90 minutes, two hours, we may have 15 to 20 comments from dads, from practitioners, and then the goal was to figure out a way to take those comments and repurpose them for a webinar, or for future social media postings.

Again, ask questions, encourage dialogue. We may do fill-in-the-blank. A fill-in-the-blank may be, "What's the best advice you received about raising a daughter?" We would literally pose that with the fill-in-the-blank, and then people will respond. And again, that kind of critical information can be repurposed. There will be enough information through your social media platform that you can repurpose.

Have a posting strategy—we talked about that earlier. Create a weekly schedule. We really believe having a monthly strategy and a weekly strategy is really important. Do some experimentation with your participants to find out what works, what doesn't work, and that goes back to the analytics. The analytics will tell you what is working.

A couple of more pages that we have to get through—as it relates to Twitter, be responsive. Twitter is done at a rapid pace. If you do a Twitter chat, you probably need a couple of staff people to help you manage a Twitter chat, because you may get 250, 300 responses relatively quickly, so you need a couple of people to be able to respond, to be able to provide commentary, and also to be able to provide additional resources as it relates to that commentary. Your hashtag allows you to archive information, so always use your hashtag.

Always retweet good information—by retweeting good information or good posts, that will help you expand your networks. There are a couple of tools we use—Bitly Buffer and TootSweet. If you want to take an article that's in the Washington Post, because of the limited number of [characters] on Twitter, you would need to be able to create a shortened link. So you would highlight that, cut and paste that into Bitly, for example. It would give you a shortened link, and you take that shortened link and you can include that in your social media posts.



Next, as it relates to best practices for Instagram—Instagram has over 400 million users, so it's a great place to really promote great stories and the great work that your organization is doing. You can just create a box with a graphic in the back with your mission statement. This is the mission statement of your organization. You can highlight events, you can share stories—a great way to use videos, 60-second videos, a great way to tell a story.

You can switch between Instagram accounts. If your fatherhood organization is doing maybe three or four different bodies of work within your fatherhood program—you may be doing workforce development, you may be doing some stuff around child support—you could actually have multiple Instagram accounts. And just like Twitter, ladies and gentlemen, use of the hashtag really, really helps promote your Instagram work. Again, we're going to be around. If you have questions or comments, and if you can drop any of these comments or questions into the chat box, we would be super excited to respond.

Here is my contact information [dmiller3941@gmail.com]. We believe that, in order to really promote the work that you're doing and also connect with some of the national efforts, social media is a proven, tried, and tested method. I know some of us may be on the low-technology—some of us may be low-tech, in terms of our experience. But we find that if you just dive in, you work with your staff, you communicate with us at the National Responsible Fatherhood Clearinghouse, you send us a question—you say I'm stuck on Instagram, my numbers are not moving—we'll be more than responsive.

And so, ladies and gentlemen, super excited. We applaud you guys for taking time out to be a part of this webinar, and we hope to connect with you on social media. Thanks a lot.

Nigel Vann: Thank you, David. Yeah, and if anybody who's listening, if you've not been to the fatherhood.gov Facebook page, I certainly encourage you to have a look at that. David does a really good job of managing that, and it's amazing sometimes to see—he'll post just a simple question, and the amount of responses you get to that, it really is encouraging of how many people are out there focused on this issue.

I'd also like to draw your attention to a comment that Kenny put in the chat box a little while ago that, if you've got any events that are going on locally, you can send those to us, we can see if we can include those on our Event page, or at least give you some advice on how you can promote them locally. Again, as everybody's saying, we encourage you to send us questions, send us information, and we're really more than happy to partner and to help you get some of these things done.

With that, I'm going to move us on to our final presenter, Ms. Penny Tinsman, who is the Website Lead for us at the National Responsible Fatherhood Clearinghouse. Penny has got more than 20 years' experience in training and technical assistance; meeting coordination and research in the fields of family strengthening, which of course includes responsible fatherhood and healthy marriage; TANF; substance abuse treatment and prevention; victim services; and mental health. Besides her role as the Website Lead for the Clearinghouse, she also manages several multimillion-dollar contracts, and she coordinates a family violence prevention advisory panel for the National Resource Center for Healthy Marriage and Families. We're very proud of our fatherhood.gov website, but we are planning a refresh to just change a little bit of the way it looks and works, and so Penny's going to tell us all about that. Penny?

Penny Tinsman: Thanks, Nigel. Good afternoon, or whatever it is for you, wherever you may be today. It's my pleasure to be able to talk a little bit to you about fatherhood.gov. And I think, really, going after Madeline and Sarah, Kenny and David, I'm able to hopefully bring together a little bit of a focal point for finding most of the materials that have already been discussed today.

The fatherhood.gov is—we like to say it's not your typical .gov—it's not like the cdc.gov. This is a site that folks can go to, to be able to—if you're a practitioner, you'll be able to get information about working directly with fathers. If you are a dad, and you're looking for advice on what to do with your kids, useful practical information is available on fatherhood.gov. We also have up-to-date resources and the leading research that is updated constantly to our library, as well as we're operating blogs. Coming up, we're having several blogs for the Fatherhood Week, the week preceding Father's Day, and we want to make sure that the website is really doing the best job that it can.



David mentioned analytics for social media—we also use web analytics to make sure that we are hitting the sweet spots for folks who are coming to our website. We want to make sure that the information, the way it's provided, is efficient for the user, that it's not intimidating, that the information is easily found. If you come to the website and you want to be able to, as I mentioned, find the PSAs that the Ad Council folks mentioned earlier, they're there. So we want them to be easily found—we're looking to make sure that the website is friendly, efficient, and that all information is accessible to you, whomever you may be, when you come to fatherhood.gov.

Our refresh is really intended specifically to increase the visibility of fatherhood, and in the overall Clearinghouse nationwide, we're really focusing on some dad-friendly—that's what I call it, the dad-friendly aspect that allows us to capture the attention of the audience, but also hold their attention. For example, I talked about web analytics just a minute ago. If we're looking and we see that we have a lot of hits on our homepage, and people are driven to the homepage via some social media, from a Google search, whatever the case may be, but they go no further than the homepage, then we're not doing something right. There's going to be the users that do that, but there's going to be lots of users that are coming to the site for a specific reason, and we want to make sure that, as they click through the site, they're getting the information that they need in the best possible way, and the easiest way that they can.

We're also trying to make sure is that the information, while it may be father-friendly, it's also practitioner-friendly and practical. We're doing our very, very best to make sure that that information is easily available. So one of the goals of the refresh is to improve the site navigation, how the information is organized. We're doing a large effort in our library to make sure that the resources in our library are organized in a way that makes sense, as well as—where it says there is resource identification—making the user able to find what they need, to identify the resources that are available, and to be able to download those or use those.

As David and Madeline and Sarah mentioned earlier, the PSAs, the PSA Toolkit that Sarah and Madeline previewed for you, is available on fatherhood.gov. We also have available the [Dad Jokes](#)—a pretty large group of you who haven't seen Dad Jokes, or viewed any of the other PSAs, they're all available on fatherhood.gov. The Dad Jokes are so cute, so I recommend that if you just need a smile, those are great. And everything's available there at fatherhood.gov. Also at fatherhood.gov are easy access points for the social media—there's the link to Facebook, LinkedIn, Twitter—whatever it may be, it's on the homepage of fatherhood.gov, if you have not already joined up for those.

As I mentioned, who are the primary audiences? We talked about practitioners and the fathers, so we're really looking here for a way to make the website for fatherhood.gov to be the go-to place for fathers. If they have issues, do they need information about child support? Do they need information about activities to do with their kids after school, or on the weekends? All that information can be accessed on fatherhood.gov. If they need support, and they need it to go fast, we have our 1(800) number that they certainly can contact, but there's also state information available. If I live in West Virginia, where can I go to receive services?

They may also be dealing with practical rights issues—specifically, low income, low resources—and the main purpose for the refresh of the home page, which is what we're discussing right now, is to make it friendly for everybody, for dads, and just to be able to get to the website, be able to find the information, and to easily get the resources that you might need.

We also are very focused on the practitioners who are on the call today. Many of you probably come to the website looking for up-to-date research or products. You may come looking for the PSA Toolkit, which is great. Looking for how to get to Facebook or Twitter—that's what we're there for. A bad example [sic], like maybe a one-stop shop when you need come in and find the information that you need to best serve your fathers and your families, we want to be that one place, that one stop where you can come and do that.

So we've been listening very closely and watching the web analytics to see what's the best thing to do for the website refresh. You'll notice that all of my slides were very heavy in text, and not in pictures—that's because we want you to stay tuned for the new fatherhood.gov refresh. It will be launched prior to Father's Day, and we hope that the refresh provides you with the information in a way that helps you do your job better. We look forward to receiving information back from you. Feedback back from you is always great. If you want, you can look to—this is my information right here—if you have specific information, after you've seen the new website, please let me know. I appreciate all of your information and your feedback.



So thank you so much. Again, it's been my pleasure to present a little bit of information about the website, and to tease a little bit about the new refresh. So Nigel, back to you.

Nigel Vann: Thank you very much, Penny. Yeah, and we hope you're getting teased. And as you do see the refresh and spend time on the website—I know I keep saying this, but if you have any feedback to us on the site, anything you like about it, or information that's not there that you'd like to see there, then we really, really encourage you to send that to us.

So if you've got any questions for the presenters, then now is the time to get them in that Ask a Question box. I do have a few questions here, so Kenny, if I can go to you first, I'm just wondering if you could perhaps talk folks through a little bit of how you worked with people in Atlanta to get that Fatherhood Proclamation that you have shared there in the Downloadable Resources.

Kenneth Braswell: OK. You know, I think that we've done proclamations—we've done national ones, we've done one at the state level, and we've done them at the city level. Each of those entities has a process. Many times you can find out what that process is online, whether it is from your mayor, whether it's from your common council, your school board, senator or representative. If you go to their page, you should be able to find whatever their process is.

The other thing to keep in mind is that there is oftentimes a timetable in order to get it back by the time that you need it. Now, for those of you who have special relationships with those individuals, you can sometimes get those things moved very quickly. But as you can see with the sample one we got in Atlanta, that proclamation, because it was the city council, actually had to go through the hands of each council member in the city of Atlanta if they weren't at the council meeting.

And so, I would suggest on that, if you're going to do this, to go to the website, whether it's at the city level, your town level, the state level, and look at what the process is. Make a phone call to them, or let them know that you're coming through so they can actually be on the lookout for what it is you're going to do. And some of them, if you're having an event, also add into that conversation—that, if you're having an event that you actually want that proclamation to be read at, to see if that individual will come and read that proclamation or send a representative of their office. It always lends a nice touch at an event if you can show that level of support for what it is you're doing.

Nigel Vann: Thanks, Kenny—yeah.

David, in terms of some of the social media posting that you put up on Facebook lately, can you give an example of one that really generated a strong conversation?

David Miller: Sure, Nigel. Advice that you would give a young dad, anything related to young dads. Co-parenting, which we know can be a very difficult topical area to navigate, elicits a lot of responses. Probably about a month ago, we posted a question around "What would be some good places to find lawyers for a child support or visitation case if you can't hire a private attorney?" So that elicited a great deal of responses as well.

Nigel Vann: Interesting—OK, thanks. So [going to] Madeline and Sarah, and I've got a question for you about ways in which local programs could work with their local media—if they wanted to get one of the PSAs on their local television, or get something in the paper, or get a billboard up. Where would they start? How would they do that?

Sarah Mann: Yeah, that's a great question. I think as a first starting place where the Toolkit can be useful is by visiting the Local Media Outreach tab. We actually have a document called "How to get PSAs Placed" that is really helpful, and it sort of calls out different ways into local TV and radio stations. Often the first step is really identifying who the decision-maker is at the station that you need to be in touch with to talk about the importance of the issue, to convince them to place the PSAs in rotation. We have a couple of suggestions—we have some example language, methods—either by emailing or by calling—to start that process. So I think that would be the best first step for someone who's interested in trying to get PSAs run in their local area.



Nigel Vann: So if they want to talk to a TV station, who should they talk to? What level of person are they going to start with, probably?

Sarah Mann: It does vary station by station. We tend to call them PSA or media gatekeepers. They're the people who make the decisions about what to place in rotation. They could have a variety of titles, so it's important to build the relationship with that local station on an individual basis to understand how they operate, and who the best person is to contact. It's not necessarily a one-size-fits-all, but I think if you reach out and ask for the person who is responsible for placing these types of PSAs in rotation, they should be able to direct you to the right person to speak with.

Nigel Vann: OK. Just one more, and this is slightly off-topic, I think. If people want to get some local publicity in their newspaper, what's a good way of going about that? Is that anything you can address?

Sarah Mann: I think, in terms of PR and earned media in that sense, what we hear from our PR team—and again, that's more of a PR-related question than necessarily a media or a PSA placement question—would be to have a hook. So, a reason why that newspaper should care about fatherhood involvement at this time. If you have a really strong reason, a really strong hook that ties into what the newspaper is interested in—which, if it's a local newspaper, will likely be the needs and interests of their community—making sure that you have a strong reasoning or strong justification for why responsible fatherhood is important to their community now is probably a good starting point before making contact or doing outreach.

Nigel Vann: Great—OK, thank you. I've got a question here—I'm not sure I quite understand this question. Someone's asked, "Have there been any national organizations that have been very receptive to collaboration with fatherhood organizations that might have a local office?" So I take that to mean, if any of the presenters have gotten any source on any national organizations—that's really beyond the Clearinghouse or Fathers, Incorporated, I guess—that might be able to work with local fatherhood programs, to help with publicity.

Kenneth Braswell: You know, there's a few little different ways that you can go in collaborating with folks around national organizations that have a local presence. The one that I could think, off the top of my head right now, because we are in the federal space, is Head Start. Head Start has a huge emphasis right now on fatherhood—in their Head Start programs, they have a mandate from the top to engage their Head Start agencies in some sort of fatherhood work throughout the year. So they are somewhat conscious. Every year at their national conference, there is a robust conversation of fatherhood.

The other organization is National Healthy Start Association—many of your communities also have Healthy Start agencies. They also have a fatherhood mandate at the national level to do more around fatherhood at the local level.

The PTA for years have encouraged male engagement in PTA. It was the past precedent, but they still have a mandate to include fathers in PTA around the country, so you might want to look at them as well.

And the other one I know that could be—you have to kind of figure and navigate the space a little bit with respect to how you couch the conversation, and that's your local child support office. I know I said earlier that you want this to be celebratory, but where you can engage them in a way that they can become a resource for you, given that Father's Day is where you want to elevate your conversation—use the day.

And I know a lot of what we talked about today is using Father's Day as a way to celebrate, honor and promote Father's Day, but use the period. When I refer to period, the period that follows the day after Mother's Day up until Father's Day. All ears around the country at that point is focused on Father's Day—it lends a great moment for you to have meetings with people, to talk about Father's Day, to create relationships, collaborations from the media perspective. At that point, they are now looking for stories. Someone asked a question earlier about how do you reach that level of media. The best kinds of hooks for those media is local feelgood stories—dads who are doing something extraordinary or doing the fuzzy and warm stories. Connect those conversations to the national effort—that's what's going to get you in the door. That's the great thing about the relationship with the National Responsible Fatherhood Clearinghouse in this space, because you're walking in with a method that's already been proven, that's already been done. All you have to get them to do for you is localize it.



So maximize that period, that somewhat 20 or 23 days between the day after Mother's Day and Father's Day to really garner any relationships you can and collaborations to elevate the conversation of fatherhood in your local community.

Nigel Vann: Yeah—great, Kenny, thanks. And you know I –

David Miller: Nigel—

Nigel Vann: Yes, David—go ahead.

David Miller: Excuse me, I just wanted to add really quickly to the question about, how do you garner local media? Do your press releases—that's sort of the traditional way. Do your press release, email, fax it to print media, radio, television. But you'll find an even faster way, and to get a higher response, is to go onto Google and find the Twitter handles. Most major media outlets and local media outlets are involved in some sort of social media. Include their handle in whatever you send out about your event, or a great story, and I guarantee you, you will increase the likelihood that you'll get local media by using social media.

I really don't even think a lot of the media outlets read the traditional press releases anymore. I think we still send them, but social media is going to be a tremendous asset for those of you who have local events, have great stories, have spotlights or profiles that you want to highlight—use social media.

Nigel Vann: That's great, David—thanks. Yeah, I certainly see that it seems like an awful lot of articles you see in the newspaper nowadays, they're reporting on what people are tweeting. And actually, I was about to mention James Murray, who I see has now given you a lot of information in the Chat box. James is with the federal Office of Child Support, so if you have any issues communicating with your local child support office or state child support office, James is your man. I mean, he can help you connect to them, and have the conversation about the importance of working with fathers to improve things for everybody involved in the family there. So I certainly encourage you to get in touch with James, and if you need his contact information, you can either email Kenny at the email you see on the screen [kenneth.braswell@gmail.com], or you can email us at help@fatherhoodgov.info.

I do want to go to the Ad Council, because we were promised a couple of jokes. I'm also going to go to John Allen from the Office of Family Assistance for a few words, and then I'm going to give each of the speakers a chance for a final thought.

But before we do that, I'm just wondering, Enzo—are we able to bring up that first poll question again, just to see if people want to respond any differently? Yeah, so I know Kenny's interested to see here, how many of you might be now thinking about doing this if you weren't before [pause]. And obviously, we realize you may have to talk it over with your organization before you get some final answers here, but yeah—this is very encouraging. We're seeing a much bigger response in the "Yes" category here. I think when we first did this, we had about 50 percent of people who responded, "Not yet, but we're still thinking about it." That's down to about a quarter, so that's very encouraging, yes. So thank you very much for taking the time to do that. I know we've had more poll questions than usual today, but it's one way we can hear your voice. Thank you for that, Enzo.

With that, Sarah and Madeline, you want to share a couple of jokes that have been popular?

Madeline Miller: Sure—we have two good ones for you. So here's the first one: Did you hear about the guy that got fired from the calendar factory? He took too many days off.

All right, and here's another one: Did you hear about the new book on anti-gravity? It's impossible to put down.

Nigel Vann: [laughs] Oh, cool. And it's great when you get kids telling these jokes as well, right? I mean, it really is a scream when you see these PSAs. Now, if people go to the Campaign Toolkit, they can actually see the PSAs there, can they, and see some of these jokes on there?

Madeline Miller: Yep, absolutely. You can view all of the video PSAs directly on the Toolkit.



Nigel Vann: There you go—

Penny Tinsman: And, Nigel, these are also available on fatherhood.gov.

Nigel Vann: That's right, yeah—and they'll see those on the landing page to fatherhood.gov now? Is that correct?

Penny Tinsman: They will certainly be there on the refresh—that was like a little hint there. But I believe they're there now as well, so—on the current page.

Nigel Vann: Yeah—OK. So you've got a number of ways of finding them. You can use the Web Links box there to go to our homepage at fatherhood.gov, or to go to the Ad Council Toolkit, and let us know how that works for you. Certainly if you get to use any of these locally, we would love to hear about that, and maybe we can put a story or two on the website, or have a blog about how you've used these things. We're always looking for blog authors, so yeah—stay in touch and all that.

With that, let me ask John Allen—you got a few words for the audience, John?

John Allen: Yes. I just want to thank everyone, all the presenters, for taking the time out today to come and do their thing, and really provide the audience with some real tools to take home to support their local adventures around fatherhood. I think it's important that we really look at this as a plus, because here at the Office of Family Assistance, through the Healthy Marriage and Responsible Fatherhood program, we really push implementation. And as a part of your continuous quality improvement of your program, these are nice tools that you can repurpose, rebrand, and really clarify your messaging around your program's service delivery. So, I just want to say thank you to the presenters—Mr. Braswell, thank you for your work with the Clearinghouse; the Ad Council, Sarah Mann and Madeline Miller; back to the Clearinghouse with David Miller and Ms. Tinsman. Thank you guys very much for presenting today, and thank you all for tuning in to this good message.

Nigel Vann: Thank you, John—yeah, and as I said, I just wanted to give each of the presenters a chance just to leave us with a final thought, so I'm going—

John Allen: Before I do that, Nigel, I want to thank you for being such a great moderator—I really appreciate it.

Nigel Vann: OK, well thank you, John. We always need cheerleaders, so thank you.

I'm going to give Kenny the final words, because he's our leader. So let me start first with Sarah, and then Madeline. Have you got a final thought or message that you would like to leave people with?

Madeline Miller: I think we're just excited to offer this Toolkit up so it can really start being used. It can be a really useful tool for everyone, both on Father's Day but also ongoing.

Nigel Vann: And who was that, Sarah or Madeline?

Madeline Miller: That was Madeline.

Nigel Vann: OK. So Sarah, have you got anything to add? You can tell us a joke if you like.

Sarah Mann: Just echoing Madeline about the Toolkit. Sorry, what was that, Nigel?

Nigel Vann: I said you can tell us another joke if you like.

Sarah Mann: All right, if you insist. What did the buffalo say to his son when he dropped him off at school? "Bi-son." And now I'm going to stop doing that. It's much cuter when the kids in the PSAs do it than when we do it.



Nigel Vann: Yeah yeah—and I think the cheesy ones are often the funniest ones, yeah. Particularly when you sit on them for a minute there.

OK, David, a final word of wisdom, sir.

David Miller: Just super excited to work with you guys in creating social media messages, and help you build a robust social media platform that will help drive numbers—thanks.

Nigel Vann: Thank you. Penny?

Penny Tinsman: Yeah, I just wanted just to say my appreciation for everyone for joining the call today. Hopefully you've received a lot of good information that you can use as you prepare for Father's Day. And please make sure, if you're not on fatherhood.gov every day like we are, make sure you visit, and come back for the refresh. And finally, just Happy Father's Day. Thank you.

Nigel Vann: Thank you, Penny, yeah. And also, you made me think that if you're not on our Listserv and getting our emails, then you can just send your email address to help@fatherhoodgov.info, and we'll make sure that you get all the notifications. I'm sure we'll be sending some interesting messages out as the refresh takes place.

With that, Kenny—let me give you the honor of closing us out here.

Kenneth Braswell: I just want to thank everyone for taking the time out to join us today. I know your schedules are busy, but this information is so important. This is the first time we've done this as a Clearinghouse, but we've just had so much great information, so many awesome projects that are coming down the pike in the next 45 days or so. There's actually a couple of things that we didn't even mention, and I don't want to jump the Ad Council in talking about these things, but stay tuned to us, because there is another relationship that we have with a major movie that you're going to begin to see assets from the Clearinghouse on, coming up to Father's Day, and a relationship with one of the major social media agencies in the country as well, that you'll see some other videos that are, oh my goodness—I don't even know the words to describe these things. I saw them this morning, and they are just incredible.

I will say this as well—there are two entities that I kind of forgot when I was talking about national folks coming down to the local level. The other one is HUD. HUD also has a fatherhood mandate and a fatherhood program, and they are also doing work throughout their housing authorities, throughout the country, and they do do activities in their housing authorities on Father's Day. So touch base with your local housing authority in your city.

And the other one is the school district. Now, the school district can be a little difficult because in the South, where schools are over at the end of May, father's kind of lose out, because by the time June comes around, schools are closed. But in the North, schools don't close until the end of June, so they still have the ability to activate fatherhood programming and activities. So touch base with your school districts as well.

And then, lastly, just collaborate. I'm sure that there are other entities in your community that may or may not be fatherhood groups or fatherhood agencies that are interested in this work. There may be other smaller fatherhood groups in your community that want to do the work. Don't re-create the wheel—you can do more together than you can apart. So where you can collaborate with other local fatherhood agencies to broaden your bandwidth in your community, find a way to partner with them so that you can share your resources, as well as sharing your audience.

That's it for me. Nigel, again, I reiterate what John said: you did an awesome job as always. Thank you so much, and talk to y'all soon.

Nigel Vann: OK—well, thanks very much, Kenny, and I know we're over time, but we did just have one more question come in, so I do want to raise that, which actually—as Kenny was talking about the national organizations, it reminded me that, I think every state



has a university that's part of the agricultural extension office. I'm not exactly sure what the correct term is, but we did a webinar a year or so ago on work in rural areas. And if you go to that, there was some good information there on how to do that. And I'm prompted by that by the question that just came. This is a question for you, David—it's "What is the best way to establish a social media presence in a rural community where there has been no social media presence before?" Is it possible just to give a very brief response to that, or would you prefer to give a written response later?

David Miller: Yeah, I think—really quickly, I think we minimize the power of social media, and even if you're in a rural community, folks are on social media. That's probably one of the best ways to engage folks in rural communities, because folks are using smartphones. If they have smartphones, they're probably on social media platforms, but I don't think that we have acknowledged this, and I don't think that we've even talked to folks in our programs to identify what social media platforms they use.

Kenneth Braswell: And you know, David, I want to add to that, because I thought just the other day, I did a presentation on social media. And one of the statistics that I saw, that seven out of 10 individuals in the U.S. above the age of 18 is using some mechanism of social media. And so to David's point, I think it's not an issue that social media's not taking place in rural communities. It is how you figure out how to connect with those folks in your community so that you can talk to them directly.

Nigel Vann: Yeah—OK. Well, I appreciate everybody staying on the line with us there. Thank you very much. You are going to see a pop-up for a—or maybe it comes as an email, I forget—but you're going to get a request to complete an evaluation survey on this, so if you do that, we really appreciate it. We always like getting your feedback.

So we'll catch you all next time, and everyone have a happy and wonderful Father's Day when you get there. Thank you very much for your time today, and we'll bid you farewell. Thank you.

Operator: This concludes today's webinar. Thank you for your participation. You may now disconnect.