



Memo

DATE: Wednesday, August 15, 2012
TO: SONA Program Marketing & Communications Contacts and CEOs/National Directors
FROM: Amie Dugan, Director, Marketing and Communications
RE: “Speechless” PSA

OVERVIEW

Special Olympics has a powerful new television public service announcement that has begun airing throughout the United States, distributed via The CauseWay to 900 local affiliates and 55 national networks and cable companies, in mid/late June.

The spot focuses on athlete Susie Doyens (was with IL, now with FL). Born with Down syndrome, Doyens remained practically mute for most of her childhood due to social pressure and anxiety. In “[Speechless](#),” she literally shatters those fears and attributes her transformation to the confidence gained through Special Olympics. This piece was originally developed by S.O. Illinois and debuted in the spring of 2012: SOIL, along with producer Martin Rodahl, generously agreed to allow SOI to repurpose the piece for broader impact.

The SONA Region is leading an effort to celebrate Susie’s story and amplify her “voice” by executing a multi-channel awareness campaign, centered on the “Speechless” television PSA, using her story to articulate the refreshed Special Olympics brand essence: “revealing the champion in each of us.”

The power of this PSA is already evident: after only its first full month in the marketplace, “Speechless” has garnered over \$1M in in-kind media value and has achieved more than 22 million impressions. “Speechless” is resonating with viewers...and we’re just getting started!

PSA INFORMATION

- “Speechless” is available in both :30 and :60 second HD formats
- The PSA is tagged to Special Olympics’ website, so that viewers, regardless of location, can find their local Program via the SOI site’s Program Locator. This also helps avoid multi-jurisdictional broadcasting issues.
- The PSA was distributed to more than 900 U.S. local affiliates and 55 national networks and cable networks in late June, 2012, at no cost to Programs.
- The PSA was distributed on BETA format to affiliates.
- The spots include tracking encoding so we can measure the success and ROI on the PSA.
- Tracking licensing issues prevented us from distributing to Canada and the Caribbean.
- There is currently no “kill date” for “Speechless.” We will monitor and update Programs as necessary, but currently, plans are to allow the piece to air in to 2013.
- The spot is available in English only.
- For international Programs requiring non-NTSC format, please contact Amie Dugan (adugan@specialolympics.org) for assistance.

U.S. DISTRIBUTION

Accompanying this memo is a list of the U.S. television stations/affiliates who received “Speechless” in June.

We encourage U.S. Programs to reach out to their affiliates and remind/encourage them to air the PSA, particularly during this period between the Olympics and the November elections.



It is common for PSAs to get lost in the shuffle at stations, so if affiliates report not having the spot, please contact Amie Dugan and we will work to get another copy delivered. To assist with this process, identifying a specific station contact will be key to ensuring delivery.

As of August 13, here are additional affiliates, not on the list, who have also been sent the PSA, as well as stations who've already been sent the PSA again, upon request: KNWA (FOX)/KFTA – Fayetteville, AR; WESH (NBC) – Orlando, FL; WINK (CBS) – Ft. Myers, FL; WOWT (NBC) – Omaha, NE.

We ask that Programs please not approach national broadcasters, as there has already been a distribution to national networks and cable networks. If a regional broadcaster based out of your state/nation/province is interested in supporting "Speechless," please contact Amie Dugan.

CANADIAN AND CARIBBEAN PROGRAM DISTRIBUTION

It is at the discretion of each national Program to determine its preferred method of distribution and tracking (if so desired): centralized or local efforts.

The CauseWay is able to distribute outside of the United States but is not licensed to track broadcast information via encoding. National Programs would need to work directly with the CauseWay on costs for national/regional distribution, if so desired.

However, please review the "Program Customization: Process and Pricing" section below for additional options.

PROGRAM USE: PROTOCOLS

We want to this PSA and Susie's story to reach and inspire as many people as possible. We also want to make sure this awareness campaign is executed in a coordinated, consistent manner so that we can be as effective as possible.

Therefore, there are some basic rules in place around use and customization to maintain the integrity of the PSA and to make sure we're abiding by the agreements in place with the producer, athlete, and her family.

- **No edits may be made to the PSA itself in any way. It must be used as is.**
- There can be no co-branding during the spot itself, this would also be considered an edit. However, if wishing to use in conjunction with promoting a local event, the spot(s) may carry an additional end tag, but must come after the full :30 or :60 spot has concluded.
- Programs may not repurpose content (whole or in part) for other uses.

PROGRAM CUSTOMIZATION: PROCESS AND PRICING

Programs wishing to receive a customized version of "Speechless" for their Program's use are to work directly and only with the PSA's director/producer, Martin Rodahl of 71 Degrees North, to ensure highest quality and consistency.

Programs will be able to request replacement of the SOI logo with their own Program logo, and replacement of the SOI web address with their own Program web address. If space accommodates, a phone number may be added. No other modifications will be made, including voice-overs, in order to maintain the integrity of the piece.

For U.S. Programs: to avoid confusion amongst broadcasters, and in the marketplace (in instances of multi-jurisdictional broadcasters), and as the PSA has already been placed at no cost to you, we ask that Programs



thoughtfully consider the pros and cons of replacing the nationally placed televised spot with customized versions. All costs and labor for localized placement would fall to the state Program.

Cost:

- A one-time \$500 flat fee (plus shipping expenses) for customization, archiving, conforming, digital output and delivery of QuickTime files, and DVD output (1 disc) per Program, containing both the :30 and :60 versions.
- For Betacam SP dubs: (1) BetaSP NTSC dub = \$92.30; (2-5) BetaSP NTSC dubs: First dub = \$92.30 with additional dubs at \$24.00 each (total of \$188.3 for 5 tapes); (6-10) BetaSP NTSC dubs: First dub = \$92.30 with additional dubs @ \$22.00 each (total of \$290.3 for 10 tapes); (11-20) BetaSP NTSC dubs: First dub = \$92.30 with additional dubs @ \$19.80 each (total of \$468.5 for 20 tapes).
- Note: this does not include encoding to track airings, impressions, MIK value, etc., nor does it include campaign packaging.
- For U.S. Programs wishing to add encoding to their customized spot(s) for broadcast tracking, Mr. Rodahl will send the customized piece to our official distribution company, The CauseWay, for encoding and campaign packaging. Cost to encode customized PSAs (all available customized versions of :60's and :30's as one encode), 6 months of tracking, and one set of DigiBeta/Beta SP/DVD masters = \$1,395 (this is in addition to the \$500 fee). Each additional DigiBeta is \$90 (including shipping) and each additional Beta SP, DVC Pro, or MiniDV is \$55 (including shipping). Each Digital file is \$30. Note: additional dub fees may be lower based upon volume ordered.
- Note: subsequent modifications of encoded, customized versions (tagged end) may render encoding ineffective.
- Note: The CauseWay's encoding capabilities only apply to the U.S. market. Non-U.S. Programs would need to contract with a company with encoding licensing in their country. Mr. Rodahl can still supply the customized PSAs to the vendor of your choice outside the U.S.

To contact Martin Rodahl, email martin.rodahl@gmail.com. All billing to be done directly with Martin Rodahl.

To contact The CauseWay, email Triwi Harjito at triwi@thecausewayagency.com. All billing to be done directly with The CauseWay.

SUPPORTING ASSETS

The following assets are available for Program use on the SONA resources page (http://resources.specialolympics.org/Topics/Regions/Region_North_America_Resources.aspx):

- "Speechless" :30 and :60 for presentations, web. Not for broadcast. You may also use links below for direct linking from web, social media, communications.
- Digital web banners/ads: JPEG files that may be used by Programs and partners to drive traffic to "Speechless."

Banner ads offered in the following dimensions: 160 x 60 (vertical), 300 x 250, 728 x 90 (horizontal)

Banner ads to link to:

:30 second - http://www.specialolympics.org/Speechless_PSA_30_sec.aspx

:60 second - http://www.specialolympics.org/Speechless_PSA.aspx

Banner ads may not be altered to carry sponsor logos/recognition or localization.



- "Words" is the video profile of Susie Doyen's story produced in 2010 that led to "Speechless." This 9 minute compelling video is perfect for presentations, illustrating the full weight of Special Olympics' impact on athletes, families and Unified Partners. Not for broadcast. Use this link for direct linking from web, social media, communications: <http://www.specialolympics.org/Regions/north-america/Videos/Susie-Doyens--Words.aspx>
- Letter to PSA Director: accompanied PSA delivery in June. SONA Programs are welcome to use in communications with stations and potential broadcasters, or to draw upon for talking points when promoting "Speechless."
- Article on Susie Doyens and "Speechless" PSA: <http://www.specialolympics.org/Regions/north-america/News-and-Stories/Stories/Special-Olympics-Leaving-Viewers-Speechless.aspx>

SAMPLE SOCIAL MEDIA/WEB COPY

Facebook:

Susie Doyens remained practically mute for most of her childhood due to social pressure and anxiety. See how she literally shattered those fears with the confidence gained through Special Olympics.

(Link to http://www.specialolympics.org/Speechless_PSA.aspx)

Special Olympics has changed Susie Doyen's life in big ways. She's gone from very shy and uncertain to an outgoing public speaker who's surprising everyone who knows her.

(Link to http://www.specialolympics.org/Speechless_PSA.aspx)

"I've learned a whole lot more than just golf. Special Olympics helped me find my voice."

(Link to http://www.specialolympics.org/Speechless_PSA.aspx)

Ready to be left "Speechless"?

(Link to http://www.specialolympics.org/Speechless_PSA.aspx)

Be left "Speechless"

(Link to http://www.specialolympics.org/Speechless_PSA.aspx)

Twitter:

Susie Doyens shattered her fears with the confidence gained through Special Olympics.

(Link to http://www.specialolympics.org/Speechless_PSA.aspx)

"I've learned a whole lot more than just golf. Special Olympics helped me find my voice."

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QUESTIONS?

Please direct all questions/inquiries regarding "Speechless" to Amie Dugan, Director, Marketing and Communications, Special Olympics North America, adugan@specialolympics.org