

## QUESTIONS FROM WEBINAR

**How do we know if you reached out to our market, if we are wanting to support any efforts you may have made?**

*The Ad Council sent the PSAs to media markets across the entire country. Local stations may be more willing to show the PSAs when they know there is local involvement in the campaign. Reaching out to your local station may increase the possibility that you will see the ads in your area. Visit the [Local Media Outreach](#) section of the Hub Site for guidance on getting in touch.*

**Has it been considered to produce one set of Spanish language assets for areas that may have large Spanish speaking populations?**

*At this point, there are no plans to produce a set of assets in Spanish.*

**Have you reached out to even the rural radio stations?**

*Yes, radio stations all over the country, including rural stations were sent the PSAs.*

**We haven't seen any of the ads yet. Are they only in the large metro areas so far?**

*The PSAs were sent to all media outlets across the country. It is up to the local station to run the program based on the availability of air time. Reaching out to local outlets so the stations know there is a local connection will increase the likelihood that ads will be run in your community. Visit the [Local Media Outreach](#) section of the Hub Site for guidance on getting in touch.*

**Our organization did not adopt the logo, but did the branding. Will we still have access to the photos mentioned in the presentation?**

*If your program signed the [campaign license agreement](#), you can access the campaign hub, social media toolkit and Print & Design Shop (Members only) and use the resources there.*

**Is this being recorded and available afterwards to share with my staff?**

*Yes, we are recording today's webinar and will send you an email with a link to the recording to share with staff. You can also find a link to the recording in [Campaign Hub](#) and the [Ad Council Readiness Center](#).*

**What is the length of time a billboard would need donate?**

*The typical time for a billboard to be donated is 3 months. Some markets may be longer and some may be shorter, as there's no set amount of time required.*

**Could we do like a selfie challenge with the seniors to try and get younger volunteers to engage in the America, Let's Do Lunch campaign?**

*What a great idea to build excitement for the campaign in your community! As long as you are following your local guidelines for use of senior pictures, a selfie challenge sounds like fun.*

**On our Facebook page, we cannot see individual posts from MOWA or other organizations in our newsfeed. How often should we visit the MOWA Facebook page to share posts?**

*If you have "Liked" the Meals on Wheels America page, posts should appear in your newsfeed. If these posts are not appearing in your newsfeed, check the Meals on Wheels America Facebook page at least twice a week*

**Have you reached out to the Humans of New York page?**

*We actually have reached out to Humans of NY, and while he expressed interest, he's currently not available to participate. Great idea, though! Hopefully sometime in the future.*

**We are located in Rock Hill, SC which has a VERY small local TV station. How can I find out whether you have sent this station (CN2)? If they do not have the, how do we get them the PSAs?**

*[PSA Central](#), which you can reach from the Campaign Hub, is a resources that your local station can use to access the PSAs for the America, Let's Do Lunch campaign. You can access the Hub at <http://americaletsdolunch.adcouncil.org>*

*User Name: mealsonwheels*

*Password: americaletsdolunch*

*Visit the [Local Media Outreach](#) section of the Hub Site for guidance on getting in touch with your local station about the PSAs.*

**Can we use photos that we've taken already or do they have to be new ones?**

*Using photos that are local to your community is a great way to support the campaign. You can use photos you have already taken or take pictures of your program and volunteers going forward.*

**Besides celebrities, can you give us an example of some of the social media "influencers" you are asking to push out the campaign?**

*We are excited that influencers like [Baddie Winkle](#), [Jessica Northey](#), YouTube star [Meghan Camarena](#), photographers [Ed Kashi](#) and [Ash Gilbertson](#), travel host [Rachel Rudwall](#), and more have already joined or will join us to encourage volunteers to join local programs to do lunch.*

**If a TV outlet wishes to use a portion of the PSA to show as b-roll behind another local story, I am assuming this is not permissible and the videos need to be shown in their entirety, correct?**

*TV outlets may certainly use portions of the PSAs for b-roll purposes; they don't have to show them in their entirety if it's part of b-roll for a news story.*

**Will the required fonts for use with the campaign be emailed out as a zip file for use?**

*If you send a request to [adcouncil@mealsonwheelsamerica.org](mailto:adcouncil@mealsonwheelsamerica.org), we will supply the campaign fonts.*

**Do you have an end date for this campaign? We are already working on getting some champions for our March for Meals Campaign.**

*This is a 3-year campaign; so, March for Meals champions may be a good partners for this campaign as well. You can certainly leverage your champions for both campaigns.*

**Can you send us a copy of what you sent to TV stations? My son works for Telemundo and I will see if he can see where they are on this.**

*The PSAs are available for download in [PSA Central](#), which can be found through the [Campaign Hub](#). At this point, there are no plans to produce materials in Spanish.*

**Is the print and design shop open? It looked like we had to get a different log in and we haven't received it yet.**

*The person who signed the license agreement should have received login information after signing the agreement. Email [adcouncil@mealsonwheelsamerica.org](mailto:adcouncil@mealsonwheelsamerica.org) if you have trouble logging in after you received your login.*

**Can you give us media contacts to reach out to that will help us conduct outreach for PSAs?**

*Please visit the [Local Media Outreach](#) tab on the Campaign Hub for guidance on how to contact your local media about the PSAs.*

**I was surprised to see that a # is not recommended for Facebook, since previously, Meals on Wheels America promoted #MarchforMeals. I wanted to confirm that we should not use #Let'sDoLunch for Facebook.**

*At this time, the best practice for hashtags is to use them for Twitter but not for Facebook posts.*

**Can we get materials in Tlingit or Yu'pik? Or do you give permission to translate?**

*At this point, there are no plans to produce materials in languages other than English.*

**When will the print resources be available? Currently, the site states coming soon.**

*The Print & Design Shop is open and ready for you to customize materials to bring the campaign to your local community.*

**As long as the seniors signed our photo release, does that make it okay to share on social media?**

*The guidelines in your program's photo release form probably states the rules relative to where the photo can be used.*

**Is there a feature on Facebook to automatically post to Twitter?**

*Best practices recommend crafting individual posts tailored for each platform, as character limits, the inclusion of hashtags and other posting conventions differ between Facebook and Twitter.*