



AHEC

Guidance Document
for Submitting Media Forms

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A **Media Request Form** (MRF) must be submitted for the use of all Tobacco Free Florida (TFF) media assets located on the TFF Media Hub, Any Third-Party Media Materials (i.e., Journeyworks, HealthEdco etc.) and/or files AHEC has developed internally or with a publication/vendor.

A file or template housed on the TFF Media Hub **does not mean** that it is automatically approved for use. Some of TFF assets are licensed through the Center for Disease Control and Prevention's (CDC) Media Resource Center as well as other states. Additionally, stock photography and images are licensed and TFF Media must ensure that we adhere to all licensing usage, rights and expiration dates. Furthermore, we are constantly updating files as things change and new data becomes available.

Please remember: A MRF must be submitted each time a media item will be used/purchased when you do not have quarterly approval —this means if a file was approved in a previous fiscal year, a previous quarter, or for previous use/purchase, that approval is only valid at that time and for that use. Your MRF will note the media run date, which is the approval time frame for that media use/purchase.

For Free Events: As long as you have a quarterly approval form for TFF materials that you plan to distribute, you will not need to submit a media request form, event justification form or other documentation to the AHEC Mailbox. You may move forward with attending the event.

For Paid Events: You must submit a media request form (regardless if you have quarterly approval on materials, an event justification form and any additional documentation to the AHEC Mailbox for BTFF review.

The **Media Customization Request Form** (MCRF) and MRF are two separate forms. If you need TFF media materials from the TFF Media Hub customized for you, you need to submit a MCRF and TFF Media will work with the contracted media vendors to complete this request for you. The MRF must always accompany the MCRF. The MCRF is for TFF media files only. A MCRF should not be submitted for items you or a vendor have develop. In this case, the MRF process should be followed.

Friendly Reminder: The AHEC Mailbox along with the TFF Media inbox typically closes each fiscal year during the second week of June. You will receive an email of the exact date the inbox closes around late May. Closing of the inbox means that we are no longer accepting Media Request or Media Customization Request Forms for the remainder of the fiscal year. During this time, we re-evaluate our guidance documents and update forms for the next fiscal year. Please keep this in mind when completing your Quarter 4 activities/purchases.

When Should a Media Request Form be Submitted?

Any time media (TFF media and/or non-TFF media) will be used, a MRF must be submitted. The following provides additional details regarding submitting a MRF:

- All TFF developed creative (on the TFF Media Hub), creative developed by your AHEC Center or a third-party vendor that will be purchased or placed locally. Examples include but are not limited to:
 - Brochures
 - Flyers
 - Palm Cards/Rack Cards
 - Print Ads
 - Posters
 - Radio Spots or Scripts
 - TV spots
 - Public Service Announcements (PSA)
 - Informational and Manual Videos
 - Tobacco Free Signage or Decals
 - Promotional and Incentive Items
 - Social/Digital Ads
 - TV Screen Images
 - Presentations: Conferences, Meetings, etc.

Please note: Purchases for informational/educational materials from third-party vendors such as JourneyWorks and/or HealthEdco will likely **not be approved** if TFF Media has materials available on the TFF Media Hub with the same content/information. TFF is working to phase out the use/purchasing of third-party materials. Please keep this in mind when ordering, as previously approved materials can be denied and use of previously purchased files may not be allowed.

- Any locally earned media opportunities such as: planned interviews, newspaper articles, magazine articles, etc.
- Anytime a TFF | DOH campaign logo is used.
 - This includes any variation of the TFF.com logos and Quit Your Way graphics. *A media form would not need to be submitted for a logo placed on a sign-in sheet.*

Please refer to the TFF Brand Guidelines located on the TFF Media Hub for instructions and guidelines on how logos should be used. Please note: Our cessation services/tools brand name is *Quit Your Way*.

AHEC Marketing Initiative Details: Breakdown of Media Marketing | Social/Digital | Promo/Incentive and Cessation Marketing - These are listed on the media request form and should be selected by AHEC accordingly:

Media marketing requests are those that fall under the following categories:

- TV spots
- Newspaper/Magazine ads
- Radio spots
- Magazine articles
- Bus cards
- Bus benches
- Post Cards

Social or digital requests are those that fall under the following categories:

- Facebook ads
- Email Blasts
- E-Newsletters
- Website Banners

Promotional items (TFF QYW) are items that will be used to garner new participants. Some examples include: See page 17

- Plastic bags
- Plastic water bottles
- Pick n mints
- Stress balls
- Pens and pencils
- Notepads
- Highlighters
- Pop Sockets

Incentive items (TFF QYW) are items that should be used for class participants, offices, etc. Some examples include: See page 17

- Tote bags
- Tumblers
- Brochure Holders

Cessation materials are items that should be taken or presented at any events or to educate the community, health care providers, etc. Some examples include:

- Flyers/Handouts
- Palm Cards/Rack Cards
- Posters
- Brochures
- Any educational materials
- Presentations

Instances in which a Media Request Form does not have to be submitted.

As a result of the fiscal year 2016-2017 rebrand, all iterations of the 3 Ways to Quit/ 3 Free & Easy Ways to Quit logos and icons should no longer be used. Our cessation tools and services brand name is *Quit Your Way*. This rebrand included all marketing and creative materials available on the TFF Media Hub. As a result of this rebrand and any future rebrands, an MRF must be submitted. This is done to ensure that the most current and up-to-date files, logos and campaign assets are being used; and to maintain consistency in the brand and messaging across the state.

TFF Media makes updates to files based on different factors (data updates, ada compliance, and DOH brand and content standard updates), so **files should not be saved to your desktop or personal folders**. Files should be downloaded from the TFF Media Hub each time in an effort to ensure that you are using the correct and most up-to-date file.

HOW do I submit a MRF?

Please refer to Page 5 to determine when a MRF should be submitted. A MRF must be submitted for approval prior to conducting any media activities. “After the fact” or “End of the quarter” submissions will not be approved under any circumstance.

The following are the steps to submitting a MRF:

- Use the most current media forms (*outdated forms will be returned*). This form can be retrieved from the TFF Media Hub.
- Fully complete the Media Request Form so that all information is collected up-front. If information is missing, the request may be returned back to you.
- If costs are associated with your request, a quote from the company/vendor is required. This is a requirement per the Department of Financial Services (DFS) and the DOH Finance & Accounting Office. The quote should be itemized; specific to the request. (*i.e., If you have a print ad running Sept 2024, the quote should list the cost and run dates, if possible, along with any additional information the vendor can provide such as additional media deliverables.*)
- Please see the Checklist on page 11. If all items have been checked, you are ready to submit your request.
- Submit the Media Request Form along with any supporting file(s) and documents - Purchase Request Form, Event Justification Form, Quote(s), Ad/Proof etc. to the AHEC mailbox: AHEC@flhealth.gov.

You may work with vendors in advance to draft files and obtain quotes, but the files are not final until approved by TFF Media.

Please see **routing process for Media Forms and Approvals** (Page 12)

Please allow up to 15 business/working days for turnaround of media approvals without customizations. The TFF Media team reviews and approves MRFs for all 67 counties as well as media for Area Health Education Centers (AHECs), CareerSource and Tobacco Free Moms and Babies Initiatives. We cannot accommodate "ASAP" or "Urgent" requests. Please be sure to send in your request well in advance that is allowable. In a few instances, additional days may be needed.

WHEN is the Media Customization Request Form needed?

The following are the steps to complete for a MCRF:

- Fully complete the **MCRF** so all information is collected up-front.
- Fully complete the MRF form as well (the MRF must accompany the MCRF). Please refer to the MRF process for the required documents that must be submitted along with this form.
- Please see the Checklist on page 11. If all items have been checked, you are ready to submit your request.
- Submit the MCRF, MRF and supporting file(s) and documents— Purchase Request Form, Event Justification Form, Quote(s), Ad/Proof, Vendor Spec Sheet to the AHEC mailbox. Please see the **Routing Process for Media Forms and Approvals** on page 12.

You will receive approval of the MRF/MCRF from TFF Media. As a reminder, **please allow up to 15 working/business days for turnaround of an approved media form and an additional 5 working/business days for the customization.** Once the customized file has been created, TFF Media will notify you that your file(s) are available on TFF Media Hub.

Please note: TFF Media also recommends asking the vendor for a spec sheet for the file being used so it has the correct dimensions and notes any bleed marks needed. This will allow TFF Media to ensure the file is the correct size, file type and resolution needed for the vendor when we customize it.

Appendix

Checklists for Submitting Forms

Items needed when submitting a Media Request Form (MRF)

- ☐ Completed Media Request Form
- ☐ Copy/Draft of Ad, File, Script, etc.
- ☐ Quote(s) from Vendor
- ☐ Purchase Request Form (*if applicable*)
- ☐ Event Justification Form (*if applicable*)

Items needed when submitting a Media Customization Request Form (MCRF)

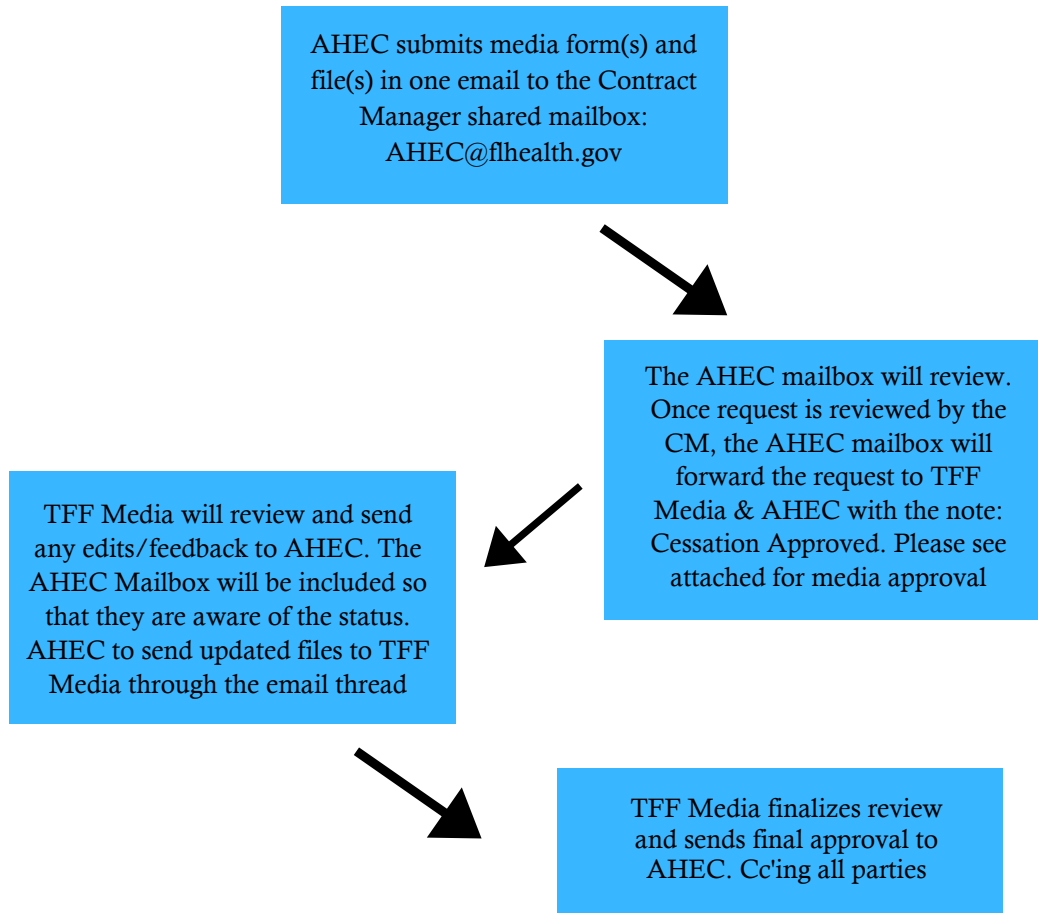
- ☐ Completed Media Customization Form
- ☐ Completed Media Request Form (must accompany MCRF)
- ☐ Copy/Draft of Ad or File
- ☐ Quote(s) from Vendor
- ☐ Purchase Request Form (*if applicable*)
- ☐ Event Justification Form (*if applicable*)
- ☐ Vendor Spec Sheet

Once all items are checked for the appropriate form, then you are ready to submit your media form(s) and the supporting files/documents to AHCEC@flhealth.gov. The Contract Manager will ensure that the request is allowable and will forward to TFF Media. This will be an internal process. TFF Media will review and request edits to be made if necessary by the AHCEC. If your request is approved, you will receive final approval from TFF Media.

Please see page 12 for the **Routing Process for Media Forms and Approvals**.

Routing Process for Media Forms and Approvals

The following defines the routing and approval process for submitting a Media Request Form and Media Customization Request Form:



When submitting your email request to the AHEC Mailbox - Please include the following subject line information:

AHEC Name_Media Request_Anticipated Start Date

Example: WFAHEC_Media Request_July 15 2024

Frequently Asked Questions

When do I need to submit a Media Request Form?

Please refer to page 5 of this document.

How far in advance can we submit a Media Request Form (including a Customization Request Form)?

For TV/Radio/Billboards/Promotional and Incentive Items - AHEC can submit these types of requests well in advance for the current fiscal year. For example: Bus Seat Ads to run in Q4 can be submitted for review anytime between Q1-Q4. TFF Media understands that media buys in your market may be limited and that the files used for these items are less likely to be updated during the fiscal year.

For Newspapers, Magazines, Educational Print Materials, and other types of media not listed above - AHEC can submit these types of requests as early as a month prior to a new quarter and media run times/use of materials should be limited to a maximum of one quarter. For example: A Print Ad to run in a newspaper for Q2 can be submitted as early as September for review/approval. If you want to run the same Print Ad from Q2 in Q3, you can submit a new request as early as December for review/approval. If the vendors need files prior to the time frame that you can submit for review - please note this in your request email to the TFF CM Request inbox and TFF Media will review on a case by case basis.

These protocols above ensure that TFF|DOH Brand and Content standards are met, and limit stockpiling and outdated materials being distributed to the community. TFF strives to be a trusted resource for credible and accurate information and media review ensures that the most updated files are being used. Please keep in mind, the BTFF review process needs 15-20 business days to review all requests that are submitted.

When talking to a vendor for a media buy (radio, billboard, print ads, etc), what should I ask the vendor to provide before submitting a MRF and/or MCRF?

When working with a vendor on a media buy - TV/Movie Theater, Radio, Billboards, Digital Ads, Print Ads, Gas Toppers, etc. -- it is important to have the most information available included on your quote. This should include the following: total cost (gross or net), platform (station/website/streaming etc), demographic, rating, impression, proposed schedule, CPM. This allows TFF Media to review and evaluate the media buy to ensure it is a good return on investment and aligns with industry standard. TFF Media also recommends asking the vendor for a spec sheet for the file being used so it has the correct dimensions and notes any bleed marks needed. This will allow TFF Media to ensure the file is the correct size, file type and resolution needed for the vendor when we customize it.

Is there an instance where a Media Request Form does not have to be submitted?

Please refer to page 7 of this document.

If a file is on the TFF Media Hub, does that automatically mean it is approved to use?

No. TFF Media Hub serves as an internal site to house and archive all files and materials developed by TFF. These files are made available to the providers and AHEC to support policies and activities conducted on a local level. Due to licensing rights and file expirations, we cannot give automatic approval for the use of all files.

Do I need to submit a media form even if the TFF logo is not being used?

The TFF logos should be placed on all materials. There may be a few instances in which the TFF logo will not be used. It is important to note that with or without a logo, we must ensure that all local media maintains the quality of the TFF and FL Health brands.

If a local vendor is developing a file or ad, do I need to submit a media customization request form (MCRF)?

No. A MCRF is submitted only if you are requesting TFF to customize a file for you. If you are working with a local vendor and they are creating or editing a file for you, you would just need to submit a draft of the file (script for radio) with your MRF. TFF Media recommends utilizing our customization request process so that files can be uploaded to media hub for future request and that files adhere to TFF |DOH brand and content standards.

Can I utilize social media outlets as mass media advertising?

Paid advertising on social media sites is an allowable expense. Requests for paid ads on social media platforms should be submitted on a Media Request Form and are subject to the same media review as any other media purchase. AHEC may utilize social media accounts to advertise TFF Quit Your Way tools and services. An approved media form will be required prior to posting to social media.

What type of images can I use when drafting media materials not created by TFF Media?

TFF follows CDC Best Practices and Guidelines when developing media materials. According to the Office on Smoking and Health, Health Communication Brand, avoid including smoking images or cues in ads. Scenes/Images including smoking-related objects and behaviors can activate strong cravings - they may seem unattractive to nonsmokers but can be quite tempting to smokers or former smokers, especially if the anti-smoking arguments in the ad are weak.

Cues include portrayals of holding and handling cigarettes, smoking of cigarettes, and even simply showing smoking-related materials (e.g., cigarettes, ashtrays, matches, lighters).

If TFF Media feels that the image being used in your media does not follow CDC guidelines, we will provide feedback and possibly a file to substitute the image presented.

Can AHEC be the sponsoring organization when promoting tobacco cessation at events?

No. When AHEC attends events on behalf of Tobacco Free Florida, all marketing efforts should be under the Tobacco Free Florida brand. This means utilizing the TFF |DOH logo lockup for event shirts, signage, banners, social media etc. AHEC is allowed to refer themselves as *Tobacco Free Florida AHEC Cessation Program* in event programs, shout outs and announcements.

What do I do if I receive an Interview Request from a local media station?

It depends on the topic of the interview. If a reporter requests an interview on an 'Approved Topic', you may move forward with the interview without receiving prior approval from TFF Media. All 'Approved Topics' have relevant talking points and/or message maps housed on the TFF Media Hub. You must use the current talking points/message maps in order to conduct the interview. *Please note - if the interview is an activity you set up with a media outlet, you should submit a Media Request form to TFF Media for approval through the AHEC Mailbox process.*

For 'Approved Topics' - Although you do not need to receive prior approval from TFF Media to conduct the interview, you must alert TFF Media immediately (within 24 hours) that an interview has taken place. The following information will need to be shared with TFFMedia@flhealth.gov:

- Media Outlet Name
- Date of Interview
- Topic
- Details about the Interview

If a reporter would like to interview you on a '**Hot Topic**' (topic list defined below), you must receive prior approval from TFF Media before conducting the interview. Please send an email to TFFMedia@flhealth.gov that includes information regarding the interview request, and a member of our team will respond to you in a timely manner.

Approved Topics for AHEC interview:

- TFF Quit Your Way services
- TFF Week
- Quit Season
- Tobacco Observances (i.e., GASO, No Menthol Sunday, World No Tobacco Day)

Hot Topics - **you must receive media approval before conducting the interview**

- Electronic Vaping Products (EVP's)
- Data-related topics (county-level data, e-cigarette use data, etc.) FDA
- Announcements
- Current legislative bills/considerations

When requesting approval for a Hot Topic interview, please be prepared to answer the following questions: - these questions can be sent via email:

- Topic/Questions
- Media Station
- Interview Location
- Date/Time of Interview
- Name and Title of Interviewee(s)
- Name and Title of Interviewer

What do I say if I am asked a Hot Topic question during an Approved Topic Interview?

Please respond to the reporter with "I am not able to discuss that information at this time" or something similar. You may also direct reporters who need more information to

TFFMedia@flhealth.gov for a media inquiry.

If a reporter sends you a list of questions before the interview that address both Approved Topics and Hot Topics, the interview is considered a Hot Topic. You must gain media approval from TFF Media before moving forward.

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For any other questions regarding the TFF Media approval process, please contact TFFMedia@flhealth.gov and a member of the team will be glad to assist you.

Promotional/Incentive Item (TFF QYW) Health Messages and Examples:

All promo/incentive items are to be branded Tobacco Free Florida/Quit Your Way. The reason for this is to continue to promote all tools and services that Tobacco Free Florida offers and to continue to build synergy between the statewide marketing campaign and local initiatives. Blanketing the state with cohesive, consistent messaging is a key component in optimizing the impact and recognition of all of Florida's tobacco prevention and cessation efforts. Giving a TFF QYW branded item to community members, health care providers, social service organization staff etc. will allow them to think of all the Tobacco Free Florida tools and services, including Group Quit, that can help them double or triple their chances of success in quitting. AHEC will still be able to pair the promo/incentive items with Group Quit print materials.

TFF Health messages below can be the following information mixed or condensed as needed, depending on the size of the item:

- TFF.com logo
- TFF.com Quit Your Way logo
- 1-877-U-CAN-NOW (1-877-822-6669)
- TobaccoFreeFlorida.com

