



High School Equivalency Campaign

Frequently Asked Questions

What is the campaign?

The campaign is a national public service advertising (PSA) campaign created by Dollar General Literacy Foundation, in partnership with the Ad Council. It is targeted towards U.S. adults without a high school diploma, many of whom face limited career opportunities with lower pay and less stability. The new PSAs, developed pro bono by ad agency McKinney, encourage adults to work towards their diploma by emphasizing the role of support networks such as family, friends, and local community resources in helping them achieve this goal.

Who is the target audience?

Adults mid to late 20's without a high school diploma.

- More than 34 million adults in America do not have a high school diploma.
- Nearly 30% of adults with household incomes at or below the federal poverty line do not have a high school credential.
- There is no single set of circumstances that causes non-graduates to leave high school or to consider an HSE.
- While most understand they need their high school equivalency, what they would genuinely benefit from is information on how to get started.

What are the media components of the campaign?

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

- TV (:90, :60, :30, :15)
- Radio (:60, :30)
- Magazine and Newspaper
- Outdoor
- Web Banners

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

PSAs are available on the PSAs tab of this toolkit, which also contains a link to psacentral.adcouncil.org, which is the one stop place for all media outlets to access broadcast/print-quality materials.

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

What is the Ad Council?

The Ad Council is a private, non-profit organization with a rich history of marshaling volunteer talent from the advertising and media industries to deliver critical messages to the American public. Having produced literally thousands of public service campaigns addressing the most pressing social issues of the day, the Ad Council has affected, and continues to affect, tremendous positive change by raising awareness, inspiring action and saving lives. To learn more about the Ad Council and its campaigns visit adcouncil.org, like us on [Facebook](#), follow us on [Twitter](#) or view our PSAs on [YouTube](#).

What are the campaign objectives?

By motivating non-graduates to pursue their HSE, and connecting them with information to get started, the campaign aims to reduce the nationwide prevalence of adults without high school diplomas or HSE status.

What is the main message?

Nobody gets a diploma alone. Family, friends, teachers, and counselors are waiting to help you succeed.

How and when was the campaign distributed?

The Ad Council launched and distributed the PSA campaign materials in August 2016.

How will the campaign be evaluated?

Program evaluation is a critical component of every Ad Council campaign. In order to assess a campaign's effectiveness and impact, the Ad Council adheres to a rigorous framework of evaluation for each campaign. This framework establishes metrics early in the campaign process to ultimately measure each campaign's exposure, recognition, engagement and impact among identified target audiences.

Specific methodologies used to measure each of these evaluative components include: donated media support, press coverage, consumer response, consumer tracking studies and national trend studies.

These methods continue to evolve based on the new media landscape and consumer behavior.

Interactive metrics have become an important element in campaign evaluation including web analytics, website usability testing and social media tracking.

How can I get involved with the campaign?

There are many ways to get involved. The [High School Equivalency Toolkit](#) includes helpful information and thought-starters on how to engage your community or organization in helping HSE seekers obtain their diplomas. Additionally, sharing messages and social media content about high school equivalency degrees on your channels is an easy and quick way to lend your support. For ideas on what to post, view the Social Media page of the Toolkit.

If you have more time, you can help promote the campaign with your local media. See the "How to Get PSAs Placed" document for thought-starters. Please contact _____ for further assistance.

Who do I email with questions?

Please contact _____ with questions.

For questions related to specific media requests, you may also contact the Ad Council media team at <https://www.psacentral.org/contactus>.

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About Dollar General Literacy Foundation

The Dollar General Literacy Foundation is proud to support initiatives that help others improve their lives through literacy and education. Since 1993, the 501C3 foundation has awarded more than \$64.5 million in grants to nonprofit organizations, helping more than 3.7 million individuals take their first steps toward literacy, a general education diploma or English proficiency. To learn more about the Dollar General Literacy Foundation, visit www.DGLiteracy.org.

The National Literacy Directory is an initiative that launched in 2010 with funding from the Dollar General Literacy Foundation. It is designed to help individuals find local literacy and education programs and GED and high school equivalency testing centers in their areas. The National Literacy Directory contains thousands of educational agencies located across the United States and provides a toll-free number that individuals can call to get a local program referral.