

APRSO AGM 2021

Content & Communications Update



MARCH - JUNE



MARCH 2021

- Moore's Lore Media appointed to conduct channel & content audit then create strategy

APRIL 2021

- Content consultations with key stakeholder to determine:
 - Who needs to be a part of the APRSO community?
 - What value can we provide to them?
 - How do we best provide that value through the content & channels available to us?
 - Which content & channels are going to drive the most value/Rol for us and our community?

MAY 2021

- Strategy developed & delivered detailing:
 - Audience
 - Mission
 - Messaging
 - Content Formats
 - Content Publishing Matrix
 - Monthly Outputs
 - Content References
 - Content Commissioning & Publishing Process
 - Social Media Conventions
 - Content Team
 - Content Creation & Management Tools
 - Estimated External Investment

JUNE 2020

- Created social media brand kit on Canva
- Started to produce and post content

<https://linktr.ee/aprso>

AUDIENCE

Primary Audience	Secondary Audience	Tertiary Audience
<p>Government Leadership & Ministries</p> <ul style="list-style-type: none">● PMO● Transport● Finance● Home Affairs● Health● Education● Climate <p>Development Orgs & NGOs (e.g. MDBs, FIA, ITF, GRSP)</p>	<p>ADB</p> <ul style="list-style-type: none">● Leadership● Loan Officers● Project Managers <p>Civil Society via:</p> <ul style="list-style-type: none">● Schools● Hospitals● Police	<p>Private Sector & General Public</p>

MISSION

1. To convince governments of the economic and social value of road safety through data, evidence and stories that they can make use of to build the case for greater investment in road safety in their own countries;
2. To provide financial, education, technical and human resources to help governments, NGOs and civil society easily implement road safety initiatives in their respective locations; and
3. To facilitate dialogue between all constituents that leads to action.



MESSAGING

- Road safety is not just a social imperative but an economic one as well i.e. there is money to be saved/made in taking road safety seriously e.g.
 - Savings in services such as police and healthcare
 - Savings in productivity losses due to injuries
 - Savings in welfare due to injuries and fatalities
 - Gains to be made from inward investment, both to build safer transport infrastructure and make use of it
- Road safety is a (potential) vote winner
- Ignoring road safety is a liability (see: Bangladesh 2019)
- Implementing road safety is an opportunity (see: <https://www.aprso.org/article/blog/pioneering-new-youth-led-road-safety-model-be-piloted-samoa-adb-youth-asia>)
- Road safety requires a “safe systems” approach that must be deployed top down and bottom up

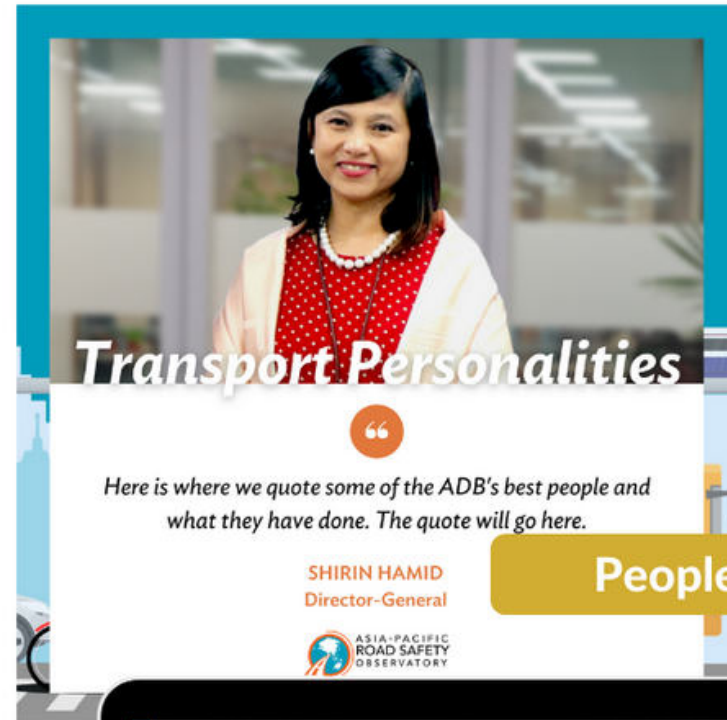
CONTENT

APRSO Brand Kit At-a-Glance Canva



Nurfilzah Rohaidi
Communications and
Graphic Design

Audiogram



People Profile



Event Invite



Infographic

<https://linktr.ee/aprso>

CHANNELS & PERFORMANCE



June 2021
2 Followers



June 2021
50 Followers



June 2021
0 Followers



June 2021
? Subscribers

CHANNELS & PERFORMANCE



June 2021
2 Followers



October 2021
125 Followers



June 2021
50 Followers



October 2021
95 Followers



June 2021
0 Followers



October 2021
101 Followers

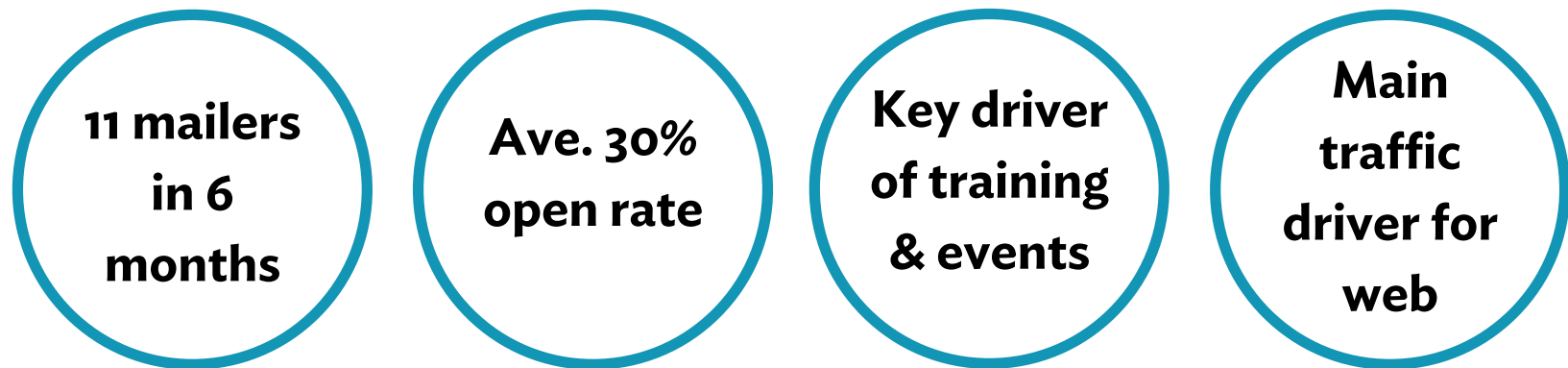
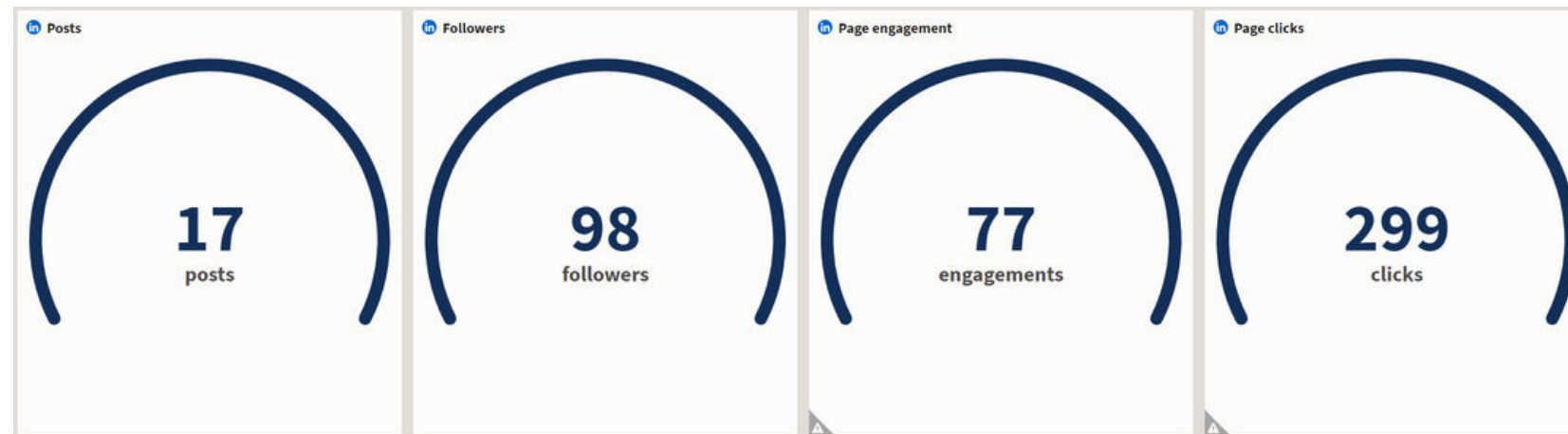


June 2021
? Subscribers

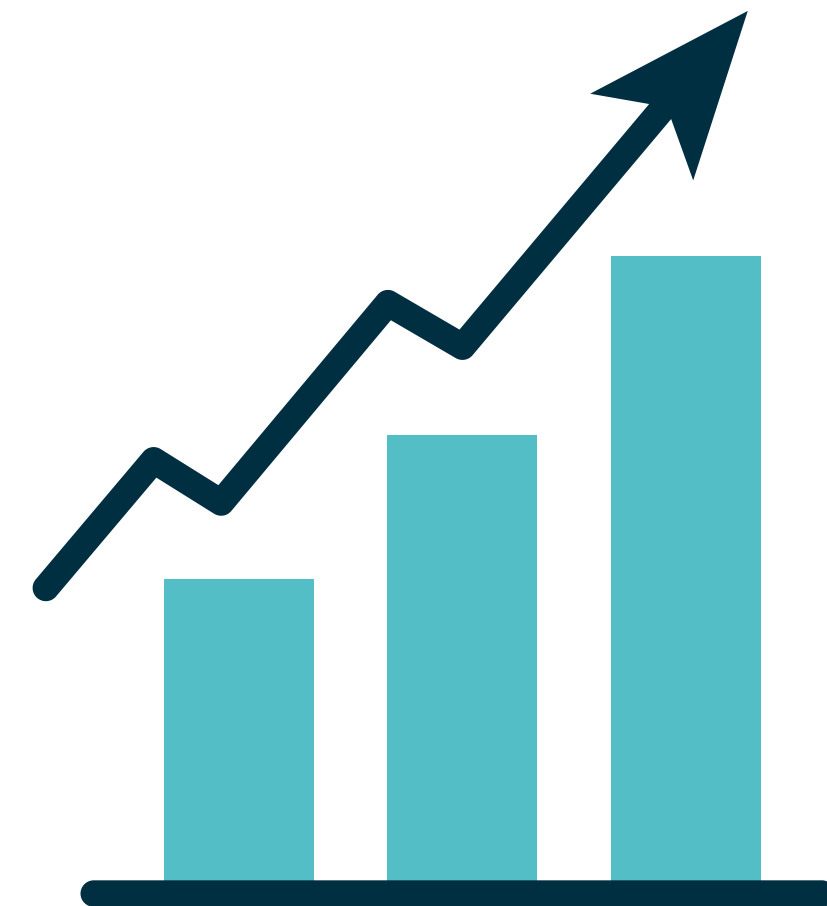


October 2021
833 Subscribers

CHANNELS & PERFORMANCE



- 116,000 road safety pros
- 2,893 views of our content



SEGURIDAD VITAL

- ‘Seguridad Vital’ is a mainstream Spanish TV show about road safety produced by [La Nuez Productions Audiovisuales](#) and watched by an average 241,000 people since its first broadcast in 2009.
- The show airs every Sunday around 9 a.m. on TVE1, the flagship channel of the Spanish National Television and Radio Corporation, RTVE as well TVE INTERNACIONAL, which reaches 30million homes on South America.
- Designed as a 30-minute episode, it is comprised of multiple 4 minute-segments with reports and interviews from the people, companies and institutions working to reduce accident rates.



SEGURIDAD
VITAL

<https://www.rtve.es/play/videos/seguridad-vital/21-03-21/5823394/>



la nuez
producciones
audiovisuales

<https://linktr.ee/aprso>

SEGMENTS

There are a broad range of segments that can be mixed and matched to create each episode (click to view a clip):

- [Speed Trap](#) - UGC footage of drivers committing infractions
- [You Can Avoid It](#) - Car crash victims speak
- Did You Know? - Road safety rules from around the world
- [The Lab](#) - Reporter led section on road safety innovation
- [The Future](#) - Reporter led section testing out road safety prototypes
- The Rearview - A look back to road safety's past
- [Feature Interviews](#) - Celebrity driving stories
- [Short Interviews](#) - Celebrity safety questions
- [What's That?](#) - Road safety vox-pop-quiz
- [Exam Questions](#) - The audience tries to answer a tough road safety question before an expert explains
- [Way To School](#) - Kids talk about their parent's driving and how to improve road safety
- [Most Important](#) - How-to videos of important road safety tips
- [Mobile Unit](#) - SV branded vehicle tours Spain checking out road safety initiatives or asking for ideas
- [Special Reports](#) - News reports on road safety tech, infrastructure and institutions
- [The Jerk](#) - Parody videos of bad behaviour on the road critiqued by an expert

CARLOS G. HIRSCHFELD

- The show was created by journalist and entrepreneur [Carlos G. Hirschfeld](#), a veteran of the Spanish media industry who began his career in 1987 at Antena 3 Radio and helped launch Antena 3 Televisión in 1989. Carlos spent a further 15 years at Antena 3 producing, directing and presenting news programs and formats such as Impacto TV, Noche de Impacto, Web Te Ve....
- He set up [La Nuez Producciones Audiovisuales](#), S.L. in 2004 and since produce show for TVE1, TVE2, Teledaporte, Canal_, Canal Panda, Hola.com and more.
- As a journalist, presenter and producer Carlo has received many awards including the Medal of Merit in Road Safety awarded by the Ministry of the Interior of the Gov't of Spain.



ONLINE PRESENCE

The show has a significant online following in its native language.

PLATFORM	FOLLOWERS (as at April '21)	ENGAGEMENTS (during April '21)
Facebook	9485	16,275
Twitter	7640	276,000
Instagram (inc. IGTV)	3882	10,700
Total	21,007	302,975

Show segments can also be viewed on-demand at www.rtve.es and received 68,682 visitors who generated 123,100 video views in the the 12 months to end April 2021.

<https://linktr.ee/aprso>

OPPORTUNITY



APRSO has a unique opportunity to deliver road safety information direct to the populations of member countries by partnering with national broadcasters to co-fund and produce localised versions of ‘Seguridad Vital’ in-market.

Our research thus far has revealed three suitable countries for a pilot project:

- Australia (large and accessible Public Service Broadcasting fund)
- Philippines (excellent government relations)
- Potentially Sri Lanka (excellent production relations)

Australia is not typical of our market and Moore’s Lore Media has limited access to the Philippines so Sri Lanka is currently the front runner for a pilot.

SRI LANKA



Founder & Principal Consultant of [Moore's Lore Media](#), Neal Moore, is a consultant to the [International Research & Exchanges Board](#) (IREX), a non-profit organization engaged in the [Media Empowerment for a Democratic Sri Lanka](#) (MEND) programme. Through this work Neal met and mentored [Roar Global](#); a media network consisting of three cooperative businesses that together could make SV a broadcast and digital success:

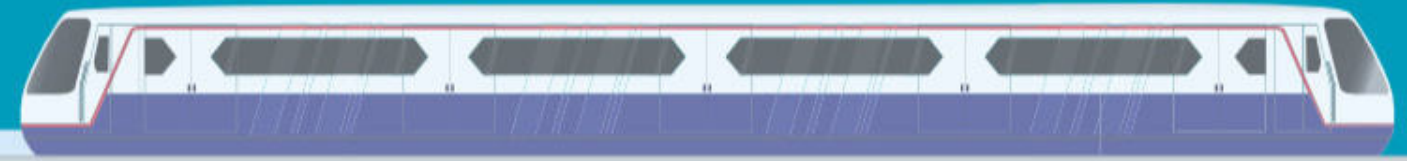
- [Roar Media](#) - Multi-lingual media platform that produces and publishes original stories and journalism that capture the vibrancy of the South Asian region.
- [Roar Studios](#) - A content production house that leverages an extensive experience in media to combine innovative concepts, creative storytelling, and stunning visuals to craft authentic narratives for brands and organizations.
- [Roar Digital](#) - Facebook's Authorised Sales Partner (ASP) in Sri Lanka. Trained and certified by Facebook, Roar Digital is the sole sales representative in this market.

SRI LANKA

- Not only does Roar have the expertise but they also have the contacts within the Sri Lankan Ministry of Mass Media & Communication, which they are pursuing to secure a broadcast spot for the show.
- However, as the #1 online news and feature source in Sri Lankans, read by 1 in 7 of the populace, they would be an excellent all round partner here and in Bangladesh where they also have a significant presence.

roar
global

HELP!



Feed the beast at
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<https://linktr.ee/aprso>

THANK YOU

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