

Arizona Department of
Weights & Measures

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8/1999 to 8/2000 Annual Reports

Dee Ann Deaton, PIO,
Projects and Responsibilities

Index

<u>Executive Summary</u>	<u>3-4</u>
<u>Media Coverage</u>	<u>5-8</u>
<u>News Summary</u>	<u>5</u>
<u>Television</u>	<u>5-6</u>
<u>Newspaper</u>	<u>7</u>
<u>Public Service Announcements (PSA's)</u>	<u>7-8</u>
<u>Events</u>	<u>8-9</u>
<u>Tradeshows</u>	<u>8-9</u>
<u>Promo Items</u>	<u>9</u>
<u>Website</u>	<u>7</u>
<u>Promo Items</u>	<u>7</u>
<u>Corporate Education</u>	<u>10</u>
<u>Goals</u>	<u>10</u>

Executive Summary

From August of 1999 to August of 2000 Dee Ann Deaton has played many roles in the Department including Media Campaign Developer / Coordinator / Promoter, Graphic Designer, Department Photographer, Webmaster, PSA Writer / Producer / Director / Actor / Promoter, and Corporate Education Coordinator/ Designer. The following is a summary of the programs and responsibilities she has had this year.

Media Coverage

- ◆ Television -Total: 21 Stories
- ◆ Newspaper Total: 6 Stories
- ◆ Public Service Announcements - Total created: Four
Stations Aired: 12 (confirmed)

Website:

- ◆ Website 1: Developed, designed, wrote, and co-maintained Departments first website.
- ◆ Website 2: Layout and graphic designer

Tradeshows:

- ◆ Coordinated, worked and designed promotional handouts for four tradeshows in 1999.
- ◆ Coordinated, worked and designed promotional handouts for three tradeshows in 2000.
- ◆ Developed the 2001 tradeshow budget.

Promotional Items

Dee Ann designed three promo items and two consumer tip handouts, which were awarded third place at the National Conference of Weights and Measures public awareness competition.

Corporate Education Program:

- ◆ Designer and author of all corporate PowerPoint training seminars including: UPC Pricing Accuracy and Method of Sale, What you Need To Know About Vapor Recovery, What You Need To Know About Gasoline.
- ◆ Photographer and Designer of all custom Corporate Pricing Seminars.
- ◆ Initial Contact and Seminar Coordinator for 19 Corporations and 1 Associations.
- ◆ Speaker for the Arco Managers Meeting and the Lions Club Association.

Goals for 2000 thru 2001:

- ◆ On a Phoenix, Tucson and Flagstaff morning news program establish a Weights & Measures Tip of the Month Segment.
- ◆ Increase the number of consumer awareness seminars in rural and metropolitan areas throughout Arizona.
- ◆ Produce seasonal public service announcements.
- ◆ Develop a statewide Weight & Measures 202 Anniversary Event.

- ◆ Develop and implement an Elementary School Program.
- ◆ Attend 11 tradeshows
- ◆ Develop a seasonal public awareness campaign that targets rural areas using local newspapers and radio stations.

Media Coverage

1

News Stories

In 1999, the Department promoted a public awareness campaign focused on UPC pricing accuracy in Arizona. In the year 2000 the Department continued to focus on UPC pricing accuracy but also had a goal of increasing the public's understanding of the number of regulatory services the Department provides. The following is a summary of type of media coverage the Department received from January until August 1, 2000.

- **Television Total: 21 Stories**
- **Newspaper Total: 6 Stories**

Story Topic, Number and Type of Media Coverage:

- Regulating Taxis in Arizona - 4 Television Stations in Phoenix - 1 Newspaper in Phoenix
- How to Check for Tare - 2 Television Stations in Phoenix
- Gasoline related stories - 1 Television Stations in Phoenix
- Tucson Gem Show - 1 Television Stations in Phoenix
- Photo Radar - 1 Television Stations in Phoenix
- 1999 UPC Price Accuracy Survey Results - 9 Television Stations in Phoenix, Tucson, Flagstaff - 2 Newspaper stories in Phoenix
- Coin Counter Story - 1 Television Stations in Phoenix
- PSA Promotion - 3 Television Stations in Phoenix, Tucson
- Department Moving Story - 1 Television Station Phoenix, 1 Newspaper Phoenix

Television Coverage

1999

December 23, 1999 - Channel 12, Consumer Alert, 1999/2000 UPC Survey results, Dean Acosta reporter, Dennis Ehrhart

2000

February 8, 2000 - Channel 3 -Taxi - Interviewee Dennis Ehrhart, (Phoenix)

February 9, 2000- Channel 3 - Gem Show - Scales- Interviewee Dave Turner, (Phoenix)

February 11, 2000 - Channel 3 - Packaging- Interviewee Dave Turner, (Phoenix)

February 11, 2000- Channel 12 - Taxi story- Trini demonstrated how taxis are inspected, (Phoenix)

February 18, 2000 - Channel 12 - Photo Radar story no interview, (Phoenix)

March 3, 2000 - Channel 3 – 1999/2000 UPC Survey results, Dennis Ehrhart, Consumer alert Rich Skidmore reporter, (Phoenix)

March 7, 2000 - Channel 15-Christina Estes interviewed Dennis Ehrhart at a Safeway store about the 1999 UPC Survey Results. The story ran at 5:00pm and 10:00 p.m., (Phoenix)

March 12, 2000 - Channel 3- Rich Skidmore did a follow up story to the UPC Scanning Accuracy Policy. Rich interviewed retailers and Dennis Ehrhart. The story ran at 8:00 am and 12:00 p.m., (Phoenix)

March 31, 2000 - (2min) - Channel 10 (fox) – 5:00pm, Linda Williams Reporter, 1999 UPC Pricing Survey, Dennis Ehrhart interviewed, (Phoenix)

March 16, 2000 - Channel 5 (CBS) – 1999/2000 UPC Survey results, Jason Barry reporter, Dennis Ehrhart interviewed, (Phoenix)

March 21, 2000 - Channel 13 -Morning show – 1999/2000 UPC Survey results, Morning Show, Producer Brandon, Dennis Ehrhart interviewed –6:00a.m, 5:30 a.m. (live show), (Tucson)

March 21, 2000 - Channel 9 -5:00pm show – 1999/2000 UPC Survey results, Dennis Ehrhart, (Tucson)

March 21, 2000 - Channel 4, 12:00 p.m. (live) -1999/2000 UPC Survey results, Dennis Ehrhart, (Tucson)

March 21, 2000- Channel 13- 10:00 p.m. show– 1999/2000 UPC Survey results, Dennis Ehrhart, (Tucson)

February 10, 2000 - Channel 15 – Checking out Taxis, Christina Este's reporter, Trini (interviewed), (Phoenix)

February 16, 2000 - Channel 3 – Selling you short- packaging consumer alert- Susan Charlea reporter, Dave Turner interview, (Phoenix)

April 3, 2000 - Channel 10 (Fox) - Getting what you pay for at the pump, Gas tips, Dennis Ehrhart interviewed, (1,5 min), (Phoenix)

July 11, 2000 - ABC Channel 15- PSA promo story, evening news, (Phoenix)

July 11, 2000 - CBS Channel 5- PSA promo story, evening news, (Phoenix)

July 12, 2000 - Fox 10- coin counter accuracy story, evening news, (Phoenix & Tucson)

July 25, 2000 - KGUN Channel 9 - PSA Promo and UPC inspection results story, (Tucson)

Newspaper Coverage

1999

August 1, 1999 – The Arizona Daily Star (Front page) - A caveat on pricing, State finds city's stores don't charge correctly.

2000

February 12, 2000 - Arizona Republic - Taxi story

July 11, 2000 - The Arizona Republic (Front Page) - Price Correct? Register a Complaint, by Kerry Fehr-Snyder – Price Accuracy Story & Promo of PSA

July 11, 2000 - The Arizona Republic (A6) - Former Test site just didn't measure up, by Kerry Fehr-Snyder – Moving Story

July 22, 2000 - The Arizona Republic, (Front page) Retail scanning errors multiply, by Kerry Fehr-Snyder- All UPC scanning results from 1999-2000. Note: all results were placed on there Website arizonarepublic.com

July 22, 2000 - The Arizona Republic - Safeway fares best in price-scan study, by Kerry Fehr-Snyder – UPS Scanning story focus on best & worst.

August 2000 - Arizona Food Industry Journal, Vol. 57, pg. 12, Article on pricing laws in Arizona.

Public Service Announcements (PSA's)

In March of 2000, the Department approved the development of four public service announcements. Dee Ann Deaton was responsible for: concept development, script writing, storyboard design, casting and location coordination, co-Directing, acting (in one PSA), co-editing, and marketing of all four PSA's. Each PSA is designed to provide consumers with shopping tips in areas of both pricing accuracy and packaging requirements. The following is a summary of each PSA's:

- ◆ **Moments** - (30sec) Message focuses on shopping tips: 1) write down prices, 2) watch the display at the check out. 3) If an item scans wrong, ask for the stores written pricing error policy.
- ◆ **Beware or the Tare** - (30 sec) Message encourages consumers to pay for products and not the packaging (tare) material. Demonstrates how consumers can check packages for the tare.
- ◆ **Where's the Price-** (10-sec) Message focus on pricing requirements and the importance of knowing how much items are when shopping.
- ◆ **Little Boy and Girl** - (30sec) - Message focus on consumer awareness at the checkout and encourages consumers to watch check out displays and ask for the stores written pricing error policy when items scan wrong.

All four PSA's were sent to all twenty seven-television stations throughout the state. The following breakdown consists of the confirmed television stations running the Departments PSA's as of September 1, 1999:

- ◆ **KPNX Channel 12 NBC Phoenix** – began running all 4 PSA's on 7/24 end date 1/2001
 - ◆ **Fox 10, Phoenix** – began running two PSA's on 7/26 end date 1/2001. Will begin running other 2 on 1/2001 end date 7/2001
 - ◆ **KGUN Channel 8 Tucson**, began running all 4 PSA's on 7/26 until?
 - ◆ **KUSK-** began running all 4 PSA's on 8/1 through 1/20001
 - ◆ **Channel 2, Payson**
 - ◆ **Channel 24, Bullhead**
 - ◆ **Channel. 29, Williams**
 - ◆ **Channel 30, Flagstaff**
 - ◆ **Channel 43, Casa Granda**
 - ◆ **North Phx.**
 - ◆ **Channel 55, Kingman**
 - ◆ **KBPX Ch 51 Phoenix**
 - ◆ **Channel 17 Flagstaff, Phoenix** – began running Moments and Beware of the Tare on 8/1 through 1/20001
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Events

2

Tradeshows

1999

October, 1999 - **Arizona Petroleum Marketing Association** - Phoenix

2000

March, 2000 - **State Employee Day**- Phoenix

March, 2000 - **State Employees Day** - Tucson

July, 2000- **Arizona Home Building Show** - Phoenix

2000 Tradeshow Strategic Plan

In August 2000, Dee Ann developed a budget tradeshow spreadsheet for the upcoming events in 2001. This budget included booth, travel and promotional expenses for the eleven tradeshows the Department is considering.

Website

3

Website #1

In November of 1999, the department decided to develop a Website to enhance public awareness. Dee Ann Deaton and Mike Hames were responsible for developing the Departments web site, which was completed on February 3, 2000. Dee Ann Deaton's responsibilities included:

1. Creating the sites navigational chart.
2. Interviewing and writing the text for each section of the site.
3. Page layout and graphic design of each page within the site.

Website # 2

Four months after the first site was created, the Department decided to renovate it. A Website team was created. In this team, Dee Ann's responsibilities included the layout and graphic design of the site.

Promo Items

5

In September of 1999, Dee Ann designed promotional items including the Department magnets, bookmarkers and lapel pins. In January 2000, she designed two consumer tip handouts. The first handout focuses on price accuracy shopping tips that instructed consumers on what they could do, when shopping, to make sure they are getting what they pay for. The second handout provides gasoline-shopping tips for consumers. All five promotional items were entered in the public awareness promotional competition at the National Conference of Weights & Measures. The Department was awarded 3rd place for their efforts.

Corporate Education

6

In both 1999 and 2000, the Department continued the Corporate Education Program. Dee Ann has played the following roles in the program:

- ◆ Initial Contact and Seminar Coordinator
 - ◆ Designer, Co-writer and Photographer of each tailor designed Power point corporate seminar
 - ◆ Designer, Co-writer of seminar handouts
 - ◆ Presenter at two training seminars (Arco Annual Mangers meeting, Lions Club)
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