



ARIZONA DEPARTMENT OF WEIGHTS AND MEASURES
Public Information Officer
ANNUAL REPORT
July 1, 2003 through June 30, 2004

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Major accomplishments during FY2004 include:

1. During this fiscal year, two hundred and five (205) consumer awareness and investigative media story hits were recorded that targeted both Spanish and English consumers featured in newspaper articles and aired on television and radio newscasts throughout Arizona. Note: *The 205 hits did not include media coverage during the gasoline interruption.* **Total estimated positive publicity dollar value amounted to over \$3 million at no cost to the Department.**

2. **For the fourth year Fox 10 provided the Department with a monthly 3-minute consumer awareness segment on their morning show.** In addition, for the first year, Univision was contracted and airs monthly "ADWM Consumer Tip of the Month," segments during their 5:00 pm and 10:00 pm newscast. A total of 24 consumers tip stories aired this year. All stories are designed to educate consumers about their rights and the services the Department provides to the Arizona marketplace.

3. **The Department also received free positive publicity from industry, TV networks and Associations with an estimated value of over \$25,000 at no cost ADWM,** which included:
 - Safeway ran radio announcements regarding their support of the services that the Department provides, in 150 stores throughout Arizona from March 1- 7, 2004.
 - Bashas' advertised Weights & Measures week with the following support: Bag stuffers in 76 stores throughout the state from March 1-7. Bashas also ran in-store radio spot in all their stores from February 25th through March 9, 2004
 - Albertsons hosted a Weights & Measures Day event at their 19th Ave and Northern location in Phoenix and providing promotional items for the students and a \$200 gift certificate to the participating school. Albertsons also included a promotional advertisement of their support of Weights & Measures in Friday, February 27th and March 5th in the Arizona Republic Newspaper.
 - Win Oil Company posted flyers at all gas stations they operate in Flagstaff, Sedona, Parker, Lake Havasu, Camp Verde, Williams, Kingman, Payson, Yuma, and Phoenix
 - Fry's Food & Drug Store advertised Weights & Measures week with: bag fliers given to all customers who visited their stores. A two-week in-store radio advertisement that ran February 25th through March 9th. Fry's also created and displayed posters for their Phoenix and Tucson stores.
 - A total of 17 retail trade magazine articles were recorded this year. Both the Arizona Food Retailers Association and the Arizona Retail Association dedicated an entire magazine issue to the Department.

4. The Department continued its corporate education program with industry representatives to enhance compliance through educational programs. Customized PowerPoint training seminars for corporate leaders and store managers focused on UPC scanning accuracy and price posting. Five corporations including Kmart, Eckerd Drugs, Albertsons, Bashas

and Comp USA participated in the training this year, with approximately 200 retail managers in attendance. To encourage long-term compliance solutions, the Department provided custom training CD's that included the company's personalized seminar and the Top Ten Pricing Tips for UPC & Price Posting book. Retailers provided the Department with a blank CD and, in turn, the Department provided a long-term training tool for Retailers' new hire training, at no cost to the Department.

5. The Department continued its consumer education program and presented Consumer Awareness seminars to members of the Kiwanis Club, Rotary Club and Lions Club.
6. The Department began a student outreach program which included:
 - ◆ Three Weights & Measures Day Events for 150 fourth grade students from elementary schools in both Phoenix and Tucson.
 - ◆ Two in class "Getting To Know Weights & Measures," presentations for 25 high school seniors and 50 fourth grade students.
 - ◆ Weights and Measures 1/2 page article in a Junior High Civics Textbook.
 - ◆ Demonstrations were conducted for two fourth grade classes at PT Coe Elementary School, which included two package and scale inspection demonstrations in their school's cafeteria. Students also learned the importance of the metric system and price posting issues.
7. The website was completely redesigned, using internal resources, to provide easier navigation and more information to both the consumer and business communities. PowerPoint training presentations were also added, as well as a complaint form.
8. Employees continue to excel on a personal level, which increases professionalism and credit to the state:
 - Pubic Information Officer, DeeAnn Deaton researched and wrote a media campaign for the National Conference of Weights & Measures (NCWM) that was featured in the NCWM Publication 16.
 - Dee Ann Deaton was a featured guest speaker at the Tucson Chamber Commerce's Good Morning Tucson Event where approx 110 members were in attendance.
 - During the fuel interruption Dee Ann Deaton and Systems Administrator, April Jones contacted major and independent gasoline distributors daily to create a report on the percentage of gasoline stations open and dispensing fuel during the gasoline shortage. Major and independent gasoline distributors were contacted daily to create a report on the percentage of gasoline stations open and dispensing fuel during the gasoline shortage for the Governors daily address to the media.

Major Goals for FY2004 include:

Targeting consumer education through:

- a. continuing the "Tip of the Month" morning show segments with Fox 10 and Univision
- b. producing, promoting and distributing three Spanish and English television PSA's (Note: Univision has agreed to cover all production costs).
- c. coordinate and host the five day 48th Annual Western Weights & Measures Conference
- d. designing an insert for the Sales Tax licensing packet provided to new businesses by Department of Revenue
- e. increasing association member awareness by developing stories for the Better Business Bureau, Arizona Food Marketing Association, Southwest

Automotive Trade Alliance, Arizona Retailers Association and all Chambers of Commerce in Arizona

- f. expanding consumer education targeting seniors, rural communities and joint projects with other state agencies
 - g. identify more educational opportunities in the Spanish-speaking communities and develop a better translation network in-house.
 - h. participating in Univisions "Back to School" campaign by providing 2000 students with ADWM, "Smart Shoppers write down prices," pencils.
2. To increase police department cooperation and enforcement of the new taxi regulations that go into effect on January 1, 2003, Public Information Officer, Dee Ann Deaton is working with the Chief of Police Association and the Police Officer Standard Training Department to produce a taxi regulation training video/segment which will air and VHS tapes sent to a majority of the police departments training units on August 18, 2004.