

ADWM FY2003 Accomplishment Summary

Dee Ann Deaton has played many roles in the Department during the FY2003 including Media Campaign Developer / Coordinator / Promoter, Graphic Designer, Department Photographer, Website Designer, Speaker and Corporate Education Coordinator/ Designer. The following is a summary of the programs and responsibilities she has had this year.

Media Coverage

- ◆ Total Television News Stations & Talk Shows = 52 aired consumer and investigative stories
- ◆ Total Newspaper Articles: 15 investigative stories
- ◆ Total Trade Magazine Articles: 6 investigative and retail awareness stories
- ◆ Total Radio News Stations = 25 aired consumer and investigative stories
- ◆ Produced four television Public Service Announcements aired from May 6, 2002 through June 30, 2002 on:
 - Cartoon Network = 60 times
 - CNN= 56 times
 - Comedy Central= 58 times
 - Family Channel = 58 times
 - Home & Garden TV = 60 times
 - VHI = 60 times

Total Media Advertising dollar worth (*not including PSA coverage*) = over \$1.8 million
Advertising cost to the Department = \$0

Weights & Measures Tip of The Month

A monthly 3-4 minute news segment aired on:

- ◆ 2nd year running on Fox 10 morning news
- ◆ 1st year running of ABC 15 Morning and Noon News and Sonoran Living

Website:

Developed and redesigned pages on ADWM's website including: What's New Section, Top 10 UPC & Price Posting Tips page, Stage II Vapor Recovery center and the LPG information center.

Tradeshows:

Do to budget cuts we participated in only one event, which was sponsored by the Better Business Bureau and 3 TV. The event was titled Scam Jam and we had a booth at the show.

Corporate Education Program:

- ◆ Designed and coordinated 31 corporate training seminars in which a total of 813 retail managers were in attendance. Developed training CD's for all participating retailers.
- ◆ Author, Photographer, Graphic and Layout Designer of the Top 10 UPC & Price Posting book

Speaker at the 87th Annual NCWM conference.

Three hundred and fifty members attended the technical training session consisting of Weights & Measures Directors from 46 states, 26 industry members and guest Weights & Measures leaders from France, South Africa, Canada and the Middle East. The goal of the presentation was to encourage other Weights & Measures Agencies to follow ADWM's proactive approach to compliance by educating consumer about their rights and retailer about their responsibilities by using the media to convey our message.

Goals for 2003:

- ◆ Continue the Tip of the Month segments on Fox 10 & ABC 15 and add a Tucson station (once an Compliance Officer is hired in that area).
 - ◆ Increase the number of consumer awareness seminars in rural and metropolitan areas throughout Arizona.
 - ◆ Redesign the website.
 - ◆ Develop a statewide Weight & Measures 202 Anniversary Event.
 - ◆ Develop a seasonal public awareness campaign that targets rural areas using local newspapers and radio stations.
 - ◆ Develop a senior citizen outreach/ undercover shopper program.
 - ◆ Develop Press releases for all, Weights & Measures Tip Of the Month, segments and market the segments to rural newspapers and consumer magazines.
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