

Over the Past 75 Years,

ATA



and the trucking industry have told trucking's story through image programs, advertisements, education, films, the media, and the professional truck driver.

The stories focus on essentiality, safety and professionalism, as well as reliability, security and, most recently, sustainability. There are many positive stories to tell about the trucking industry and the professional truck driver, and many audiences to tell those positive stories to.

In the early 1940s the ATA adopted public relations policy was similar to today. In summary it was to earn, develop and retain the confidence of the American people in transportation; to establish as a matter of common knowledge that all motor carriers perform an indispensable and irreplaceable service of primary importance to every citizen; that trucking pays for the highways they operate on; they don't damage those highways; and that truck drivers are safe and courteous professionals.

Getting the facts to the public, media, opinion leaders, lawmakers, public officials, regulators, business leaders, financial communities, single-interest organizations, the motoring public, and the trucking industry itself is not easy.

During World War II, ATA produced two pamphlets on the trucking industry — "When and Where You Want It, Uncle Sam!" a basic fact sheet on what trucks are doing in the war program, and "Trucks Must Roll

for Victory," a statement on the problems of the trucking industry. Many variations of trucking industry fact sheets, pamphlets, brochures and more have been published over the past 75 years.

During the late 1960s and early 1970s, ATA frequently used movies to reach a variety of audiences. In 1973, the ATA library offered 16 different films on trucking that either ATA financed or were financed from grants through the ATA Foundation.

In 1969, ATA produced an award winning documentary film titled *Camille — The Road Back*, that portrayed role trucks played in the rescue and recovery efforts of Hurricane Camille, as well as the violence and destruction that hit the Gulf Coast. In 2005, ATA produced a similar video when Hurricane Katrina hit the north-central Gulf coast.

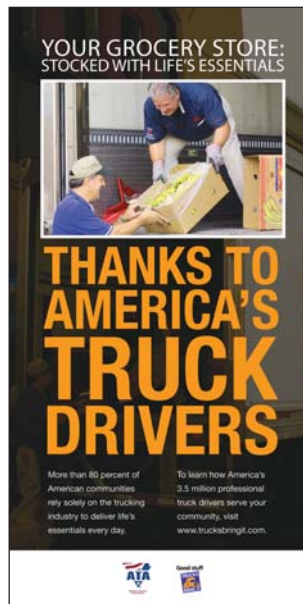
ATA has used logos, slogans and ads to also get the essentiality message out. "Without Trucks — America Stops," and "If You

Good stuff.



Got It, a Truck Brought It" are still seen on trucks rolling down our highways, a well as ATA's current campaign, "Good stuff. Trucks Bring It." One of the most effective ads in recent memory was a picture of a baby on the side of a truck with the headline "The only thing not delivered by a truck."

The "Good stuff. Trucks Bring It" campaign initially focused on the fun stuff that trucks deliver, from iPods to



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life's essentials. As "ambassadors of the industry," they are the most valuable asset when it comes to image of the trucking industry.

Safety has always commanded unyielding attention during the past 75 years, and remains at the top of ATA's agenda today. Safety on our highways continues to improve and fatalities involving large trucks steadily decline, in large part because of the public education and outreach programs.



Officer Pressley and a group of trained dogs demonstrate safety habits to children as part of the ATA-sponsored Officer Pressley's Safety Circus.

In the early 1950s, ATA sponsored Officer Pressley's Safety Circus, where a police officer and a group of trained dogs would perform tricks for students that demonstrated the safety habits young children should practice. Children signed up to become members of "Officer Pressley's Safety Club," and more than 5 million children saw the show. A few years later ATA sponsored something similar, "Sgt. Pike and Safety Magic."

In later years, ATA developed the "How to Drive" program, using professional truck drivers to teach the public where the hot spots were in their city and how to safely maneuver around them. The program has been expanded and renamed "Share the Road." The Share the Road highway safety tractor-trailer travels around the U.S. delivering life-saving safety tips to

(Continued on page 22)



(Continued from page 21)

the public, political leaders and media. Simply put, the Share the Road program saves lives and improves the image of the professional truck driver.

ATA's public relations programs have been highly effective throughout the past 75 years. ATA sponsored a float in the annual Rose Bowl parade during the 1950s and 1960s; sponsored a "Guest Conductor" series in Washington where ATA presented a special record to a member of Congress with the ATA story attached; purchased one-minute television spots on the Today show and on radio; and had the first seven-page spread in Life magazine. In 1953, a commemorative postage stamp was issued for the 50th anniversary of the trucking industry. In 1973, the Boy Scouts of America approved a special trucking industry Merit Badge. America's Road Team Captains are still working with Boy Scouts across the United States to learn about trucking so they can earn their Transportation Merit Badge.



ATA continues to update its campaigns to improve their image. Most recently ATA focused on the environment and promotes what trucking is doing to reduce its carbon footprint through a sustainability campaign.

The ATA logo has changed throughout the years, but stayed consistent in meaning. The triangle represents



the entire trucking federation.

ATA's image campaigns would not continue to be successful without the help of the entire trucking industry, from state associations to motor carriers and shippers to the professional driver. The image campaigns can only be successful if we look at the campaign from a grassroots level with a national focus. ■

ATA currently has in place a number of other public outreach and image programs, focusing on the professional driver and safety. ATA, a partner in FMCSA's Safety Belt Partnership, promotes buckling up among professional truck drivers through the "Be Ready. Be Buckled" campaign. In 1995, the industry began celebrating National Truck Driver Appreciation Week. Companies and associations host picnics, coffee breaks, safety banquets and more. One of ATA's slogans, "Safety Is our Driving Concern," is still used today among the driver population, as is "If you can't see me, I can't see you" to demonstrate the blind spots.

Some of the recognition programs that have been in place for decades, such as the Driver of the Year program, are still great public image programs. The Truck Rodeo, which began in 1937, showcases the best of the best in trucking and continues to garner great media attention. In 2007, the Wall Street Journal featured a front page article on the National Truck Driving Championships.

With the invention of satellite radio, industry executives and truck drivers are able to communicate with millions of their colleagues and the public, which has proved to be very effective. ATA sponsors radio traffic alerts, advertises locally and nationally and is always promoting the industry.

A.T.A. TRUCK RODEO NATIONAL CHAMPIONSHIPS

WHO WILL THE CHAMPIONS BE?

THREE new truck-driver champions will be chosen at the 1946 "Rodeo" of the American Trucking Associations, to be held October 8th in Burnham Park on Chicago's lake front. Come and see the first official national truck-driving contest since 1941. Admission free.

Who will the new champions be? They will be top-flight, depend on it—top-flight among a great body of transportation men who are trained and retrained in Safety, Courtesy, Efficiency.

Consider the truck record: Approximately 20,000 truck drivers a year now earn the Safe Driver Award of the National Safety Council. Some of these drivers have driven 16 years without an accident.

Consider this individual fleet achievement: The 1944-45 winner of the National Fleet Safety Contest operated 66 trucks and employed 68 drivers. The fleet covered 3,456,000 miles in one year with only five minor accidents. Sixty-

three trucks in this fleet are Internationals. Now consider this 15 years' sales record of International Trucks: More heavy-duty Internationals purchased for commerce and industry than any other make—for safety, efficiency, long trouble-free performance, and economy.

Important, too, are the maintenance and service facilities International provides to keep all makes and models of trucks in top operating trim. These facilities are available everywhere from International Branches, the nation's largest company-owned truck-service organization, and from thousands of International Dealers.

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1941 champions, Leland Youst, Clarence Berg and Charles Olson, Vermont and Ohio, were up for the title.

Winner in 1937, William Prochaska, also won an all-International.

1940 champions, Clyde Shepley, Deville Ruffin, Charles Zimmerman, The last two drove Internationals.

Edwin Smith, champion in 1939 and 1926, drove an International.

Take in "Harvest of Stars" every Sunday, NBC Network. See newspapers for time and station.

INTERNATIONAL Trucks

An early advertisement for the ATA Truck Rodeo, now known as the National Truck Driving Championships.