

ATTACHMENT 11

Public Education Plan

St. Louis I/M Public Relations Plan

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I. STRATEGIC PUBLIC RELATIONS OBJECTIVES

A. To clearly communicate the changing requirements and features of a decentralized emissions testing program as they relate to vehicle owners by:

1. Providing basic information on testing methods and standards.
2. Providing details about the On-Board Diagnostic (OBD) testing method being used on all qualifying vehicles in the entire nonattainment area, including Franklin County.
3. Providing information on test fees.

B. To respond to the needs of vehicle owners by:

1. Encouraging auto repair shops located in the nonattainment area to sign-up to provide emissions testing.
2. Educating the repair industry and helping to increase the number of recognized emissions repair technicians.
3. Providing locations of test facilities (updated often to include the most up-to-date locations as shops sign-up to participate in the decentralized program.)
4. Informing owners of failed vehicles on how to evaluate their inspector/mechanics.

5. Providing a repair industry report card and/or recognized repair facility list

C. To minimize the negative response to the program by:

1. Emphasizing health benefits.
2. Emphasizing improved vehicle performance and fuel savings.
3. Quickly updating the public about any changes to their testing requirements through media buys and news releases.
4. Creating a link with the Clean Air Partnership and other allies.
5. Making consumer-friendly information for owners of all vehicles (pass and fail) available on the Web site.

D. To be proactive with all communications strategies and efforts by:

1. Closely monitoring the response to the program locally and in other regions and being prepared to respond.
2. Anticipating questions before they are asked and complaints before they are lodged.
3. Providing any new information to the public as quickly as possible to alleviate the number of calls and questions that come in through the hotline.
4. Creating a crisis management plan and process that will help reduce negative publicity should a crisis arise.

II. SHORT-TERM PUBLIC RELATIONS PLAN

A. Purpose

Although the most active phase of our primary plan is to launch a major public relations campaign about 2-3 months prior to the beginning of testing, this short-term plan is designed to minimize the impact of any potentially negative publicity concerning the implementation of the decentralized program.

B. Anticipated Sources of Criticism

An attack on the program may come from one of the following sources:

1. A reporter follows up on criticism coming from a critical group or a wire story about a suspended or troubled program and begins to draw conclusions about or develop connections to our program.
2. Another emissions testing program is suspended and becomes news.
3. A shop that gets “locked-out” of their system due to the suspicion that they are performing fraudulent emissions testing.
4. Shop owners who see the increased security features (ie: USB cameras and digital cameras) as too much government involvement.
5. Vehicle owners who feel that testing only 1996 and newer vehicles will not address the vehicles that most negatively affect air quality.
6. A politician or public figure attacks the program based on cost, excessive government interference, or economic discrimination.
7. A company who was not chosen during the competitive bid process and feels that the state is giving undue leniency to the awarded bidder as they implement the program.

To minimize the impact, we must counter each potentially negative criticism with a positive response.

C. Proposed Action

The key to this plan is in the preparation of its defense. We need to have information available immediately and be prepared with facts.

1. Create Frequently Asked Question (FAQ) sheets based on the most often misunderstood components of the decentralized program and OBD testing methods. The FAQ sheet will promote continuity in our responses and will be updated as new questions arise. It should include information about (but not be limited to) the following program issues:
 - a. Program/test reliability
 - b. Justification for why the OBD testing method is more protective of air quality
 - c. Program effectiveness
 - d. Justification for costs
 - e. Convenience of decentralized emissions testing program
 - f. Address the importance of monitoring shops with added security features to ensure a high-integrity program that motorists can trust
2. Prepare brochure(s) and/or fact sheets for general background
3. Prepare spokespersons both inside and outside MoDNR who will support the program. Reporters will be referred to these well informed spokespersons when appropriate.
4. Defuse situation. Coach spokesperson to focus on the positive benefits of the program rather than countering negatives. Utilize the strength of the existing program and rationale for the program. Areas for focus include:
 - a. Health impacts of air pollution
 - b. Convenience of a decentralized emissions testing program
 - c. Motorists have more control as they can choose where they'll have their emissions test performed as well as where to have their vehicle repaired
 - d. Program's real impact on air quality as revealed in decrease of

exceedances and emissions measurements

- e. Good air quality means continued economic growth
 - f. Positive experience of other states/cities with similar programs
5. Justify the need for any delay in program implementation
- a. A delay in implementation will allow participating shops to receive all training necessary to use the equipment.
 - b. Inspector/mechanics who are more familiar with the software and equipment will be an asset to the state who desires a high-integrity program.
 - c. More fully trained inspector/mechanics will allow for more efficient testing which will assist motorists in their pursuit of convenient one-stop shops for emissions testing and safety inspections
 - d. More efficient emissions testing will aid in the state's goal of reducing the vehicle emissions that contribute to the formation of ground-level ozone.

III. TARGET AUDIENCES

A. Broad Audience

- 1. St. Louis area residents (residing, working or attending school in St. Louis City, St. Louis County, Franklin, Jefferson or St. Charles counties)

B. Specific Audiences

- 1. St Louis area motorists (residing, working or attending school in St. Louis City, St. Louis County, Franklin, Jefferson or St. Charles counties)
 - a. Vehicle owners,
 - (1) Vehicle owners requiring OBD emissions tests (1996 and newer gasoline-powered vehicles and 1997 and newer diesel powered vehicles)

(2) Owners of vehicles 1995 and older that are exempt from the emissions testing requirements

2. Repair industry
 - a. informed and educated; professional
 - b. uninformed; unskilled; ill-equipped
 - c. shade tree mechanics; do-it-yourselfers
 - e. new and used automobile dealers with repair facilities
 - f. shops who are performing emissions-only testing
 - g. shops who are performing both emissions and safety inspections
3. Car Dealerships
 - a. new car dealers - MO Automobile Dealers Association
 - b. used car dealers
4. Purchasers of used cars (testing required on any qualifying vehicle at time of title transfer)
5. Owners of failed vehicles
 - a. initial failures
 - (1) readiness issues
 - (2) specific drive cycles
 - b. retest failures
 - (1) waiver applicants
 - (2) cost-based waiver issues for disabled motorists
6. Government officials
 - a. state legislators
 - (1) incumbents (who may have some knowledge of the program)

- (a) supporters
- (b) opposition

- (2) newly elected
 - (a) supporters
 - (b) opposition

b. elected city officials

c. city staff

d. state staff

- (1) Missouri Dept. of Natural Resources
- (2) Missouri State Highway Patrol (Dept. of Public Safety)
- (3) Missouri Dept. of Transportation
- (4) Missouri Dept. Of Revenue

e. Governor's Office

f. County Commissions/Boards of Supervisors

7. Media

a. local print and electronic

b. cinema

c. trade

c. national

IV. SPECIAL PROBLEMS AND CHALLENGES

An analysis of real or perceived program weaknesses

A. Repair Industry

1. Significant education and training must be accomplished in technical community so that repair technician labor can be applied toward waivers.
2. Inspector/mechanics need to be trained on the hardware and software involved in the decentralized emissions testing.
3. Technicians need to be up to their task/role in the program with:
 - a. knowledge of OBD testing method and diagnosis procedures.
 - d. understanding of how equipment operates (training provided by contractor.)
 - e. desire to effectively repair vehicles so their customers are satisfied and the vehicle can pass the emissions test.
4. Auto technician community has a significant record of negativity toward programs in other locations and previous decentralized program (BAR 90.)
5. There will be a cost to technicians associated with obtaining qualifications for recognition as emissions technicians (A6, AB, and L1 certifications.)
6. Consumers have a close relationship with their repair technicians, even if the technician is not qualified
7. Repair technicians may perceive the period of time to become "qualified" as too short.
8. Motorist frustration over higher repair costs or cost-based waiver issues for the failed vehicle may be passed along to the technician.
9. "Approved" repair facility performance report may hurt (or be perceived to hurt) some businesses who are not on it or score low

on it.

10. An increase in vehicle failure rate may mean a large amount of work for some technicians that are qualified, and little for those without training or tools.

B. Economic Issues

1. Test fees may be perceived as public taxation.
2. Fees may have limited options for payment as private shops will determine the method
3. Fees may be perceived as a means for extracting more money from the consumer.
4. Any vehicle damage creates another criticism on economic grounds.
5. Higher repair costs are a problem to the motorist and also possibly to technician

C. Station and System

1. Decentralized stations are a change for the program, involving change in the behavior, habits and mind set of every vehicle owner in St. Louis.
2. The testing of only 1996 and newer vehicles creates concerns for motorists who feel that older cars are polluting more and should not be exempt from the emissions testing requirements.
3. There may be a perceived system inaccuracy, inconsistency, other lack of quality control because motorists may think that trouble codes are being added to the their vehicle's computer during the emissions test so that their vehicle fails or so that they must pay for unnecessary repairs.
4. Motorists may feel cheated and/or pressured to get repairs performed because the new program only allows for one free retest within 20 business days and the previous program allowed for unlimited retests in 30 days for the same cost.

5. The following factors (their presence, lack, how handled, public perception, etc.) will play a **crucial** role in the overall public perception of our program:
 - a. number of participating shops
 - b. overall convenience of the program
 - c. equipment failure
 - d. software failure
 - e. contractor response time
 - f. cost-based waiver applications (educating those who qualify on low-income criteria)
 - g. employee/customer relations at
 - (1) shops
 - (2) hotline

D. Political Issues

1. National introduction of programs in other states and metro areas creates potential for backlash nationally
2. Newly elected officials may not support the program in an attempt to be responsive to angry constituents
3. Fees may be perceived as higher taxation
4. There is potential for opposition from state officeholders or offices
5. Program perceived by some as too much government intervention

E. Value

1. There may be a perceived lack of immediate benefits if air quality violations continue to occur
2. Efforts to date may not have significantly impacted the perception that air quality has been improved

F. General issues creating potential public confusion or criticism

1. Timing: questions on when to go
2. New locations and redirection: questions on where to go
3. Testing offered in the pass/fail capacity only. If the vehicle is “not ready” it is a fail and will only be allowed one free retest if the vehicles is returns to the station within 20 business days of the initial inspection date.
4. Options on where to go for repair
5. Higher repair costs
6. Different waiver/repair costs limits; based on who repairs the vehicle
 - a. vehicle failure: owner must do qualifying repairs costing at/above waiver limits
 - b. appropriateness of qualifying repairs may be disputed by customer or technician
 - c. stakes & failures are higher; current program has lower waiver limits, offers only pass/fail testing and offers only one free retest after a failure.
 - d. none of these waivers are applicable for tampering; only applicable for non-tampering-related emissions repairs
 - e. Only recognized techs labor costs are counted toward waiver
7. For some of the public, there will be a lack of perception of any air quality problem in St. Louis

G. Media Mind Sets

1. Media can perceive itself as the public advocate, sticking up for the underdog
2. Media cynicism: media may inherently distrust information, digging for something more that is not even there

3. Media sensationalism: media may look for conflict over fact or substance, or ignore our story entirely for more sensational material
4. Media will question the state regarding problems that customers have with their testing results even though the decentralized system uses privately owned shops that should be accountable.

V. KEY SELLING MESSAGES

A. Repair Industry

1. More data is available to help industry diagnose failures and repair problems
2. Program represents business opportunity; shops will receive more business because they are offering a one-stop shop for both the emissions and safety testing.
3. Appropriate training is available through the contractor and local technical college
4. State will provide appropriate signage so that customers can identify participating emissions testing locations
5. Repair Industry Performance Reports will provide businesses usable information about consumer confidence and satisfaction
6. Shops will be listed on the state's Web site so that customers can find the participating locations. This is free advertisement for participating shops.
7. Listing repair facilities that employ recognized technicians will help direct customers to shops doing emissions work.
8. Advisory groups will represent the industry and enlist their recommendations to help solve problems
9. Meetings for the exchange of information and ideas have included and will continue to include industry representatives
10. Health-based mandate is the reason for the program

11. Program is part of the solution for the air quality problem

C. Station and System

1. The new program is essentially "paperless" as all the testing records will automatically upload to the Department of Revenue for registration purposes.
2. Customer convenience is of the utmost consideration in the design of the program as there are more participating locations.
3. Waivers will be available at all test stations and the waiver amounts are lower.
4. Motorists get to choose the station that performs their emissions test and if they are not satisfied they are free to take their business elsewhere.
5. OBD testing is a more accurate test that better identifies problem vehicles and even allows for vehicles to be repaired before they start releasing excessive emissions which is very beneficial to air quality.
6. The U.S. Environmental Protection Agency supports OBD testing annually in the protection of air quality
7. "Higher tech test for higher tech cars"
8. Current program has a positive impact, but new program will help bring St. Louis into attainment of the health-based ozone standard. These reductions along with other control strategies will mean cleaner cars on the road and cleaner air to breathe.
9. The free consumer hotline is available

D. Economic Issues

1. New testing method can help mechanics more easily/quickly identify problems leading to more effective repairs.
2. Repaired cars have improved fuel economy and performance
3. Program will be helping to make St. Louis more attractive (economic

development perspective)

5. Costs associated with tests are far outweighed by cost benefits to public health

E. Political Issues

1. Program is for the protection of public health
2. Program helps us comply with 1990 Clean Air Act Amendment, which will allow the state to meet the national health-based ozone standard
3. Program is crucial to economic development; maintaining quality of Life
4. St. Louis still has air quality problems; (provide historical perspective; show trends for projected deterioration of air quality)
5. Program is furthering environmental protection
6. Program is proactive

F. Value

1. Repairs bring immediate fuel economy and performance benefits
2. Gross and high polluters are more easily identified
3. Average vehicle will be emitting less pollution
4. National data shows that vehicles fleets are quickly turning over and the majority of cars on the road are 1996 and newer. The impact on air quality from the older cars that are not being tested will lessen as we move forward.
5. The program is working. St. Louis ozone exceedences have been reduced. The emissions testing program, new car technology and vapor recovery combined have contributed to the reduction in air pollution.

G. General Confusion

1. A consumer hotline will provide immediate information
2. State maintained Web site, www.GatewayVIP.com will be up-to-date and informative.
3. Shops will have fact sheets and FAQs to help answer their customer's questions.
4. Extensive training for inspector/mechanics; licensing and certification of shops; periodic performance and auditing of shops -- all will provide expert service
5. Program will assure convenience and responsiveness to individual owners
6. Good customer planning and service will provide for minimal confusion and maximize convenience
7. Program provides for dissemination of timely and appropriate messages at every step in the process
8. Testing method provides general reasons for failure. This allows for a more accurate diagnosis; helping you and your repair technician to correct the problem
9. We'll help you to choose a qualified repair technician based on the Repair Facility Performance Report

H. Media

1. Appeal to media's sense of public service, reaching a wide audience with needed information
2. Emphasize health and welfare versus taxation issues
2. Program is central to vital environmental/energy issues

VI. GVIP COMMUNICATIONS PLAN 2007

A. Plan Overview

The Missouri Department of Natural Resources and the Missouri State Highway Patrol will jointly administer the 2007 Communications Plan for the Gateway Vehicle Inspection Program. The department will create the program's logo, fact sheets and the tools necessary to communicate changes to the I/M program. Creative ad copy for both radio and print ads will also be developed and implemented in conjunction with the plan.

The department's PI Team will work to update brochures and fact sheets, write news releases, develop appropriate signage for the emissions stations as well as launch a new interactive Web site. The message will focus on changes that the I/M program will undergo, reiterate the benefits of maintaining cleaner-running vehicles as well as provide the necessary information to St. Louis area motorists who will be affected by the changed emissions test procedures. Franklin County will see additional information about the OBD test procedures as well. The Missouri State Highway Patrol will review the communication tools as they relate to the safety inspection portion of the program and review publications that refer to their role in the combined emissions and safety inspection program.

B. News Releases

June

1. 30 days to retest when vehicle fails (Reminds motorists to fulfill their vehicle's testing requirements or be obligated to pay for additional testing when the new program begins.)
2. Remind potential testing stations about getting licensed to provide the decentralized and combined emission and safety inspections (Released by June 18 so that the initial participants meet the June 29 deadline to place their order for equipment.)
3. Repair Industry Release
4. Seminar Recap – summary

July

1. 30 days to retest when vehicle fails (Reminds motorists to fulfill their vehicle's testing requirements or be obligated to pay for additional testing when the new program begins.)
2. My Vehicle Failed, what program requirements do I fall under?
3. "Keep on Testing" remind motorists that they are still obligated to perform emissions testing until Sept. 1, 2007.

August

1. Changes for Franklin County (OBD advisory ending, OBD II beginning)
2. Number of Shops Participating
3. Phase In – Testing will begin Oct. 1
4. Waiver Information – Same for everyone and address MRRT requirements
5. July/August: My Vehicle Failed, what program requirements do I fall under?
6. Conveniences of new program and information on how air quality will benefit from the use of OBD testing as an alternative to the tailpipe test (OBD allows for diagnosis of emission problems before they are actually effecting air quality.)

September

1. Program to begin decentralized testing on Oct. 1
2. Encourage paperless registration/VIR electronic-convenience of www.plates.mo.gov
3. Remind failed vehicle owners how long they have to retest under new program.
4. Remind September registrants to start testing on Oct. 1
5. Last 2 weeks major media blitz. On-air television and radio interviews. Press Conferences will be scheduled in effected counties at participating shops

C. Audience

1. Target possible testing station owners/employees
2. Target information to potential licensees for new program
3. Target information to Franklin County residents on OBD testing
4. Target 1996 and newer gasoline powered vehicle owners on OBD testing
5. Target 1997 and newer diesel powered vehicles
6. Target 1995 and older vehicles owners about their exemption from GVIP.
7. Target failed vehicle owners

D. Publications

1. On-Board Diagnostics (OBD II) Fact Sheet
2. St. Louis Vehicle Emissions Inspections – GVIP Fact Sheet
3. Consumer Protection Information for Used Car Buyers Fact Sheet
4. Emissions Test Requirements for Government Fleet Vehicles Fact Sheet
5. Frequently Asked Questions for the Repair Industry
6. Waiver Criteria
7. Pass/Fail Test Criteria
8. Dealer Requirements for September Hiatus
9. Preventive Maintenance Tips
10. Drive Cleaner Breathe Cleaner –I/M Benefits Brochure
11. Welcome Packet: list of publications and resources that are available

to emissions testing stations that have signed up.

12. Develop speaking points for internal use

E. Web Only Publications

1. My Vehicle Failed! Now What? 1996 and newer vehicles
2. License Offices – Web link
3. Repair Facility Performance Report (maintained by contractor)

F. Web Site

Does My Vehicle Need a Test?

- Used Vehicles
- Engine-switched Vehicles
- Kit Vehicles
- Vehicles Operated Outside the Emissions Test Area
- Gray Market Vehicles

About the Test – Cost

- Station Locations
- OBD explanation
- Readiness Codes
- Test Reports and Summaries – link to Contractor portal?

Failed Vehicles

- My Vehicle Failed, Now What?
- Finding Repair Technician (provided by contractor)
- Repair Facility Performance Report
- Waivers
- Readiness “Not Ready” Codes and drive cycle information (link back to about the test Readiness Codes)
- Safety Check Refusals
-

Dealers and Fleets

- Dealers and fleets fact sheet
- Dealers and fleets voucher - Dealers and fleet managers can purchase vouchers to use when sending a vehicle to a station.
- Brochures, Fact Sheets, FAQs html page

Vehicle Maintenance

Repair Industry html page

- Portal Link to Contractor
- Training - contractor html page?
- Repair Industry Assistance and Support Services links
- Newsletter to Repair Technicians

Information Center html page

- Brochures, Fact Sheets, FAQs html page
- Press Releases html page
- Public Service Announcements html page

Partners html page

- Missouri Department of Natural Resources link
- Missouri State Highway Patrol link
- U.S. Environmental Protection Agency link
- County/City Local Government link
- American Lung Association link
- SLRCAP link

Ozone 101

- Information about how ozone forms
- AQI Information
- Health information about the effects of ozone
- Link to ozone forecasting by SLRCAP

Contact Us html page

- Comment form html page
- Media contact information
- Missouri Department of Natural Resources contact
- Missouri Highway Patrol contacts
- Contractor contact

G. GVIP Media Buys

Media Outlet and Contact	Dates of Advertisements	
<p>Metro News Network</p> <p>John Massman Market Manager – St. Louis Westwood One/Metro Networks</p> <p>Phone (314) 862.5267 Fax (314) 862.9867 Cell (314) 910.2946 John_massman@metronetworks.com</p>	<p>July 2 – September 2, 2007</p> <p>:10 sec spots</p> <p>261 sponsorships per week over 9 weeks</p>	
<p>KEZK</p> <p>Alison Essner Account Manager 102.5 KEZK-FM 3100 Market Street St. Louis, MO 63103</p> <p>Phone (314) 289.5756 Fax (314) 534.1020 amessner@kezk.com</p>	<p>July 2 – August 31, 2007</p> <p>:60 sec. spots</p> <p>:60 sec. Prime Time / 30 spots :60 sec. Evening / 35 spots</p>	

Media Outlet and Contact	Dates of Advertisements
KMOX Christian Sprich CBS Radio KMOX 1120 AM One Memorial Drive St. Louis, MO 63102 Phone (314) 444.3289 Fax (314) 444.1860 Christian.sprich@cbsradio.com	July 1 – September 1, 2007 :60 sec. spots 1 x per week (:60 sec.) Auto Show / 8 spots 3 x per week (:60 sec.) Drive / 24 spots
KMJJ Glynnetta Ruffin kmjm/majic.9fm 1001 Highlands Plaza Dr. West Suite 100 St. Louis, MO 63110 Phone (314) 333.8025 Fax (314) 333.8225 glynnettaruffin@clearchannel.com	July 2 – September 2, 2007 :30 sec. spots :30 sec. Prime Time / 51 spots :30 sec. Evening / 27 spots
KWMU Linda Reich Account Executive 90.7FM KWMU/NPR 8001 Natural Bridge Rd. St. Louis, MO 63121 Phone (314) 516.7343 Fax (314) 516.6910 lreich@kwmu.org	July 2 – September 1, 2007 :15 sec. spots 1 x (:15 sec.) spot per week Car Talk / 9 spots 3-4 (:15 sec.) spot per week Drive / 37 spots
Media Outlet and Contact	Dates of Advertisements
KDHX Diane Sheehan Underwriting Executive KDHX 88.1 FM 3504 Magnolia St. Louis, MO 63118 Phone (314) 664.3955 x305 Fax (314) 664.1020 dsheehan@kdhx.org	July 1 – September 1, 2007 :30 sec. spots :30 sec. Earthworms Program / 9 spots :30 sec. 8/week for 6 weeks and 6/week for 3 weeks (50% prime time, 30% off prime and 20% weekends)

<p>KLPW</p> <p>Abbey Anderson KLPW AM/FM</p> <p>Phone (636) 583.5155 Fax (636) 583.1644</p> <p>abbey@klpw.com</p>	<p>July 1 – September 1, 2007</p> <p>:30 sec spots</p> <p>45 x per week (:30 sec.) Prime Time / 405 spots</p> <p>5 x per week (:30 sec.) Saturdays / 45 spots</p>	
<p>St. Louis Post-Dispatch and Suburban Journals</p> <p>Brian Meehan Advertising Account Executive West County Journals 14522 S. Outer Forty Rd. Town & Country, MO 63017</p> <p>Phone (314) 821.2462 ext. 580 Fax (314) 821.3408</p> <p>bmeehan@yourjournal.com</p>	<p>July 2 – September 1, 2007</p> <p><u>St. Louis Post-Dispatch</u> – 5 ads (2col x 6”) for 9 weeks</p> <ul style="list-style-type: none"> • July 1, 2, 3, 5, 6 (zoned section excluding IL) • July 8, 9, 10, 12, 13 (zoned section excluding IL) • July 15, 16, 17, 19, 20 (zoned section excluding IL) • July 22, 23, 24, 26, 27 (zoned section excluding IL) • July 29, 30, 31 and August 2, 3 (zoned section excluding IL) • August 5, 6, 7, 9, 10 (zoned section excluding IL) • August 12, 13, 14, 16, 17 (zoned section excluding IL) • August 19, 20, 21, 23, 24 (zoned section excluding IL) • August 26, 27, 28, 30, 31 (zoned section excluding IL) <p><u>Suburban Journals</u> – 1 ad (2col x 6”) for 9 weeks</p> <p>July 4 July 11 July 18 July 25 August 1 August 8 August 15 August 22 August 29</p>	

<p>St. Louis American</p> <p>Sonia Dulaney Account Executive 4242 Lindell St. Louis, MO 63108</p> <p>Phone (314) 283.5404 Fax (314) 533.2332 sdulaney@stlamerican.com</p>	<p>July 12 – August 30, 2007</p> <p>1 ad (5col. X 6”) for 6 weeks July 12 July 26 August 9 August 16 August 23 August 30</p>	
<p>Media Outlet and Contact</p>	<p>Dates of Advertisements</p>	
<p>Washington Missourian</p> <p>Mindy Heidmann Washington Missourian 14 West Main St. Washington MO 63090</p> <p>Phone (636) 390-3022 Fax (636)239.0915 mindy@emissourian.com</p>	<p>July 7 – August 30, 2007</p> <p>1 ad (6col x 12”) for 9 weeks July 7 July 14 July 18 July 28 August 8 August 18 August 22 August 25 August 29</p>	
<p>Sullivan Independent News</p> <p>Carmen 411 Scottsdale P.O. Box 268 Sullivan, MO 63083</p> <p>Phone (573) 468.6511 Fax (573) 468.4046 Nuz4u@fidnet.com</p>	<p>July 4 – August 28, 2007</p> <p>1 ad (4col x6”) for 7 weeks July 4 July 18 August 1 August 8 August 15 August 22 August 29</p>	
<p>New Haven Leader</p> <p>Penny Gerling Ad Composition 415 Charles Cook Plaza New Haven, MO 63068</p> <p>Phone (573) 237.3222 Fax (573) 237.7222 ads@fidmail.com</p>	<p>July 11 – August 29, 2007</p> <p>1 ad (4col x 6”) for 8 weeks July 11 July 18 July 25 August 1 August 8 August 15 August 22 August 29</p>	