



Demonstrating the Benefits: Car Care Month



Catherine Zimmerman
Department of Planning &
Environmental Protection
Air Quality Division



Clean Air Month Partners

	Government	Non-Profit	Business
2002	<i>1</i>	<i>1</i>	<i>11</i>
2003	<i>4*</i>	<i>2*</i>	<i>206</i> <i>(900)*</i>

* Tri-County Totals



Business Partners

	Type of Products Distributed	# of Times Message Used	Viewers Reached
Gasoline Stations	<i>Print Ads</i>	89 (1,500)*	2,470,700 (41,625,000)*
Auto Businesses	<i>Brochures, tire- pressure gauges</i>	4,000 (8,000)*	4,000 (8,000)*



Earned Media/Public Relations

	Type of Products Distributed	# of Times Messages Used	Readers/Viewers/Listeners Reached
Internal County Publications	<i>Print</i>	5 (10)*	35,000 (185,000)*
WKIS FM	<i>Broadcast</i>	2	
WLYF FM	<i>Broadcast</i>	3	10,000 – 12,000*
Miami-Herald	<i>Print</i>	1	185,000*
Vehicle Check Lanes	<i>Other</i>	1 (3)*	136 (356)*



Paid Advertising

	Outlet Category	# of Times Ad Placed	Readers/ Viewers/ Listeners Reached
“Talking Shop”	<i>Print</i>	1*	6,000-7,000*
Radio PSAs	<i>Broadcast</i>	77*	913,000+*



For More Information:

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