

In each year's annual report, we draw attention to the advertising and public relations campaigns launched during the previous year. This year, we're going to shine a light on some of the most successful campaigns developed throughout our 10-year career, as well as what was accomplished in 2005.

It is our goal to create strategic, hard-hitting campaigns that make the public aware of auto theft in Pennsylvania and of what they can do to protect their vehicles.

Following are yearly highlights of some of the great things we have created, beginning with fiscal year 1998-1999.

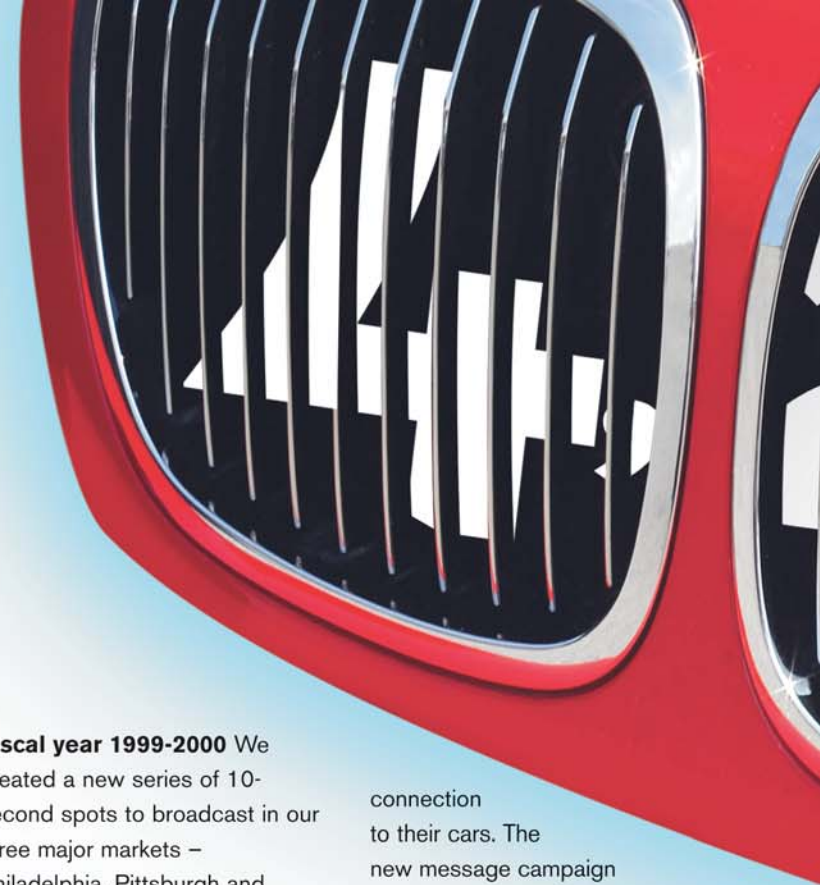
Fiscal year 1998-1999 The Authority, its grantees and local police agencies teamed up and began offering free vehicle identification number etching (VIN-etching) public events. We continue to offer these events and promote them through local news organizations, some of which cover the activities live. Public involvement has continued to grow with each year.

Fiscal year 1999-2000 We created a new series of 10-second spots to broadcast in our three major markets – Philadelphia, Pittsburgh and Harrisburg – that featured auto theft prevention techniques such as “Never hide a second set of keys in your car” and “Be cautious of a seller with no fixed address, place of employment or phone number.” Also, copies of a “50 ways to help stop auto theft” brochure were distributed across the Commonwealth.

Fiscal year 2000-2001 The message we sent to the public in 2000 was “You lose more than a car when you're a victim of auto theft.” This high visibility campaign was based on extensive research that told us most vehicle owners had a strong emotional

connection to their cars. The new message campaign was supported by a more visible presence at community events, including the Philadelphia Auto Show.

Fiscal year 2001-2002 A new 30-second spot and two radio commercials, produced in the fall of 2000, continued to air in major markets around the state. Also, another public education campaign was built around the same message of “You lose more than a car when you're a victim of auto theft.” Public relations efforts shifted into high gear, with teaser mailings sent out to the media for events that read, “It's 10:00 on Wednesday. Do you know where your car is?”





convictions since 1996

We teamed up with PENNDOT to help educate Pennsylvanians on how to protect themselves from vehicle theft. License plate mailings were combined with Authority flyers. Also, new research was conducted in the fall of 2001 to determine what people knew and didn't know about unsafe situations, and the gap between "myth and reality" when it comes to auto theft prevention. Another successful

public awareness initiative we launched involved providing trivia questions on auto theft statistics to radio stations for use during talk programs.

Fiscal year 2002-2003 A new campaign launched that was designed to alert a young target – 18-to-25 year-old drivers – that "If you think you can't be a victim of auto theft, you're wrong." Research

commissioned by the Authority indicated that members of this target group were nonchalant and uninformed about protecting their cars from theft. Television, radio, billboards and convenience store posters were the mediums used to target Pennsylvania's young drivers and to help them realize that auto theft was a real threat to their livelihood.

A brochure went out to the target, drawing attention to the attitudes and behaviors that could be putting them at risk for losing their cars. The brochure debuted at sporting events, concerts and on college campuses.

One of our most dramatic public relations initiatives began this year with mock auto thefts associated with the "Lock It or Lose It"

campaign. This campaign aimed to halt the theft of cars their owners left running while they ran into a convenience store for a quick purchase. It proved itself effective in that people could actually see how easy it was to steal a running car. The mock auto thefts resulted in tremendous print and broadcast media coverage.

This year, we continued to reach out to new groups and organizations as partners in motor vehicle theft prevention, including the Department of Education, PENNDOT and the AAA Mid-Atlantic Insurance Group.



Fiscal year 2003-2004 We continued to focus on reaching the 18-to-25-year-old audience. The Authority reinforced the proactive steps taken in 2002 with brochures, radio and outdoor advertising to reach this vulnerable population. A blunt and to-the-point outdoor billboard campaign was designed to reach its drive-by audience with simple messages like "No Car. Not Going Too Far." and "No Truck. Out of Luck."

We also continued our successful mock auto thefts at local convenience stores in Erie, Scranton, Lancaster and Harrisburg. Posters displayed outside of these convenience stores communicated the same message: Lock your doors and take the keys when leaving your car – even for just a minute. “Lock it or Lose It” won top honors in the Media Event category of the PR & Marketing Network Awards and bested three other finalists in the Media Event category, including brands like JELL-O, Burger King and Arm & Hammer.

Fiscal year 2004-2005 A new 30-second television spot hit the airwaves, highlighting how car thieves fall in love with cars, even average-looking ones. A radio spot with the same message was also produced.

Also, in preparation for our 10-year anniversary, we undertook a few bold initiatives. We redesigned our entire website (www.watchyourcar.org) to make

it a more interactive and informative place for visitors. A 10-year anniversary video news release (VNR) was released to the media in conjunction with the Insurance Fraud Prevention Authority. The VNR relayed the message, “Ten-year review finds positive impact on theft and fraud, but more can be done.” To coincide with the VNR, we also implemented a statewide radio media tour in which Julia Hearthway, ATPA Chairman, and Roy Miller, Executive Director, gave remarks on the ATPA’s progress during the past 10 years.

Police departments across the Commonwealth received a new tool to help in the fight against auto theft. The 13-minute “ATPA Police Roll Call Video” was distributed in 2004, showing patrol officers what to look for and what questions to ask when investigating an auto theft.

Another great public awareness campaign was the 85-and-a-half car event. The Pennsylvania State

Police headquarters was the backdrop for the event and 85-and-a-half cars – the average number of cars stolen every day in Pennsylvania – served as a powerful visual (especially the half-car!). Finally, the ATPA and its grantees VIN-etched 2,045 cars, which makes this year one of the biggest VIN-etching years to date.

Fiscal year 2005-2006 Moving forward, new marketing efforts are in the works that will reach a specific target audience.

This target will primarily consist of those people who have a higher-than-average interest in their current vehicle or those people shopping for a new one.

As a result of conversations we had with our grantees, we learned that there has been a spike in high-end car thefts. These cars are often stolen for parts or VIN-altered for illegal resale.

To tackle this issue, we’re going to use several different mediums,

including radio, out-of-home, online and nontraditional advertising to show these car owners the preventative measures they can take now to make their cars less attractive to a car thief later. We’ll be promoting VIN-etch kits consumers can purchase on watchyourcar.org. The Authority will be the first auto theft prevention organization to offer the kits to the public at a low cost.

The outstanding work of our 15 grantees, supplemented with our multimedia advertising campaigns and public outreach initiatives, have contributed to 10 great years of reducing auto theft in the state of Pennsylvania – and we’re just getting started!

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