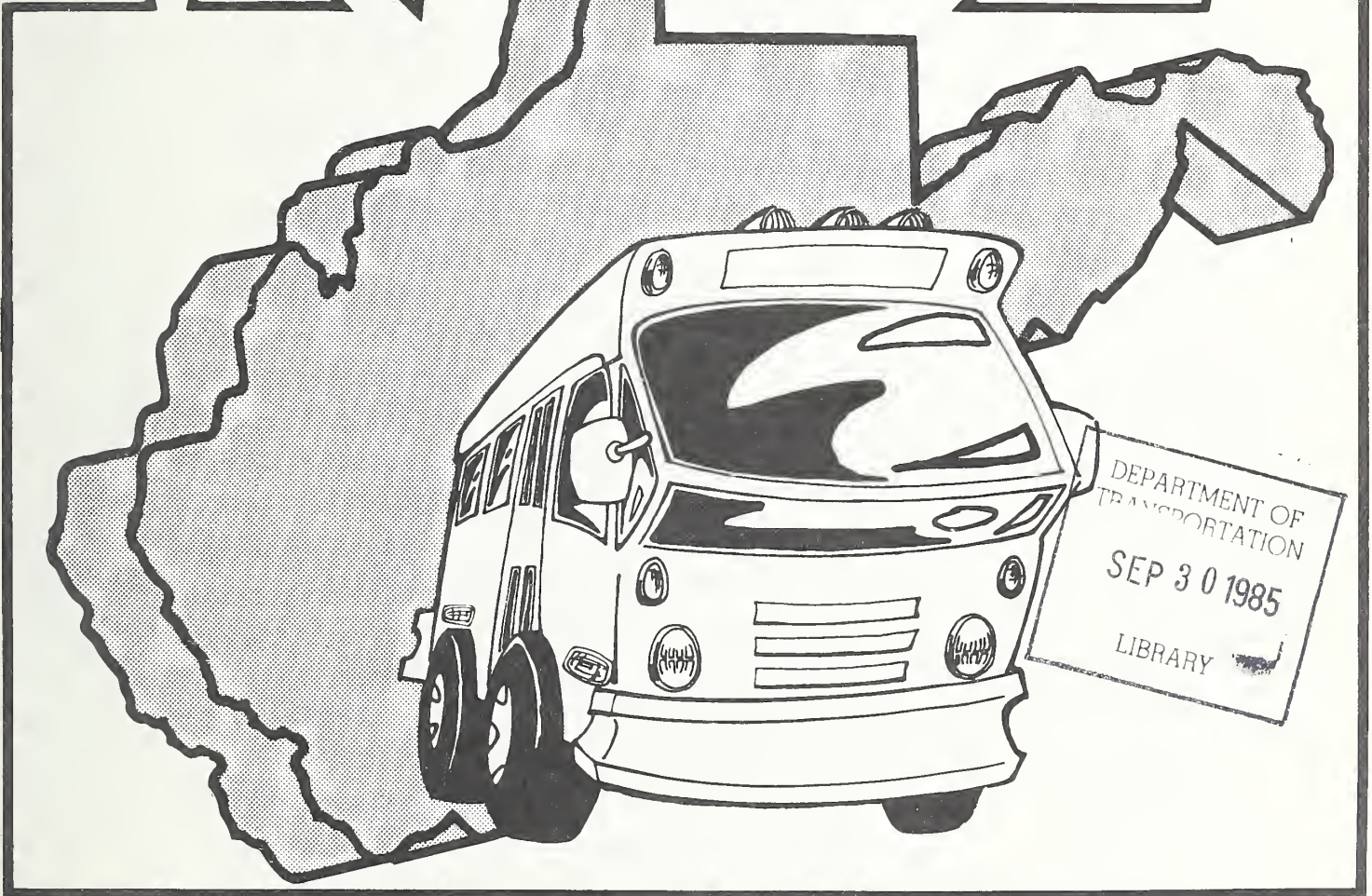


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GET ON THE BUS AND RIDE

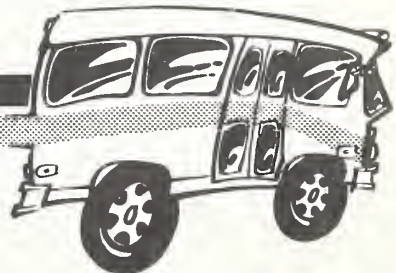


This handbook was financed in part by grants from the United States Department of Transportation through the West Virginia Public Transportation Division.



West Virginia Public Transportation Division

GET ON THE BUS AND RIDE



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I N S T R U C T I O N S

INTRODUCTION

This Marketing Handbook is the official collection of ad materials from the West Virginia Public Transportation Division. It is meant to aid you in making the most of your advertising dollars, to help you expand your public influence, and to increase ridership in your area.

With a positive outlook and aggressive promotional activities, the tools in this handbook can make this a year of growth. Included are ready-to-use newspaper and radio advertisements, plus suggestions on how you can use certain elements to prepare original ads. A budget planning section suggests how you can best spend your advertising budget when you must purchase media time and space. A separate section deals with ideas for public relations activities which generally require more expenditure of hard work than hard cash. Good public relations, however, can be invaluable in promoting good will and a positive image in your community.

WHAT KIND OF ADVERTISING IS BEST?

There is no easy answer to that question, since conditions vary greatly from place to place. Selection of the media mix will depend to a great extent on your knowledge of your area and the habits of the residents of your community. For instance, you may feel that television is the best media in your area. It is undeniable that television is a very powerful advertising medium. In some areas, however, television is not a good choice, perhaps because of the lack of a local station, or because of high rates.

Usually, it is best to use more than one medium for your advertising campaign. Spend portions of your budget on newspaper and radio, and tie the two together with the use of a common theme or slogan. The materials in this handbook will help you to design such campaigns for use throughout the year.

PLANNING A SPECIFIC ADVERTISING CAMPAIGN

No matter what the content of your campaign, your first job is to plan what, how and where you wish to place your ads.

LOOK at your market.

CHOOSE the best combination of media to reach your audience.

WORK OUT your budget to determine how much money you need to get you from point A to point B.

WHICH NEWSPAPERS AND RADIO STATIONS?

Market conditions and demographic makeup in your area will determine where your dollars should be spent. Your experience and observations on the local scene will help you decide the best newspaper and radio stations.

Ratings services compile data to show which newspapers and radio stations are the most popular. Arbitron, for instance, lists the number of radio listeners at various times of day, and further separates listeners into age groups. This information can

be obtained from some radio stations, and can be used to help you select the best buy among several stations. Similarly, the Audit Bureau of Circulation compiles statistics on newspapers to determine the numbers of readers and other demographic information. Often newspapers will share this material with you.

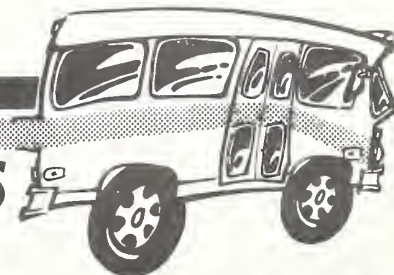
If you have access to any ratings services, by all means USE them.

HOW TO PLAN AND IMPLEMENT A YEAR LONG CAMPAIGN

Start with your total annual advertising budget and subtract any pre-allocated expenditures, such as Yellow Pages listings. Your total budget for media expenses can now be divided into percentages for specific promotions during the year.

The following charts show a sample budget in the planning stages, with blank space for you to insert your own figures. The charts can be filled in with tentative figures for each month. Figures can be changed if conditions so warrant. You will want to plan more budget expenditures during months of high promotion when increased ridership can be expected, and less on general advertising during quieter months. It is always a good idea to aim for consistent reminders to keep your name before the public, even when you have no big advertising project going.

Prepare a monthly budget using the raw data from your annual chart. Bear in mind that unforeseen conditions may cause you to revise your original plan. Choose the ad materials you wish to use and contact your newspaper and radio representatives for placement. More specific instructions can be found in later sections of your Marketing Handbook.



**BUS SYSTEM BUDGET PLANNER
1984 MAY 1984**

Total Advertising Budget \$ 8,000.00
 Pre-Allocated Expenses
 (Yellow Pages, etc.) - 1,000.00
 Printing - 2,000.00

 Total \$ 5,000.00

Total Advertising Budget \$ _____
 Pre-Allocated Expenses
 (Yellow Pages, etc.) - _____
 Printing - _____

 Total \$ _____

MONTHLY % OF ADVERTISING BUDGET

MONTH	%	AMOUNT
Jan	<u>2%</u>	<u>\$ 100.00</u>
Feb	<u>3%</u>	<u>150.00</u>
Mar	<u>15%</u>	<u>750.00</u>
Apr	<u>5%</u>	<u>250.00</u>
May	<u>12%</u>	<u>600.00</u>
Jun	<u>5%</u>	<u>250.00</u>
Jul	<u>3%</u>	<u>150.00</u>
Aug	<u>3%</u>	<u>150.00</u>
Sep	<u>12%</u>	<u>600.00</u>
Oct	<u>5%</u>	<u>250.00</u>
Nov	<u>15%</u>	<u>750.00</u>
Dec	<u>20%</u>	<u>1,000.00</u>

MONTH	%	AMOUNT
Jan	_____	\$ _____
Feb	_____	_____
Mar	_____	_____
Apr	_____	_____
May	_____	_____
Jun	_____	_____
Jul	_____	_____
Aug	_____	_____
Sep	_____	_____
Oct	_____	_____
Nov	_____	_____
Dec	_____	_____

Prepare a monthly budget listing the publications and sizes of the ads you wish to run and a schedule of radio spots.

A sample budget follows:

**BUS SYSTEM BUDGET
1984 MAY 1984**

NEWSPAPERS:

TRI COUNTY GAZETTE

Sun May _____	Dial a Ride	2"x5"	10"	@\$5.00 pci	\$ 50.00
Sun May _____	Shopper Special	2"x5"	10"		50.00
Sun May _____	Dial a Ride	2"x5"	10"		50.00
Wed May _____	Shopper Special	2"x5"	10"		50.00
					<u>\$ 200.00</u>

GREEN SHEET SHOPPER

Tue May _____	Dial a Ride	2"x5"	10"	@\$2.00 pci	\$ 20.00
Tue May _____	Dial a Ride	2"x5"	10"		20.00
Tue May _____	Dial a Ride	2"x5"	10"		20.00
Tue May _____	Dial a Ride	2"x5"	10"		20.00
					<u>\$ 80.00</u>

TOTAL NEWSPAPER:

\$ 280.00

RADIO:

WPTD RADIO

May _____ through _____

3 per day-Mon thru Fri
60 spots @\$5.00 \$ 300.00

TOTAL RADIO:

\$ 300.00

TOTAL SPENT:

NEWSPAPER	\$ 280.00
RADIO	300.00
TOTAL	<u>\$ 580.00</u>
BUDGETED	\$ 600.00
UNDER BUDGET	(\$ 20.00)



**GET ON THE BUS
AND RIDE**



NEWSPAPER

NEWSPAPER

LOCAL PEOPLE READ LOCAL NEWSPAPERS

No matter what their sources for national and international news, most people read the local newspaper for information about home town happenings and the activities of their friends and neighbors. Newspapers provide the perfect medium for reaching potential bus riders. Because bus service is of interest to the local audience, your newspaper ads will help to convince people to take advantage of the service you offer. You may also find high readership in local shopper news publications, which offer a very low price.

HOW TO PREPARE A NEWSPAPER BUDGET

Newspapers charge for advertising space on a "per column inch" basis. To figure the number of column inches, measure the length of your ad and multiply that figure by the number of columns the ad is wide. For example: Your ad is 10 inches high and four columns wide, (10 inches x 4 columns = 40 column inches.) You will therefore be charged for 40 column inches. Multiply 40 by the rate per column inch to determine the cost for your ad.

When you have decided on your newspaper schedule, contact your newspaper representative to get the lowest contract rate that your yearly insertions can earn. The more space you buy, the less the rate per column inch.

You are not restricted to the sizes of ads included in your Marketing Handbook. The newspaper production staff can enlarge or reduce the size of these ads for you to meet your budget requirements. The art work and type are designed to be enlarged or reduced with no loss of quality.

HOW TO USE YOUR AD SLICKS

This handbook contains fifteen black and white advertising layouts, called "ad slicks." They are ready-to-use, with the simple addition of your company name and logo, address and phone number. The number sheets provide several sizes of numbers which can be cut out and pasted together to form your phone number. It is wise to have the phone number as large as possible.

You can supply the newspaper representative with the number sheets so that the type style will match the rest of the ad for continuity and uniformity. The production staff will "strip in" your company name and address with the phone number.

If you prefer to create your own ad, you can use any of the headlines provided in the Ad Planner, along with artwork that can be dropped out and combined with other elements for a new ad. If you write your own copy, the newspaper production staff will typeset it for you and strip it into the space provided.

These ads have been designed for maximum appeal and impact in all elements. Be sure to delete any instructions such as "Local Bus System Name" when placing them with the newspaper. If there is sufficient space, you may want to add

local rate information, such as discounts for Senior Citizens, the handicapped, or young children.

WHERE TO PLACE YOUR ADS

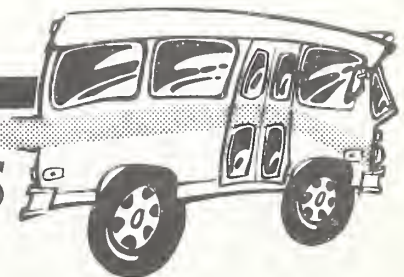
Ask your newspaper representative for help in selecting the proper placement for your ad. Keep in mind that ads which appeal to young riders may have higher readership on comics pages or in the sports section, while ads directed to women might be better placed in the family section.

Choose the ads that best reflect your marketing strategy in reaching goals that will benefit your area best.

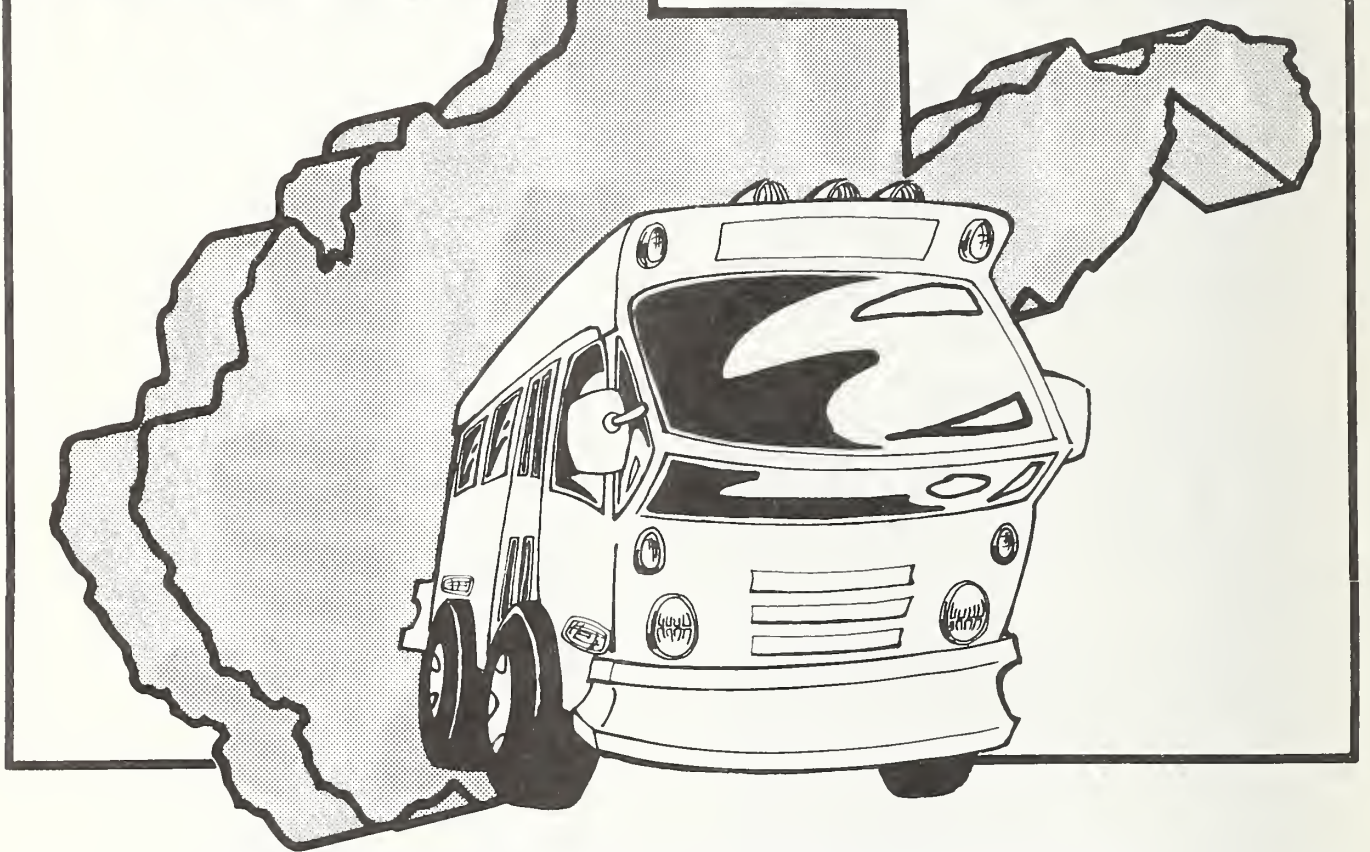


West Virginia Public Transportation Division

**GET ON THE BUS
AND RIDE**



GET ON THE BUS AND RIDE

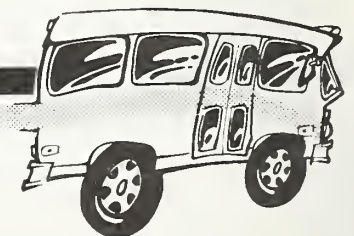


Public transportation is vital to the community. The bus is your "insurance policy" that takes you where you want to go, when you want to go there. The bus protects your right to travel freely. Support this valuable service! Give the bus a try!

CALL 000-0000

LOCAL BUS SYSTEM NAME

**GET ON THE BUS
AND RIDE**



A Class Act

Ride The Student Shuttle To School



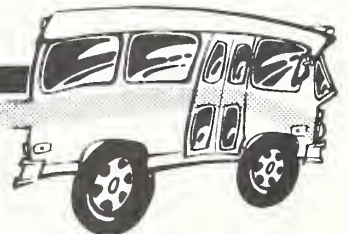
A+ ... Energy Conservation
A+ ... Convenience
A+ ... Low Cost

The smart money is on the student shuttle every school day of the year. Call us for details on how to get your student pass.

CALL 000-000

LOCAL BUS SYSTEM NAME

**GET ON THE BUS
AND RIDE**



The Fair Fare



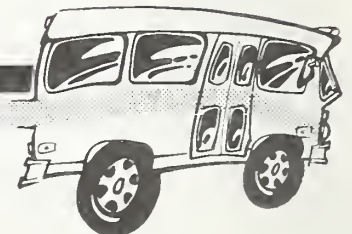
Your bus fare is a small thing when you ride on our bus. We get you where you want to go, safe, sound and at a price that's fair.

Try us and see!

Call 000-0000

LOCAL BUS SYSTEM NAME

**GET ON THE BUS
AND RIDE**



we've made some
CHANGES



NEW SCHEDULES START

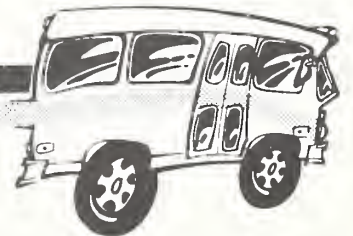
(DATE)

We think our new schedules will help us serve you better than ever. You should be aware before hand what the new times are, so you can plan your traveling. Call us for a printed list of routes and times, or, better yet, stop in and pick one up.

CALL 000-0000

LOCAL BUS SYSTEM NAME

**GET ON THE BUS
AND RIDE**



We've Made Some **CHANGES**

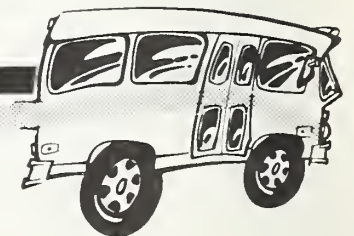


insert changes here

CALL 000-0000

LOCAL BUS SYSTEM NAME

**GET ON THE BUS
AND RIDE**



BUS FEVER CATCH IT!



Do you suffer these symptoms?

Rising Temperatures (from too many parking tickets...)

Congestion (of massive traffic tie-ups...)

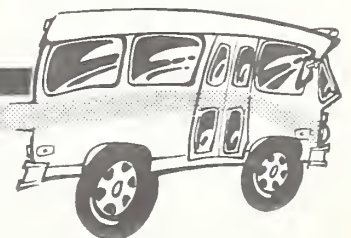
Nagging Aches (in the pocketbook from the high cost of gas...)

Cure your ills the easy way. Catch Bus Fever!!! It's easy, convenient and low cost.

CALL 000-0000

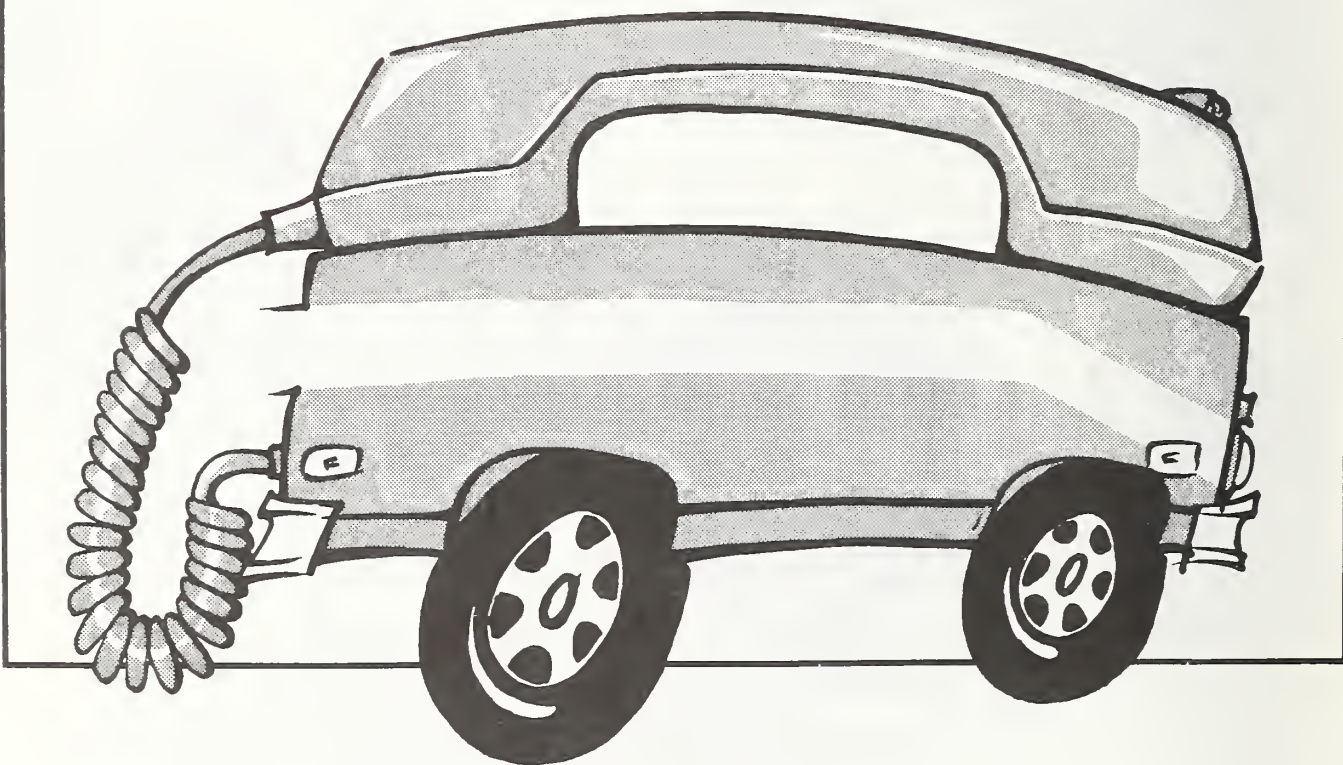
LOCAL BUS SYSTEM NAME

**GET ON THE BUS
AND RIDE**



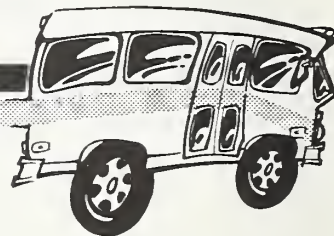
GIVE US A CALL

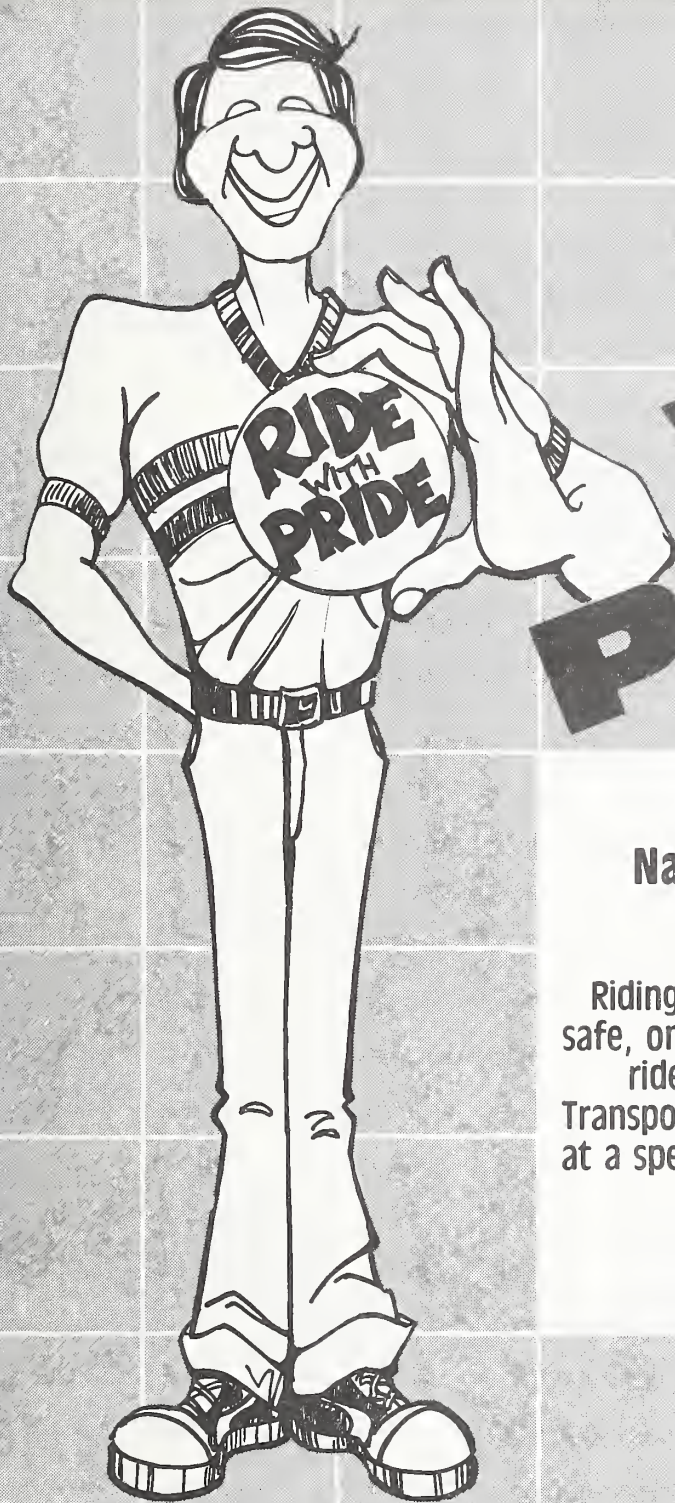
Call
000-0000



LOCAL BUS SYSTEM NAME

**GET ON THE BUS
AND RIDE**





**RIDE
WITH
PRIDE**

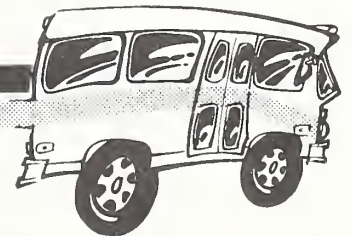
**National Transportation Week
May 13 - 19**

Riding the bus is a good buy! You get there safe, on time, and at a low, low cost when you ride the bus. Especially during National Transportation Week, when we're offering rides at a special reduced rate. Just ¢ will take you anywhere around town.

Call 000-0000

LOCAL BUS SYSTEM NAME

**GET ON THE BUS
AND RIDE**



The Shopper Shuttle



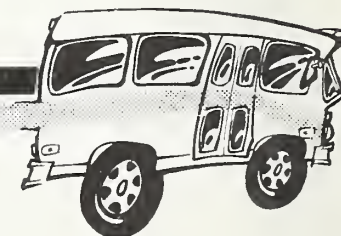
We're having a "sale" for shoppers!
For a limited time only, two can ride
for the price of one. Shop the


downtown stores and you and a friend
can ride for just _____¢ each, all
day long. Riding the bus is a bargain!

CALL 000-0000

LOCAL BUS SYSTEM NAME

**GET ON THE BUS
AND RIDE**





Look What the Stork Brought Us!

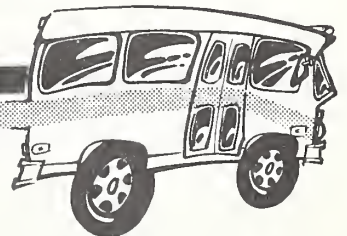
Our new arrival is our pride and joy. With this new bus, service will be better than ever. This "chip off the old block" has interiors scientifically

designed for your comfort. And all at the same low prices.

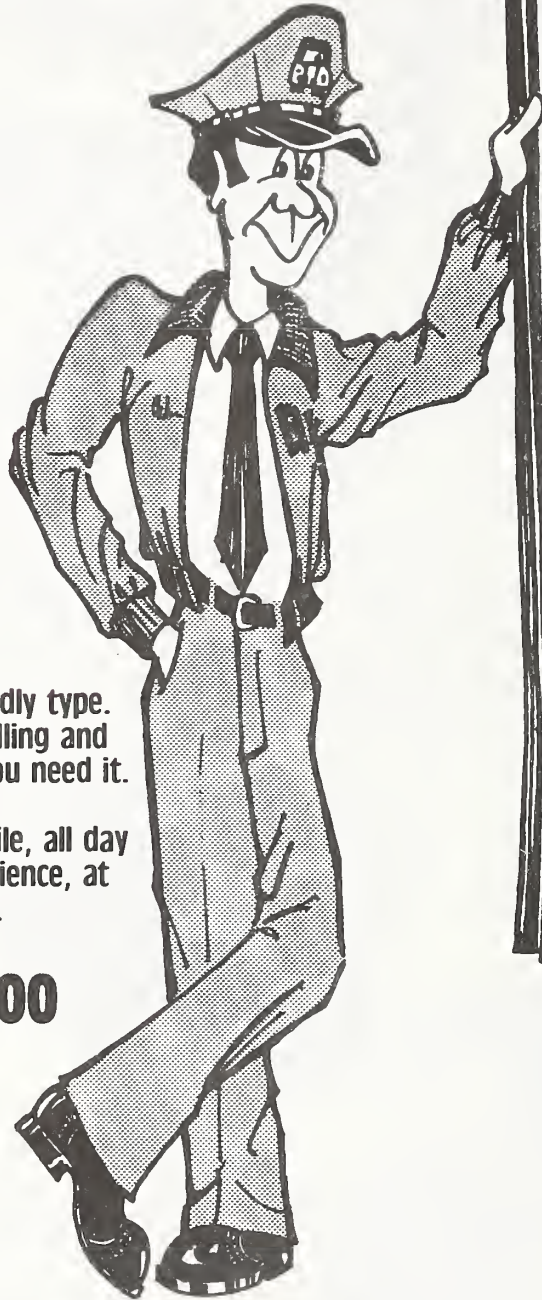
CALL 000-0000

LOCAL BUS SYSTEM NAME

**GET ON THE BUS
AND RIDE**



Three Cheers for the BUS DRIVER



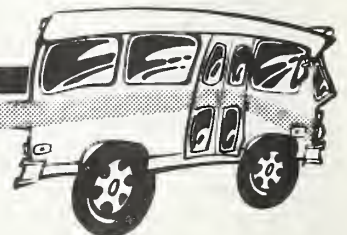
Our drivers are the friendly type. They're always ready, willing and able to lend a hand if you need it.

That's service with a smile, all day long. Service and convenience, at a low cost. Give us a try.

CALL 000-0000

LOCAL BUS SYSTEM NAME

**GET ON THE BUS
AND RIDE**





Happy Birthday, Dear Bus, Happy Birthday, to us!

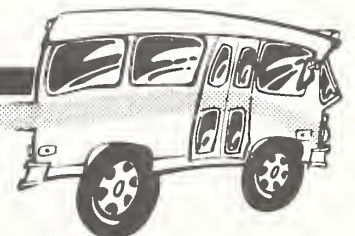
We're celebrating our _____ year providing transportation services to the community. Our first bus trip took place on _____, 19_____.

As a present to you on our birthday, we invite you to take a ride on us. Ride **FREE** between 10 a.m. and 2 p.m. on _____, 19_____.

CALL 000-0000

LOCAL BUS SYSTEM NAME

**GET ON THE BUS
AND RIDE**

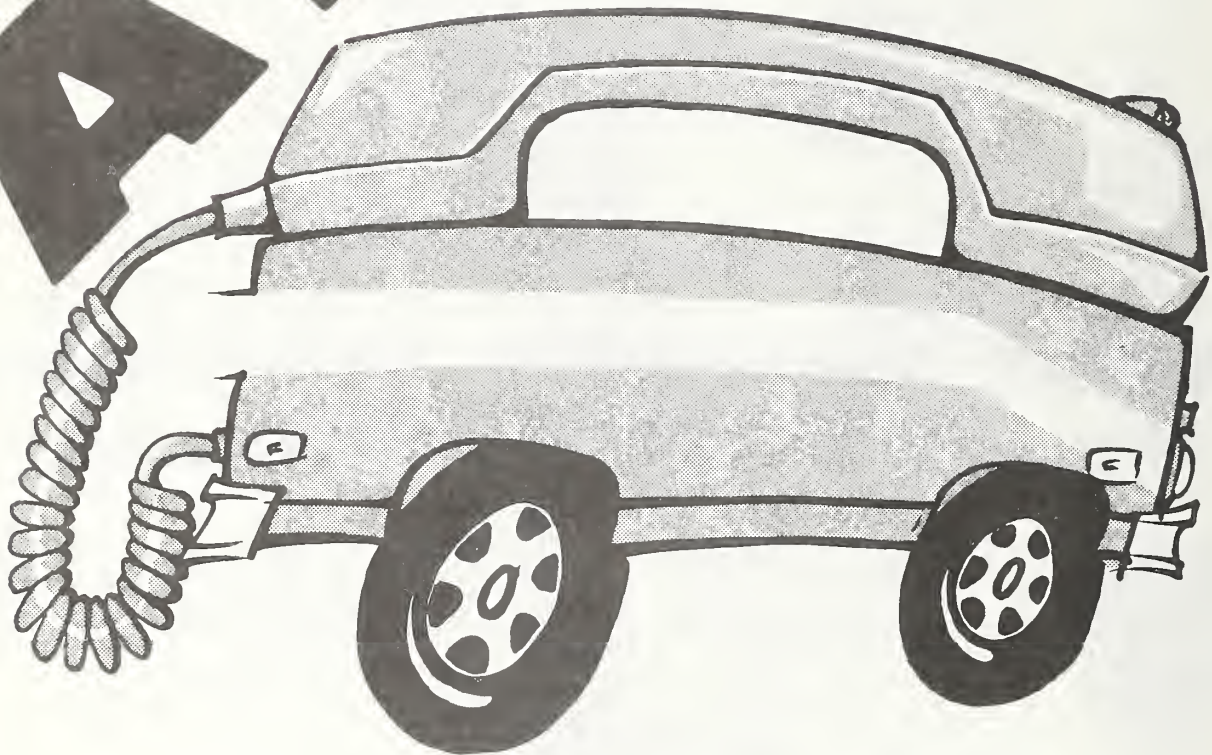


CAR RIDE

Give us
a try!

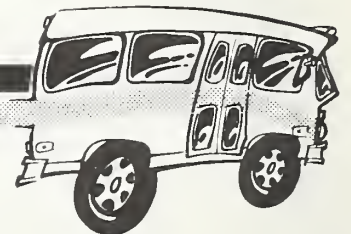
Call

000-0000

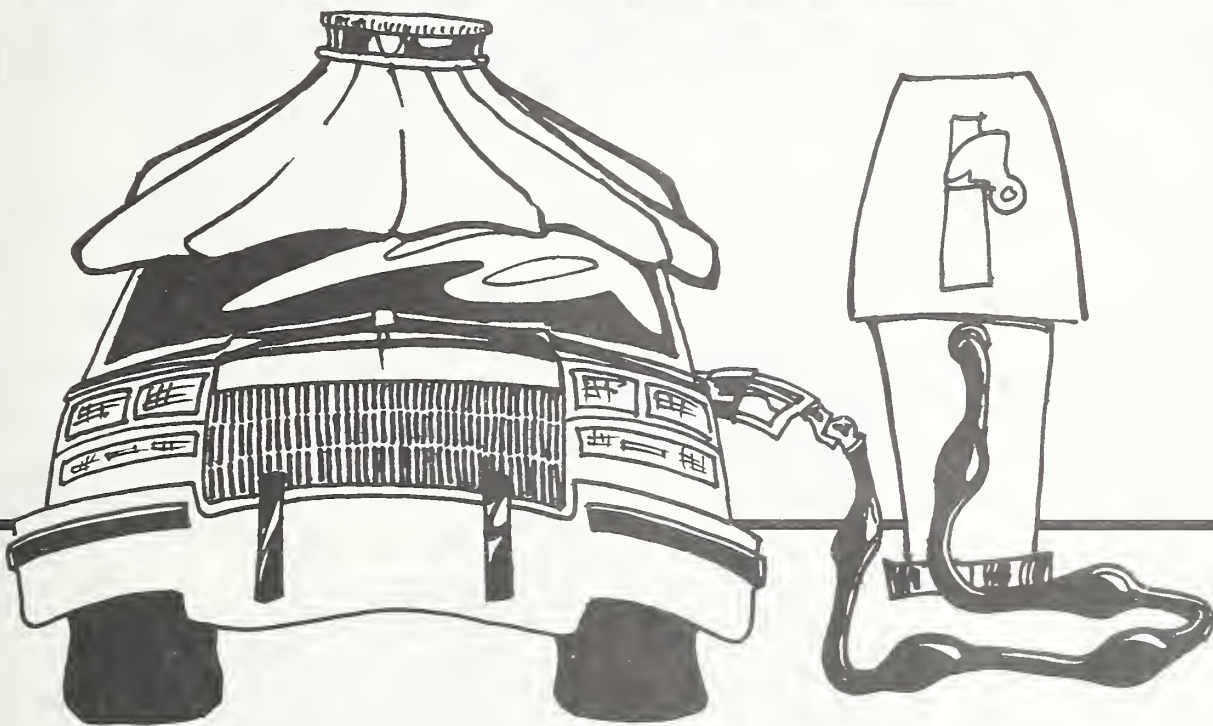


LOCAL BUS SYSTEM NAME

GET ON THE BUS
AND RIDE



Gas Pains?



Here's the Cure

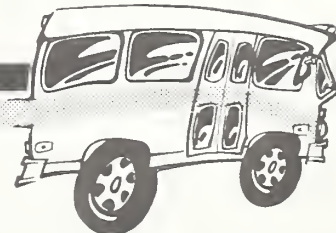
Beat the high cost of car expenses. . . ride the bus. We take you where you want to go.

Save money at the gas pump! Leave your car at home.

CALL 000-0000

LOCAL BUS SYSTEM NAME

**GET ON THE BUS
AND RIDE**



we go in SNOW



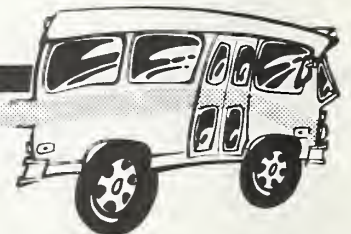
Avoid the nerve wracking ordeal of driving in snow. Rely on your dependable bus to get to work, school and around town.

Stop worrying about slip, sliding away.

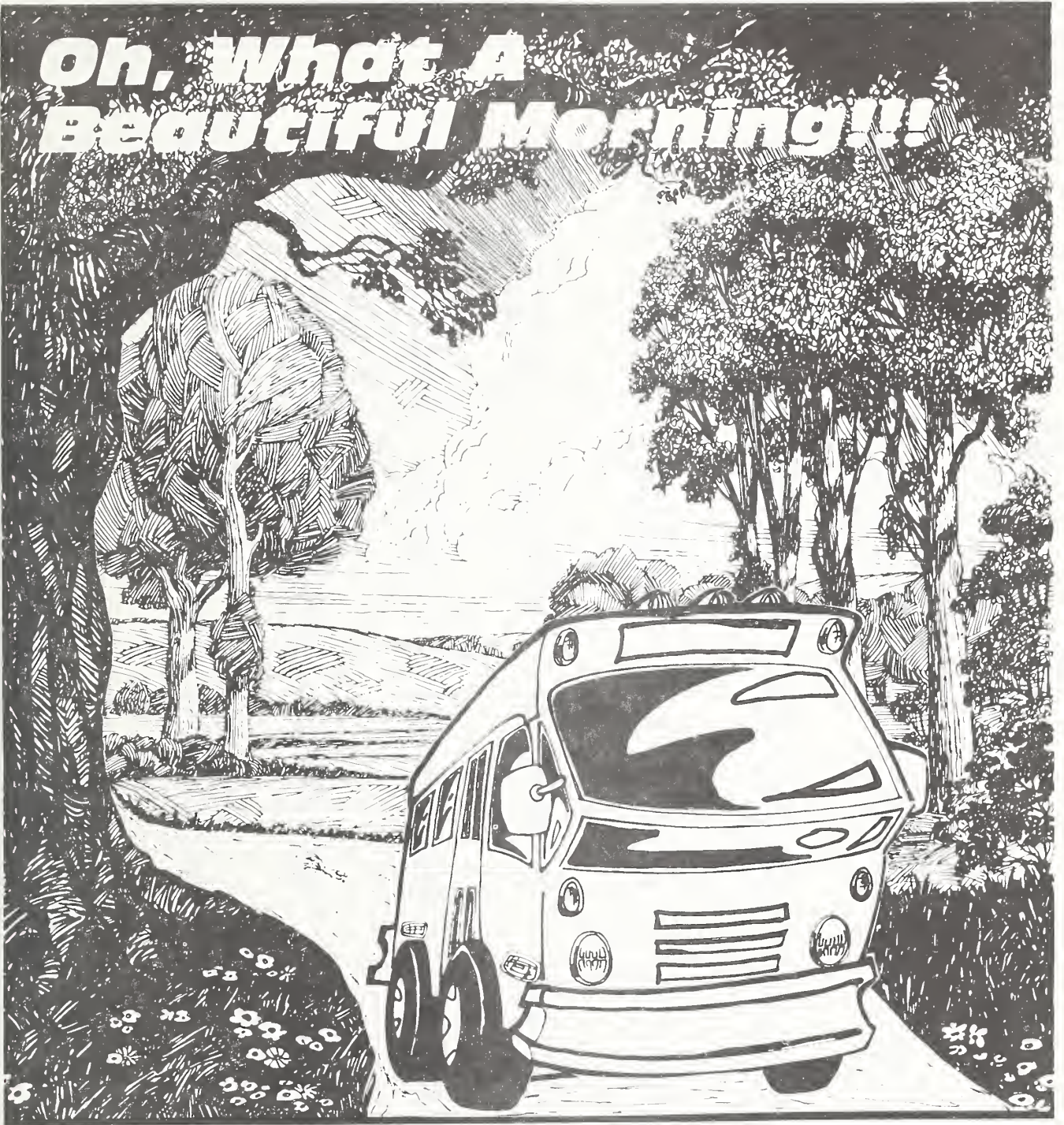
CALL 000-0000

LOCAL BUS SYSTEM NAME

**GET ON THE BUS
AND RIDE**



**Oh, What A
Beautiful Morning!!**

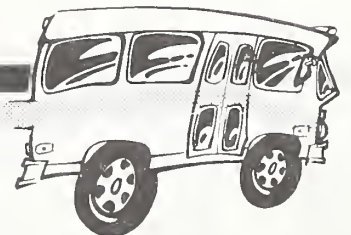


Enjoy the summer scenery from the comfort of your seat on the bus. No hassle with drivers and traffic, no speeding tickets. Just sweet enjoyment. We keep our eye on the road, so you don't have to, for a low, low cost.

CALL 000-0000

LOCAL BUS SYSTEM NAME

**GET ON THE BUS
AND RIDE**



NUMBER SHEET

The numbers are in the same typestyle as the newspaper ads contained in your handbook. You may use them for phone numbers, fares, or other uses where a prominent number is desirable. The newspaper can enlarge or reduce the numbers if necessary. You may wish to supply your newspaper with this sheet for their use in production of your ads.

Call

0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9
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Call

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Call

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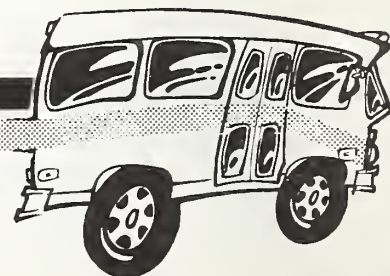
Call

0	1	2	3	4	5	6	7	8	9
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West Virginia Public Transportation Division

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Call

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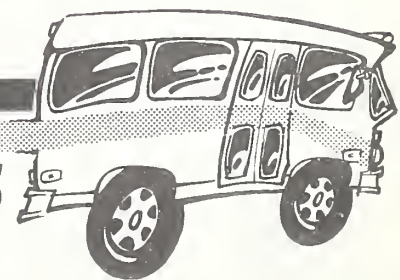
Call

0	1	2	3	4	5	6	7	8	9
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Call

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Call

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0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9

Call

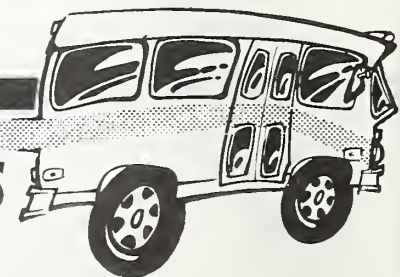
0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9
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Call

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0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9



**GET ON THE BUS
AND RIDE**



SUGGESTED HEADLINES

Gas Pains

GET ON THE BUS AND RIDE

CALL A RIDE

GIVE US A CALL

The Shopper Shuttle

RIDE WITH PRIDE

The Fair Fare

We've Made Some CHANGES

GET ON THE BUS AND RIDE

We go in SNOW

Oh, What A Beautiful Morning!!!

Happy Birthday, Dear Bus, Happy Birthday, to us!

Three Cheers for the Bus Driver

Ride The Student Shuttle To School

Bus Fever Catch It!

The Fair Fare

we go in SNOW

we've Made Some CHANGES

Look What the Stork Brought Us!

Gas Pains

Bus Fever Catch It!

CALL A RIDE

Oh, What A Beautiful Morning!!!

RIDE WITH PRIDE

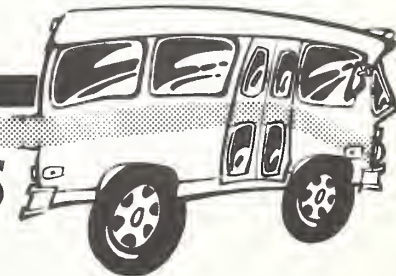
GIVE US A CALL

The Shopper Shuttle



West Virginia Public Transportation Division

GET ON THE BUS AND RIDE



R A D I O

RADIO

RADIO GOES EVERYWHERE

Radio goes into the street—into the workplace—into the home—into automobiles. Everywhere people work, play or relax, radio is there.

Radio reaches:

- * Disgruntled drivers who can't find a place to park
- * Homebound people who don't have private cars
- * Seniors who have given up their cars as too expensive
- * Handicapped persons unable to drive

Radio offers a great variety of opportunities to sell the idea of bus ridership to these people and more. You can pinpoint the audience you want to reach by choosing carefully among your local stations, and placing your spots in the time periods you want.

Radio stations are obliged to offer some "Public Service Announcements" free to non-profit organizations. This is one way to get your message to the public, but because the time is free, the stations generally run your spot during off hours when listenership is low.

To get your message to the largest number of the listening public, paid advertising may be the answer.

HOW TO PREPARE A BUDGET

When you prepare your radio budget, be sure to use the station's local rates. Figure your schedule to take advantage of any frequency discounts or package deals that may be offered. One sixty second spot costs less than two thirty second spots. Generally, spots are higher in price during the times of day when more people are listening, and lower at other times.

You are usually better off to buy a spot schedule rather than one of the station's promotions such as, "Christmas Greetings brought to you by..." or "This Safety Tip brought to you by..." Such fillers are designed to benefit the station more than the advertiser. Tell your story with your musical identity and well planned messages, rather than mere mentions of your name.

HOW TO CHOOSE THE BEST STATIONS

When you choose the radio stations where you will spend your radio budget, it is important to remember that your own personal taste in music should not be the deciding factor in your choice of an advertising medium. In recent years, the radio market has become increasingly fragmented, with stations often appealing to a small segment of the total market. There are country stations, rock stations, music of your life stations, talk radio, album oriented rock, and many variations of these formats. If your budget permits, your dollars can be spread over several stations to reach your prime audience. For instance, Beautiful Music stations for older riders, and evening hours on rock stations for teenagers.

If your budget is severely limited, choose the most popular station in your area and place your spots during drive times. These are the hours of highest listenership, from 6 a.m. to 9 a.m., when people are getting ready for work or school, and afternoons from 4 p.m. to 6 p.m. as they return home.

HOW TO USE THE ENCLOSED RADIO SPOTS

In order to establish the sound of your musical identity in the minds of the public, you may wish to run a schedule of the full vocal jingle, either the 60 second or 30 second version. Later, you will want to run either the prepared tapes or spots of your own composition, using the jingle.

Some of the ready-to-use radio spots included in your Marketing Handbook promote bus ridership in general. Others have specific themes or seasonal messages. Choose the spot you want to use and have your radio station make a dub of that spot from your master tape. **Be sure to have the station return the master tape to you after they have made their dub.**

If none of the ready-to-use spots is quite appropriate for your advertising plan and you wish to make your own spot, you can use the recorded musical bed as background. After you have written your own copy, ask your radio station to record it for you with the musical bed. There should be no charge for this service.

Included in this section of your handbook is a copy of the lyrics of your jingle, along with a list of 10 different versions of the jingle. The times noted give information to help you write and record your own message. For instance, cut 2 is listed as a :60 donut with a :42 bed. This means that cut 2 has singing at the beginning and end, with 42 seconds of instrumental music in the middle, over which your message will be taped. Choose the jingle that will be most adaptable for your needs.

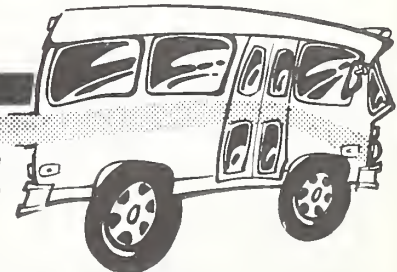
Choose a disc jockey or another person with a pleasant voice to record your spot. It is usually best to have the spot pre-recorded for broadcast, rather than to have the disc jockey read it live on the air because of the possibility of mistakes in a live broadcast. You can get exactly the sound you want by pre-recording, and you can be sure the spot will be correct every time it is aired.

If you need any other assistance in using radio, your local radio representative will be glad to help you.



West Virginia Public Transportation Division

**GET ON THE BUS
AND RIDE**



RADIO

Title _____

Length _____

Jingle# _____

:60 Jingle

From the mountains to the valleys and all points between
West Virginia is saying with pride,
You don't need an auto to get where you're going,
Just get on the bus and ride.

Refrain:

Get on the bus and ride, ride, ride
Get on the bus and ride.
If you'd like to save some money
And still be there on time,
Just get on the bus and ride.

Wherever you go in the state of West Virginia,
People are spreading the word.
There's a way to get around and it's simple and it's easy,
Just get on the bus and ride.

Refrain

Get on the bus and ride.

Cut _____

:30 Jingle

From the mountains to the valleys and all points between,
West Virginia is saying with pride,
You don't need an auto to get where you're going,
Just get on the bus and ride.

Refrain:

Get on the bus and ride, ride, ride
Get on the bus and ride.
If you'd like to save some money
And still be there on time,
Just get on the bus and ride.

Just get on the bus and ride.

Jingle Times

1. :60 Full Vocal
2. :60 Donut (:42 bed)
3. :60 Short Donut (:14 bed)
4. :60 Vocal Close (:41 bed)
5. :60 Instrumental
6. :30 Full Vocal
7. :30 Donut (:14 bed)
8. :30 Vocal Close (:14 bed)
9. :30 Instrumental
10. :30 Vocal Close (:26 bed)



West Virginia Public Transportation Division

**GET ON THE BUS
AND RIDE**



RADIO

Title WHY RIDE THE BUS?

Length :60

Cut CUT 1

Jingle# JINGLE #2, :42 BED

:60 Jingle

ANNCR: LOTS OF FOLKS ARE GETTING INTO THE BUS HABIT. HERE ARE SOME OF THE TIMES PEOPLE GET ON THE BUS AND RIDE.

VOICE 1: WHEN I'M GOING TO WORK ...

VOICE 2: GOING TO SCHOOL.

VOICE 3: WHEN I GO SHOPPING ...

VOICE 4: TO SAVE MYSELF THE HASSLE OF TRAFFIC.

VOICE 5: TO SAVE GAS.

VOICE 6: AFTER BAND PRACTICE.

VOICE 7: WHEN IT'S SNOWING. I'VE GOT TO PROTECT MY CORVETTE.

VOICE 8: TO SAVE MONEY ON CAR EXPENSES.

VOICE 9: WHEN THE CAR BREAKS DOWN.

VOICE 10: WHEN I JUST DON'T FEEL LIKE DRIVING.

VOICE 11: TO VISIT MY GRANDMA ...

ANNCR: THERE ARE AS MANY REASONS FOR RIDING THE BUS AS THERE ARE PEOPLE. BUS TRANSPORTATION IS EASY, CONVENIENT, AND LOW IN COST. YOU GET WHERE YOU'RE GOING WITH NEVER A WORRY ABOUT PARKING SPACES OR BATTLING THE TRAFFIC. DEPEND ON THE BUS FOR YOUR IMPORTANT TRIPS ...

VOICE 11: AND TO SEE MY GRANDPA, TOO.

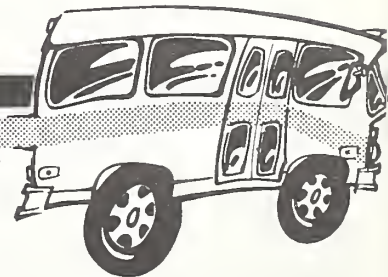
ANNCR: EVERYBODY'S DOING IT, WHY DON'T YOU? GET ON THE BUS AND RIDE.

JINGLE: GET ON THE BUS AND RIDE.



West Virginia Public Transportation Division

**GET ON THE BUS
AND RIDE**



RADIO

Title CALL A RIDE

Length :60

Cut CUT 2

Jingle# JINGLE #3, :14 BED

:60 Jingle

JINGLE: CUT '3, :14 BED

ANNCR: NEED A RIDE REALLY BAD? CALL A FRIEND. THE CALL A RIDE SERVICE.

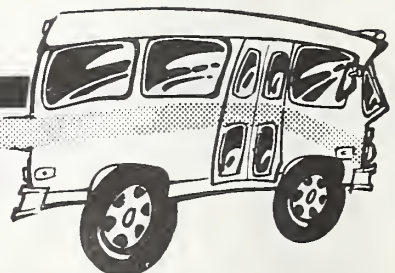
HAVE A BUS PICK YOU UP. NEED A RIDE? CALL A RIDE.

(LOCAL TAG AND PHONE NUMBER)



West Virginia Public Transportation Division

**GET ON THE BUS
AND RIDE**



RADIO

Title CAR WON'T START

Length :60

Cut CUT 3

Jingle# JINGLE #2, :42 BED

:60 Jingle

VOICE 1; BILL, WHAT ARE YOU DOING BACK AT WORK? I THOUGHT YOU WENT HOME.

VOICE 2: I TRIED TO. THE CAR WON'T START.

VOICE 1: ARE YOU GOING TO CALL YOUR WIFE?

VOICE 2: NOPE.

VOICE 1: WHAT ARE YOU GOING TO DO, THEN?

VOICE 2: I'M GONNA RIDE THE BUS. YOU CAN DEPEND ON THE BUS. THE
BUS ALWAYS RUNS.

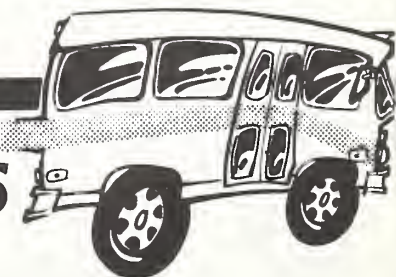
ANNCR: FOR DEPENDABLE TRANSPORTATION, YOU CAN'T BEAT THE BUS. IT'S
CLEAN, COMFORTABLE AND CONVENIENT, AND IT'S LOW COST, TOO.
ALL DAY LONG, RAIN OR SHINE ... WHEN IT'S TIME TO GO TO WORK,
TO SCHOOL, OR ANYWHERE YOU WANT TO GO, ANYTIME, JUST GET ON THE
BUS AND RIDE.

JINGLE: :12 LOCAL TAG - GET ON THE BUS AND RIDE.



West Virginia Public Transportation Division

**GET ON THE BUS
AND RIDE**



RADIO

Title THE BALL GAME

Length :30

Cut CUT 4

Jingle# JINGLE #10, :05 TAG

VOICE 1: OH, ^NO, THE BATTERY'S DEAD, AND THE GAME'S ABOUT TO START.

VOICE 2: LET'S CALL YOUR DAD.

VOICE 1: HE'S WORKING.

VOICE 2: CALL P.J.

VOICE 1: WE'RE NOT SPEAKING.

VOICE 2: WE COULD WALK.

VOICE 1: ALL THE WAY ACROSS TOWN?

VOICE 3: LET'S RIDE THE BUS.

VOICE 1: GREAT IDEA.

VOICE 3: THE BUS IS QUICK AND IT'S CHEAP ...

VOICE 2: CAN WE PUT OUR POMPOMS OUT THE WINDOW?

VOICE 3: NO ...

(LOCAL TAG)

JINGLE: GET ON THE BUS AND RIDE.



West Virginia Public Transportation Division

**GET ON THE BUS
AND RIDE**



RADIO

Title QUITTING TIME

Length :30

Jingle# JINGLE #8, VOCAL TAG

Cut CUT 5

((SFX: FACTORY WHISTLE, 3606, cut 1, :11))

VOICE 1: OH, BOY. QUITTING TIME.

VOICE 2: OH, BOY. I HATE TO THINK OF GETTING IN MY CAR AND FIGHTING
THE TRAFFIC.

VOICE 1: I DON'T DRIVE MY CAR TO WORK ANYMORE.

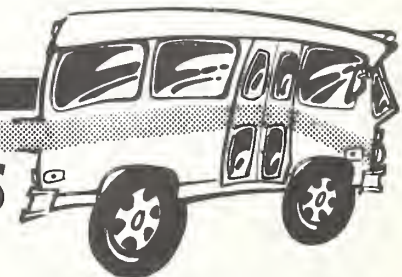
VOICE 2: WHAT DO YOU DO, JOG?

VOICE 1: NOPE ...I'M SAVING MY ENERGY FOR THE NIGHTTIME ... I GET ON
THE BUS AND RIDE.



West Virginia Public Transportation Division

**GET ON THE BUS
AND RIDE**



JINGLE LYRICS

:60 MOR RIDE THE BUS

THERE'S A BETTER WAY TO GET THERE
IT'S THE ONLY WAY TO GO
YOU CAN RIDE THE BUS
YOU CAN COUNT ON US
TO TAKE YOU ANYWHERE

JUST SIT BACK IN YOUR SEAT
AND REST YOUR FEET
THE BUS IS GOING TO GET YOU THERE

IT'S A SAFE, RELAXING FEELING
YOU CAN TRUST IN US
JUST ENJOY THE RIDE
AND MEET THE FRIENDLIEST SMILES
WHEN YOU RIDE THE BUS

THEY'RE SO EASY TO FIND
WHEN YOU NEED A RIDE
IT'S THE ONLY WAY TO GO
WHEN YOU'RE IN A HURRY
NO NEED TO WORRY
WHEN YOU RIDE THE BUS
WHEN YOU RIDE THE BUS

:60 ROCK/ROLL RIDE THE BUS

RIDE THE BUS
IF TRAFFIC IS A HASSLE AND THE CAR
NEEDS JUICE
RIDE THE BUS, RIDE THE BUS
IF THE MOUNTAIN ROADS BUG YOU,
JUST HANG LOOSE
RIDE THE BUS, RIDE THE BUS
EVEN IF IT'S RAINING OR COLD OUTSIDE
IT'S ALWAYS SAFE AND WARM INSIDE
RIDE THE BUS, RIDE THE BUS
IF THE PARKING LOT IS FULL AND
YOU WANNA FLIP
RIDE THE BUS, RIDE THE BUS
YOU MEET THE NICEST PEOPLE
WHEN YOU SHARE THE TRIP
RIDE THE BUS, RIDE THE BUS
SAVE YOURSELF SOME MONEY
SAVE YOURSELF SOME TIME
LEAN BACK ENJOY THE RIDE
RIDE THE BUS, RIDE THE BUS
RIDE THE BUS, RIDE THE BUS
RIDE THE BUS, RIDE THE BUS
RIDE THE BUS, RIDE THE BUS

:30 MOR RIDE THE BUS

THERE'S A BETTER WAY TO GET THERE
IT'S THE ONLY WAY TO GO
YOU CAN RIDE THE BUS
YOU CAN COUNT ON US
TO TAKE YOU ANYWHERE
IT'S A SAFE, RELAXING FEELING
WHEN YOU RIDE THE BUS
WHEN YOU RIDE THE BUS

:30 ROCK/ROLL RIDE THE BUS

RIDE THE BUS
IF TRAFFIC IS A HASSLE
AND THE CAR NEEDS JUICE
RIDE THE BUS, RIDE THE BUS

IF THE MOUNTAIN ROADS BUG YOU,
JUST HANG LOOSE
RIDE THE BUS, RIDE THE BUS
EVEN IT IT'S RAINING OR COLD OUTSIDE
IT'S ALWAYS SAFE AND WARM INSIDE
RIDE THE BUS, RIDE THE BUS



West Virginia Public Transportation Division

**GET ON THE BUS
AND RIDE**



RADIO

Title CALL-A-RIDE

Length :30

Cut CUT 6

Jingle# JINGLE #7, :14 DONUT

VOICE: OH, NO. THIS IS THE DAY THE CAST COMES OFF, AND I DON'T
HAVE A RIDE TO THE DOCTOR.

ANNCR: DO WHAT LOTS OF FOLKS ARE DOING THESE DAYS ... CALL A FRIEND.
CALL A RIDE ... HAVE THE BUS PICK YOU UP WITH CALL A RIDE SERVICE ...

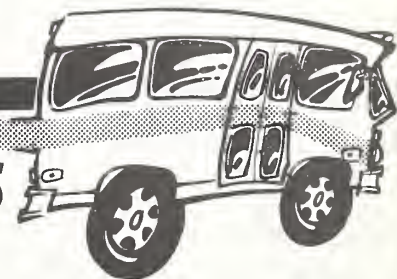
:04 LOCAL TAG

JINGLE: GET ON THE BUS AND RIDE.



West Virginia Public Transportation Division

**GET ON THE BUS
AND RIDE**



RADIO

Title _____

Length _____

Jingle# _____

Cut _____



West Virginia Public Transportation Division

**GET ON THE BUS
AND RIDE**



PUBLIC RELATIONS

PUBLIC RELATIONS

Public relations is that activity by which you sell your image to the public through means other than paid advertising. It includes, but is not restricted to; news releases, promotional activities such as contests and giveaways, printed materials such as brochures, trip route maps, schedules, and any other items that increase the positive attitude of the public toward your system.

Public relations is vitally important to any company, but especially to transit systems because of the dependence of the system upon the good will of the public to sustain it financially.

The fact that the system must provide dependable, convenient and timely service to the public is fundamental. Without the basic element of an efficiently run public service, no amount of public relations will be effective.

This handbook contains a number of sample press releases on general topics. You may use them as is, inserting the appropriate information about your system, or you may use them as models for writing your own press releases on newsworthy events that occur throughout the year. The following information may help you to determine how and where you can use public relations activities to your advantage.

HOW CAN I BE SURE MY STORIES WILL BE USED BY THE MEDIA?

The simple answer is, you can't. In the paid advertising we have so far discussed, you have the enviable advantage of being the customer who is "always right." With news releases, the transit system is placed in a different position. When you pay for advertising you control the content of the ad that you present to the media. You can also determine, to some extent, where it appears by paying a premium price for the placement you prefer in the newspaper or on the air. That is not true with the press releases you send out.

Newspapers and radio stations depend on publicity releases for much of their news gathering and feature stories. If you have a newsworthy, interesting story to tell, you can usually get it before the public. Sometimes your story will be used exactly as written. Some media may take the facts and rewrite the story to fit their format or style. Some may cut the story extensively, and some may not use it at all. In short, you have no real control over what happens to your story after you send it out.

WHO IS IN CONTROL?

With public relations and news releases, you are subject to factors external to the transit system. The story or announcement you present as a news item is subject to the judgment of the editor, who decides how much of your item appears, or whether it is used at all. Other news events or the limitations of space can push your story into an insignificant spot, or into the waste basket. The editor and publisher, along with the limits of air time and newspaper space, determine what happens to the material you send.

There are no foolproof rules to guarantee your stories see the light of day. Some stories make it, others do not. There are, however, some techniques that can make success more likely.

1. GET TO KNOW THE NEWS MEDIA PEOPLE

You may already know all the staff at the local newspapers and radio stations in your community. If you do not, get to know them. They are the people to contact when you have some news to publish, and they will decide how to use your material. News people are as human as the rest of us. If you make their jobs easier and more pleasant by sending concise, factual, usable press releases, they will be grateful, and will likely be cooperative.

2. KNOW THE RULES OF THE MEDIA

Abide by the deadlines of the media. Call at a time that is sufficiently ahead of their deadlines so that your story can be handled comfortably. Contact the afternoon paper early on the morning of publication. See the six o'clock news staff in early afternoon.

Find out the news deadlines of weekly papers in your area and arrange to have your material sent to them in plenty of time for publication. Usually, two or three days ahead is sufficient, but you may want to feed the information to the weekly papers even further ahead of print deadline.

If the media in your community have strong rivalries, do not send the same release to both. Decide when you want your story to break, and then deliver your material to the editor of the paper which will be the most effective. A rewritten version of your release may be sent to competing media for full coverage.

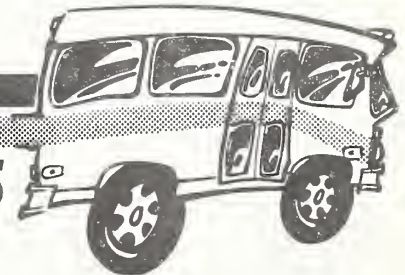
3. KNOW THE LIMITS OF THE MEDIA

If you are sending releases to radio stations, bear in mind that the time allotted for the reading of such items will probably be no longer than 30 seconds. Structure your release to fit into that time allowance.

WHAT ABOUT RESPONSES TO NEGATIVE PUBLICITY?

It is not within the scope of this handbook to treat negative publicity extensively. If such an event occurs, however, you can apply the above noted guidelines to your response. Such events as mechanical breakdowns, fare increases and tax levies do happen, and if they do, you should respond quickly. Your answer may help to minimize the damage and repair your public image. At such times, it is best to be sure of your facts, be honest and straightforward and timely in getting your answer to the media.

Remember that media people are independent types whose aims may not always coincide with yours. As a public service, the transit system is subject to media criticism. If you have a crisis or some negative publicity, the reporter who obligingly ran your news releases may be transformed by the demands of his or her job into a tough investigative reporter. Your best response is an honest one.



**GET ON THE BUS
AND RIDE**



West Virginia Public Transportation Division

THE FORM OF THE RELEASE

Your news release should contain the who, what, when and where and sometimes the how and why. It is not necessary to be elaborate. A clear, concise and complete article is more likely to be read and used intact. Remember that the key word is "news," so if your company has an interesting, informative story to report, get it to the media while it is still news.

Besides the content of the release, other factors may insure that your article will be used. The form of the release is important in making the information easy to read and accessible to the editor.

1. Margins should be one to one-and-a-half inches on all sides.
2. The address of your bus system is placed in the upper left corner of the first page, plus the name of a contact person who can fill in other details. It should include a day and a night phone number, especially if the release is being sent to a morning paper. The editor will not receive the release until after 5 p.m., and any questions must be answered before the next working day, or the release may not be used.
3. The date should be listed on the right, including the day of the week, the month and the date, but not the year.
4. Start the release one third of the way down the page, double spaced. Placement in this fashion facilitates editing and allows space for writing headlines.
5. If the material covers more than one page, the word "more" is placed at the bottom of page one.
6. An identifying factual short summary followed by several dashes and the number 2 is placed at the top of the second page. (For example, "Transit System New Vehicles--2.")
7. The release ends with "30" centered after the last sentence.
8. You may wish to include a file number for your own use, along with the date the release is sent out at the bottom of the last page.

SOME SAMPLE TOPICS FOR PRESS RELEASES

increase in Ridership
Acquisition of New Vehicles
Addition of New Routes
New Schedules
Sales Promotions
New Employee Appointments
Employee Attendance at Seminars
National Transportation Week
Awards to the System or to Employees

Human Interest Features, such as:
Assistance of Employees in Emergencies
Community Activities
Employee Speaking Engagements
Employee Election to Professional or Community Service Offices
Employee Participation in Community Affairs



West Virginia Public Transportation Division

**GET ON THE BUS
AND RIDE**



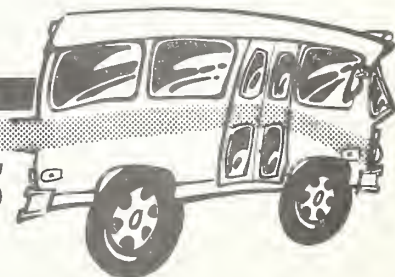
These are sample press releases that you can use for your information in preparing releases of your own. You may want to use them as an outline for messages to be sent to the media about events that are planned by your system. These releases may not directly apply to your system, but they can be used as samples. In some cases, you may be able to fill in the blanks with the appropriate local details and use the release as is.

You may photocopy the blank News Release sheet for your own use in sending out releases. Simply type your article on the sheet, and use blank paper for page two, if more room is needed.



West Virginia Public Transportation Division

**GET ON THE BUS
AND RIDE**



NEWS RELEASE

Name of Company _____

Address _____

Contact: _____

Phone: Day _____

Night _____

FOR IMMEDIATE RELEASE (or)

FOR RELEASE AFTER (date) _____

Drivers and other employees of the (transit system name)_____ will be wise to be on their toes as a result of a new incentive program initiated last week, said (name and title)_____.

The program, dubbed "We Go the Extra Mile," invites riders to nominate their favorite employee for monthly awards.

"We feel that many of our workers go that "extra mile" to insure the comfort and safety of the passengers, and we believe such kindness should be rewarded," said _____.

"People have often come to me with stories of incidents where our employees were especially helpful. It makes us feel good to hear such positive things in a world where complaints are all too common."

Riders may deposit ballots, which will be available on each bus, into the fare box. Either the name or employee number may be given for the nominee, along with a short description of the incident which prompted the nomination. All ballots will be reviewed monthly by the Board of Directors, which will be responsible for choosing the winners.

Winners will receive a \$50.00 U.S. Savings Bond, and will be honored with a picture and written profile in the (transit system name)_____ newsletter.

"We want to give our employees the recognition they deserve, and we hope the public will help us. We urge anyone who witnesses an example of extraordinary services to nominate that person to receive this "We Go the Extra Mile" award," _____ concluded.

NEWS RELEASE

Name of Company _____

Address _____

Contact: _____

Phone: Day _____

Night _____

FOR IMMEDIATE RELEASE (or)

FOR RELEASE AFTER (date) _____

Get ready to explore every shop in town during the big Homecoming '84 celebration, and don't worry about sore feet. The celebration, scheduled for _____ to _____, offers a shuttle bus service for tired explorers and shoppers, sponsored by the transit system.

(Name and title) _____ of (name of system) _____ said, "We are offering the bus shuttle all day, every day of the affair to make it easy for everyone to see all the displays in every part of the downtown area."

Riders can purchase a token for 25¢ the first time they board a shuttle bus. Thereafter, the rider goes free for the rest of the day, provided the token is displayed in a buttonhole or elsewhere on the person.

"We want everyone to come downtown and walk around. Since private vehicle traffic will be restricted, we feel the shuttle buses will be very popular. We will also provide service from the private car parking areas into the downtown area."

Parking for private cars has been restricted to the areas at _____ and _____ on the fringes of the downtown area. The shuttle buses will run approximately every ten minutes, and will loop through the festival area constantly from 10 to 5 daily.

NEWS RELEASE

Name of Company _____

Address _____

Contact: _____

Phone: Day _____

Night _____

FOR IMMEDIATE RELEASE (or)

FOR RELEASE AFTER (date) _____

The (transit system name) _____ buses will soon be running in a new direction to accommodate workers and shoppers at the _____ Mall, announced (name and title) of the system.

Since the opening of the mall in late 1982, there has been a steady increase in demand for service on a mall route, according to _____.

"We have acquired funding to begin bus service during peak hours of 8 to 10 a.m. and from 4 p.m. to 6 p.m. Right now, service will be on the half hour. If the demand is great enough, we may revise that plan."

The new bus runs will enable workers and shoppers to travel back and forth from _____ and _____ to the mall with more flexibility than ever before. It is expected that mid-day service may be instituted in the future if the rush hour runs prove successful.

The (transit system name) _____ was created in 19____ with a fleet of _____ vehicles. At this time, _____ more have been added. At least two of the vehicles will provide service to the mall at a fare of _____* per rider, with discounts available for Senior Citizens.

NEWS RELEASE

Name of Company _____

Address _____

Contact: _____

Phone: Day _____

Night _____

FOR IMMEDIATE RELEASE (or)

FOR RELEASE AFTER (date) _____

Do a good deed and take a friend shopping. That's today's advice from the (name of transit system) _____, where a special shopper shuttle makes it attractive to follow up on that suggestion.

(Name and title) _____ announced today that a two-for-the-price-of-one policy for shoppers will be in effect all during the month of _____. Bus service to the malls and in the downtown area is expected to increase the number of riders as a result of the two-for-one fare.

The shopper special is not restricted to shoppers, but will be available for any bus rider.

"We want to encourage bus use by shoppers because of its convenience during times of heavy traffic and parking congestion," said (name) _____. "But that does not mean that only shoppers will benefit from the reduced price. Anyone can bring a friend for free during this 'sale!'"

The shopper special promotion is one of a number of creative marketing steps by the transit system in recent months. (Name) _____, whose background before accepting the position as (title) _____ was in marketing, says that public transportation must be marketed like any other product.

Figures for the transit system show an increase in ridership of _____% during the last fiscal year. (Name) _____ is optimistic that further growth will continue as a result of such promotions as the shopper special.

NEWS RELEASE

Name of Company _____

Address _____

Contact:

Phone: Day _____

Night _____

FOR IMMEDIATE RELEASE (or)

FOR RELEASE AFTER (date) _____

PUBLIC SERVICE ANNOUNCEMENTS

HOW TO USE PSAs

There is a lot of competition for air time at radio and television stations. National and local organizations flood stations with scripts and commercials, which stations often refer to as copy and productions hoping to get their public service announcement on the air.

Very often, this material is mailed to the station manager with a cover letter. If the station manager doesn't throw it away, it will be passed on to the program director, promotion manager or production manager. Their desks are usually piled high with films and tapes from various organizations.

Most of these station officials will only take a brief look at the PSA. Many PSAs are run-of-the-mill productions. Some are simply a few slides accompanied by copy. Others are unimaginative productions that make the presentation boring and complicated. Most of these PSAs never see the light of a television screen or sound through a radio.

The best route to getting a PSA on television or radio is to provide quality production comparable to what the local station is used to providing with its own or regional and national commercials. For television, the PSA should be visually interesting. For radio, it should be more than a begging voice.

Humor, lightness or upbeat presentations are welcomed by station executives and puts your PSA at the head of the list for use on the air. Even though the subject matter is extremely important to you, remember, the station personnel generally do not share your personal involvement.

Once you have your PSA tape or tapes in hand, prepare a letter explaining what your organization is, what the PSA is about and why you think it deserves to be placed free on the air.

Call the program director at the radio or television station and schedule an appointment.

Explain that you would like to discuss the PSA, that you have a 60-second version and a 30-second version, and that you would like to view the tapes with them.

The television tapes you have been provided with are called two inch, or quad videotapes. This is your original, or master tape

— always ask the stations to make a copy, or dub, for themselves and return the master to you.

Your radio tapes are also original masters. These should also be copied by the radio stations you visit, and the original returned to you.

Most television stations use these two inch videotapes, and welcome it being provided in that format. Explain the type of tape you will be bringing with you in order for the program director to schedule the time through the engineering or production office for use of the proper tape equipment.

Make a note of the station executive's name, how it is spelled, title, phone number and station address.

When you talk with the program director, or the person designated to speak with you, be excited about your PSA. That excitement is contagious. Let them know how much you appreciate the time they are taking and how important you think your PSA's message is.

Do not tell them when you think your PSA should run. They will determine that. However, if it is a unique, quality production, the likelihood is it will get excellent air play.

If you have more than one set of PSAs that will run at different times of the year, mention it to your station contact. The executive may tell you it will be better for you to leave the PSA that is to run immediately and return later with the other PSA. Again, ask the station to make a copy — do not leave your original.

Follow the same procedure for radio. The only difference will be you will provide an audio tape.

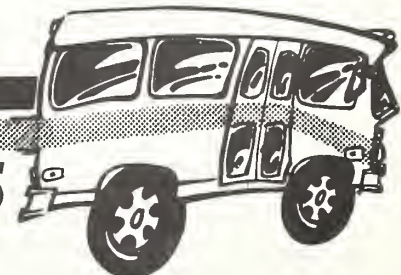
Be sure to leave your name, address, phone number and company position attached to the video or audio tapes and with the station official in case questions arise later.

Thank the station official for taking the time to review the PSA with you. When you or your colleagues see or hear your PSA on the air, send the station official a note saying reaction to the PSA is very good and that you appreciate efforts toward providing the PSA continued air time.



West Virginia Public Transportation Division

**GET ON THE BUS
AND RIDE**



TRANSIT EDUCATION

TRANSIT EDUCATION PROGRAM

The West Virginia Public Transportation Division has developed two new marketing tools to be used as part of your Transit Education Program in elementary schools.

The purpose of this program is to make students more knowledgeable about your transit systems while improving their perceptions of bus ridership.

COLORING BOOK

The 20-page coloring book was designed for use in kindergarten through third grade. Titled "It's Fun to Ride the Bus", it tells a story of Billy's first bus ride with his Grandmother. It transmits its message in an informative yet entertaining manner.

ACTIVITY BOOK

This fun filled activity book is also 20 pages, but aimed at grades 4 through 6. Activities include crossword, jumbled and hidden word puzzles, a maze, recipe, history of the bus, finish the story, hidden pictures and more. The activities can be completed in the classroom or at home, and the interesting variety should encourage students to complete each page.

A special page for teachers will be included for each classroom visit, to assist them in using the book in the classroom.

HOW TO ORDER MATERIALS

You may wish to make contact with teachers in your area to make them aware of the coloring book and activity book, or you may be contacted by a teacher inquiring about teaching aids. In either case, set up a convenient date for both you and the teacher, and contact the Public Transportation Division at least two weeks in advance. Complete

one of the forms in this section and send it to the Public Transportation Division, indicating which book you need, how many copies, the name of the school, teacher and grade of the class you're visiting.

Important: You should always use a stamp or sticker with your transit system's logo or name on the inside back cover of the activity book, or on the flap of the coloring book.

GETTING AROUND: TRANSIT MAKES THE DIFFERENCE

There are still a limited number of these kits, originally distributed in 1982, available at the Public Transportation Division office. Designed for use in grades 4 through 6, each kit contains a filmstrip and cassette tape, teacher's guide, brochures for students and a spirit master book. Use the attached form to order this kit, allowing at least two weeks for delivery.

MAKE YOUR VISIT SPECIAL

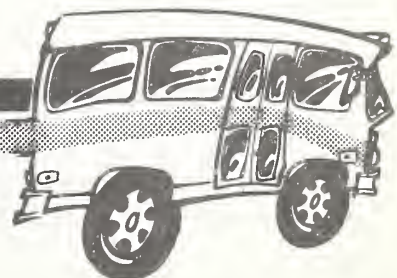
When arranging a classroom visit, particularly in grades kindergarten through three, make every effort to take a bus to the school, and when possible, take the students for a ride. This is a great opportunity to show them firsthand how to board and exit the bus, how to pay fares, and to discuss good behavior when riding the bus. The representative from your system should be knowledgeable and able to talk with the students on their level of understanding, as well as friendly. Consider who on your staff would make the best choice — you, a member of your staff, or how about a driver?

By familiarizing youngsters with public transportation and its benefits, you are laying a positive foundation for their later use and support, as well as communicating effectively with their parents.



West Virginia Public Transportation Division

**GET ON THE BUS
AND RIDE**



System Name: _____

Date of Presentation: _____

School Name and Address: _____

Teacher's Name: _____

Grade Level: _____

Please indicate quantity you desire:

_____ Coloring Books (K-3)

_____ Activity Books (4-6)

_____ APTA Kit - "Getting Around: Transit Makes The Difference" (limit one per school)

PLEASE ALLOW 2 WEEKS FOR DELIVERY

REQUEST FOR TRANSIT EDUCATION MATERIALS

System Name: _____

Date of Presentation: _____

School Name and Address: _____

Teacher's Name: _____

Grade Level: _____

Please indicate quantity you desire:

_____ Coloring Books (K-3)

_____ Activity Books (4-6)

_____ APTA Kit - "Getting Around: Transit Makes The Difference" (limit one per school)

PLEASE ALLOW 2 WEEKS FOR DELIVERY

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Teacher's Name: _____

Grade Level: _____

Please indicate quantity you desire:

_____ Coloring Books (K-3)

_____ Activity Books (4-6)

_____ APTA Kit - "Getting Around: Transit Makes The Difference" (limit one per school)

PLEASE ALLOW 2 WEEKS FOR DELIVERY

SCHEDULES

SCHEDULES

PUBLIC TIME SCHEDULE

The Public Time Schedule can be one of the most important and useful publications produced by your transit system. It should provide the following information:

- Names and/or numbers of routes
- Route details
- Times buses leave from route origin, destination and key points along the route
- Additional helpful information
- Effective date

This printed piece is an excellent chance to create a good impression for your system. It should be well designed and easy to read.

Several examples are provided in this section to assist you in the layout and design of your system's Public Time Schedule. Cover illustrations and suggestions for ways to display your schedule and route map are included. As with the Rider's Guide, all the copy in this publication should be typeset by a local printer. Work with the printer in developing a design you like that is also easy to read.

There are several ways to distinguish the Public Time Schedule of one route from another. They may be printed on different colors of paper, or the route name or number may be printed in a different color ink. All the Public Time Schedules should look similar, with some element such as color used to differentiate one from another.

When a schedule is changed, be sure to indicate on the new schedule that it is different. By changing the color or printing the new effective date in a bold, bright color, you will alert your riders to the change.

When your printer has typeset all the information, always ask to see a "proof", or a copy of the piece with all artwork and copy in place, before it is printed. Be sure and **READ THIS CAREFULLY**. Check and double check all route numbers, times, and other information. Make your corrections on the proof, and discuss them with the printer when you return it to him. If there are several changes or corrections, ask to see another proof when they are made.

The graphics and other materials in this section have been provided to assist you in developing a Public Time Schedule for your transit system. If you prefer another design, or if your printer suggests an alternative, be creative!

HAND SCHEDULES

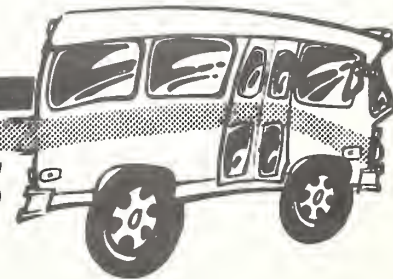
These pocket-size time schedules are simply down-sized versions of the Public Time Schedule. They can be designed two different ways: each route schedule on a separate card, or all schedules on one multi-folded publication.

Examples of both these layouts are provided in this section. The advantage of the single card system is that only one card needs to be reprinted when a time or route change occurs; the advantage of the multi-fold style is that it provides the customer with all the information he needs in one piece, and allows him to choose the route that's best for him.

As with the Public Time Schedules, if you choose to use individual cards, be sure to distinguish one route from another by color or design.

Ask your printer to recommend a paper that will wear well over time in a wallet or purse.

Again, ask for a proof and check and double check!



COVER DESIGN

1E WEST ST. & BROAD AV.
VIA BROAD AVENUE
NORTHSORE & MAYS

Showing Connections with the
38th Street and Hanford Lines

Effective February 20, 1984
SUBJECT TO CHANGE

LOGO

ROUTE
IDENTIFICATION

AUXILIARY
INFORMATION

GRAPHIC

INFORMATION
NUMBER

SYSTEM IDENTIFICATION

COVER DESIGN



GRAPHIC

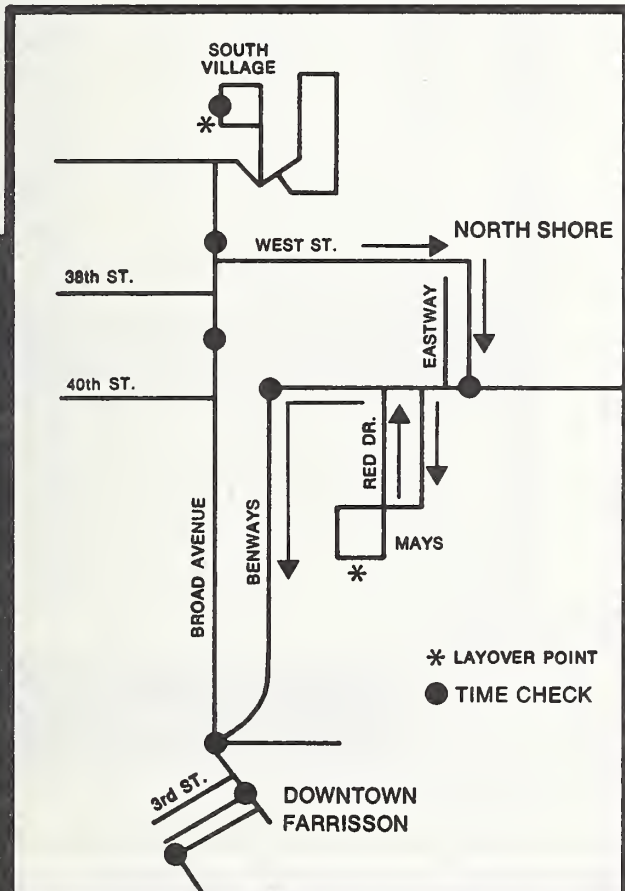
ROUTE
IDENTIFICATIONAUXILIARY
INFORMATIONINFORMATION
NUMBERSYSTEM
IDENTIFICATION

ROUTE IDENTIFICATION,
AREA SERVED &
MAP

FOLD

1E WEST ST. & BROAD AVE.

Northshore and Mays,
Benways,
South Village Shopping Center,
and Downtown Farrisson



WEST ST. & BROAD AV.
VIA BROAD AVENUE
NORTHSHORE & MAYS

Showing Connections with the
38th Street and Hanford Lines

Effective February 20, 1984
SUBJECT TO CHANGE



LOGO

BACK

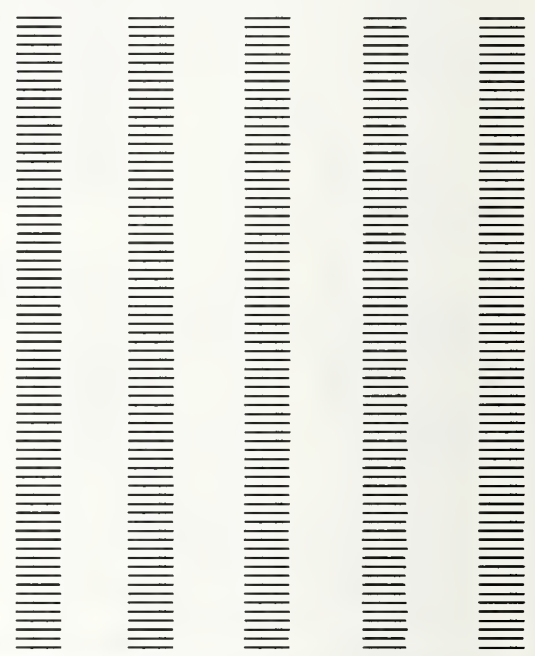
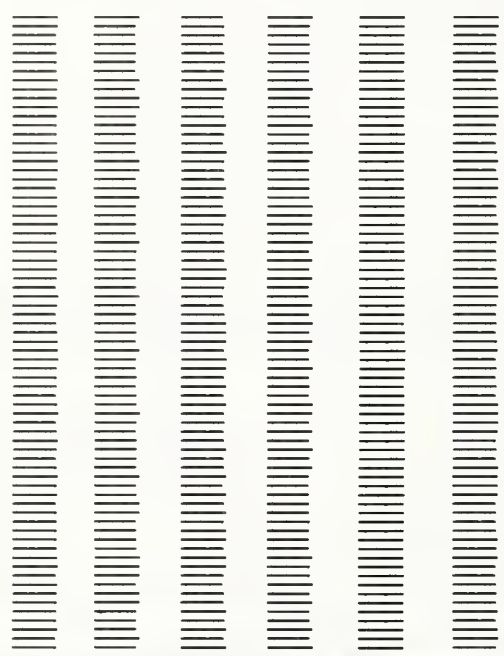
FRONT

INFORMATION TIME TABLES

MONDAY THROUGH SATURDAY

ROUTE 1E
 FROM DOWNTOWN TO SOUTH VILLAGE
 BENWAYS / WEST ST.

ROUTE 1E
 FROM SOUTH VILLAGE, BENWAYS/
 WEST ST. TO DOWNTOWN



EXACT FARE REQUIRED • OPERATORS CARRY NO CHANGE

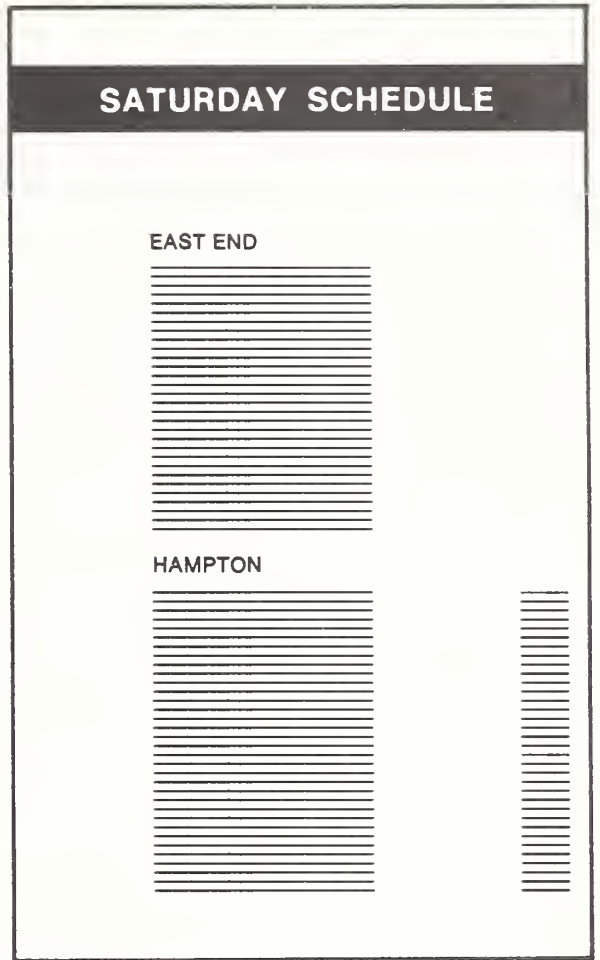
BASIC FARE .60
TRANSFERS .25
SENIOR CITIZENS .10
NO SUNDAY OR HOLIDAY SERVICE

A _____

 B _____

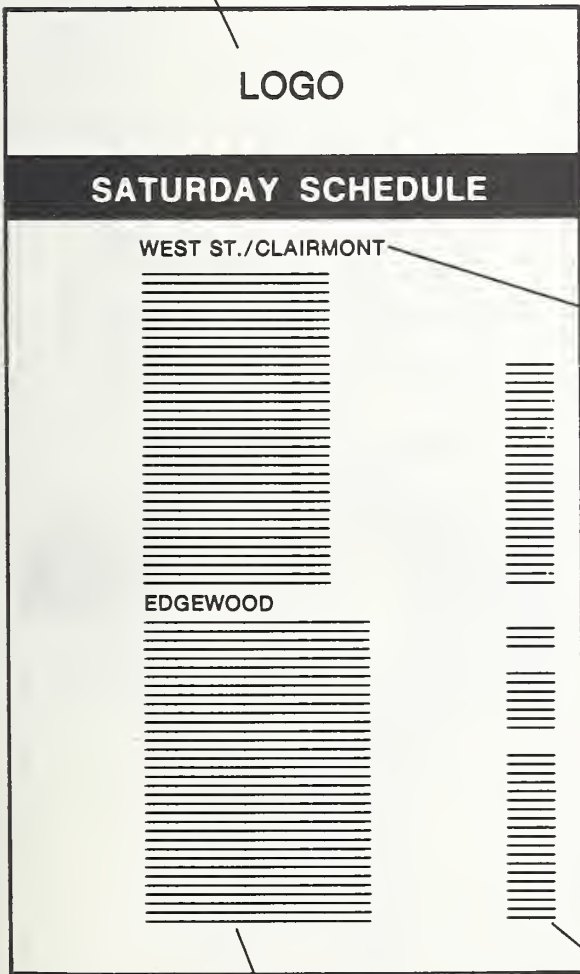
C _____

 D _____



BACK

SYSTEM IDENTIFICATION



LOGO

DAY OF ROUTE

ROUTE IDENTIFICATION

FRONT OF HAND SCHEDULE

PLACE OF DEPARTURE & TIME

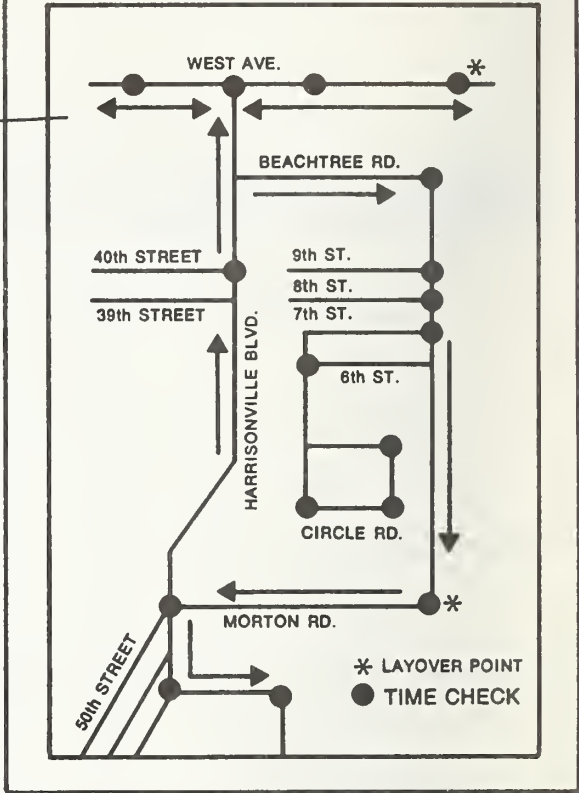
TIME OF ARRIVAL

BACK

ROUTE IDENTIFICATION
AUXILIARY INFORMATION

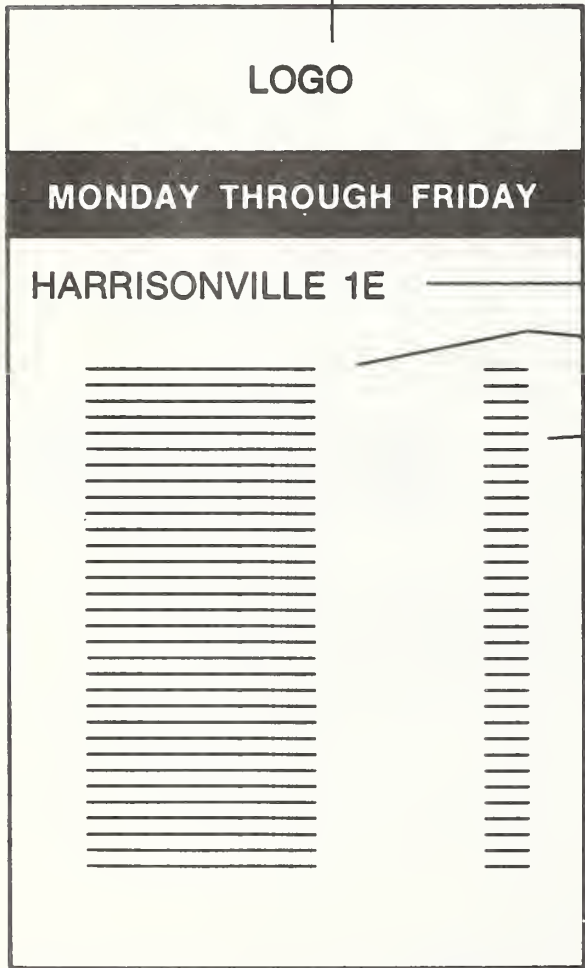
HARRISONVILLE 1E
MAP OF AREA SERVED
EFFECTIVE FEBRUARY 20, 1984

MAP OF AREA



SYSTEM IDENTIFICATION

FRONT



DAY OF ROUTE

ROUTE IDENTIFICATION

PLACE & TIME OF DEPARTURE

TIME OF ARRIVAL

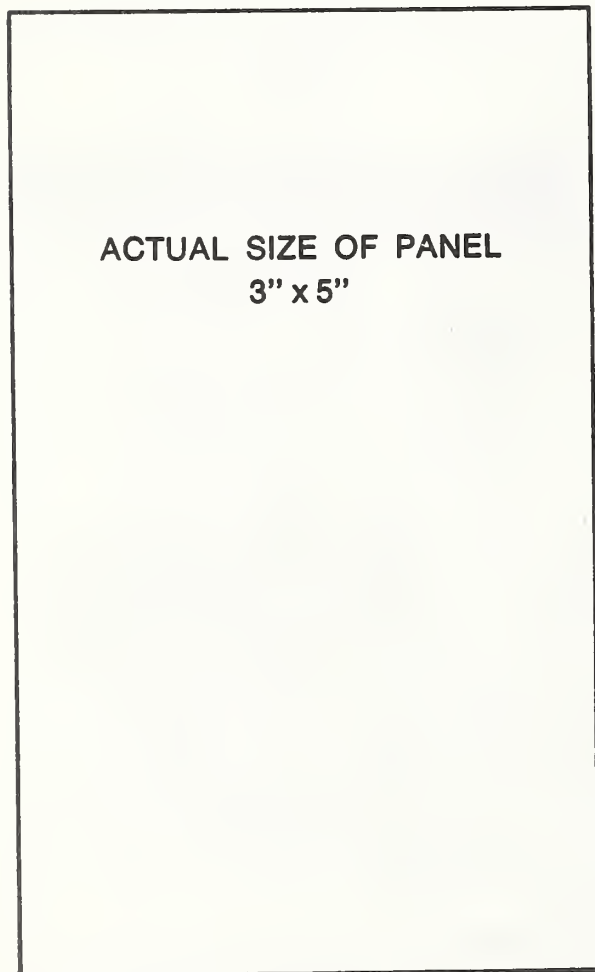
EACH PANEL: 3" x 5"

COVER	A	B	C	D	E	F
-------	---	---	---	---	---	---

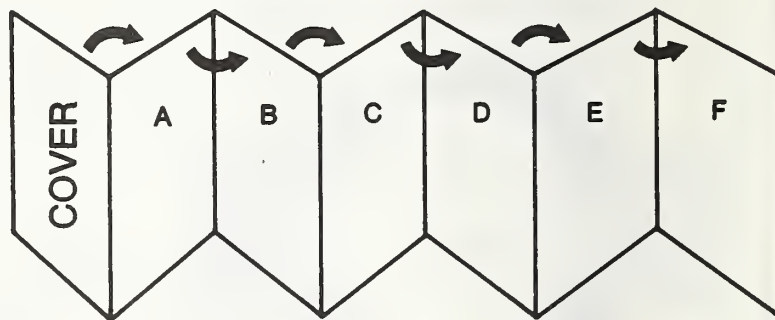
G	H	I	J	K	L	M
---	---	---	---	---	---	---

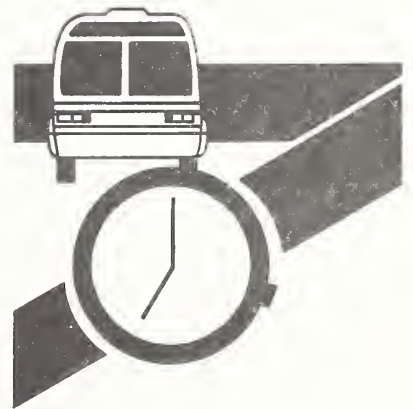
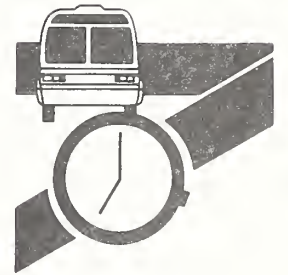
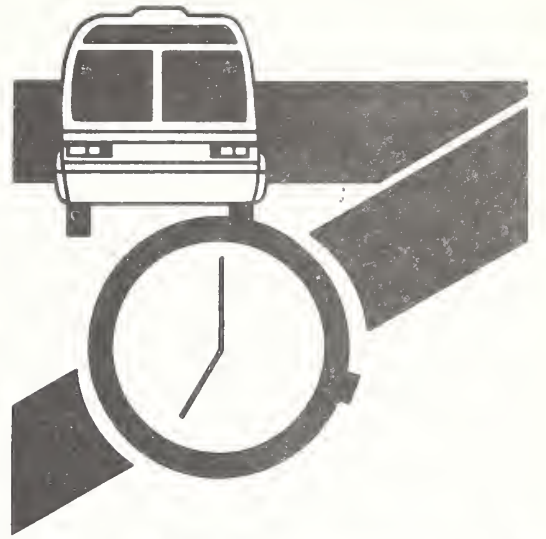
EACH PANEL (A, B, C . . .) REPRESENTS AN INDIVIDUAL ROUTE. THIS INCLUDES ROUTE IDENTIFICATION, OPERATIVE DAYS & TIMES, LOCATIONS, & DESCRIPTION OF ROUTE TRAVELED.

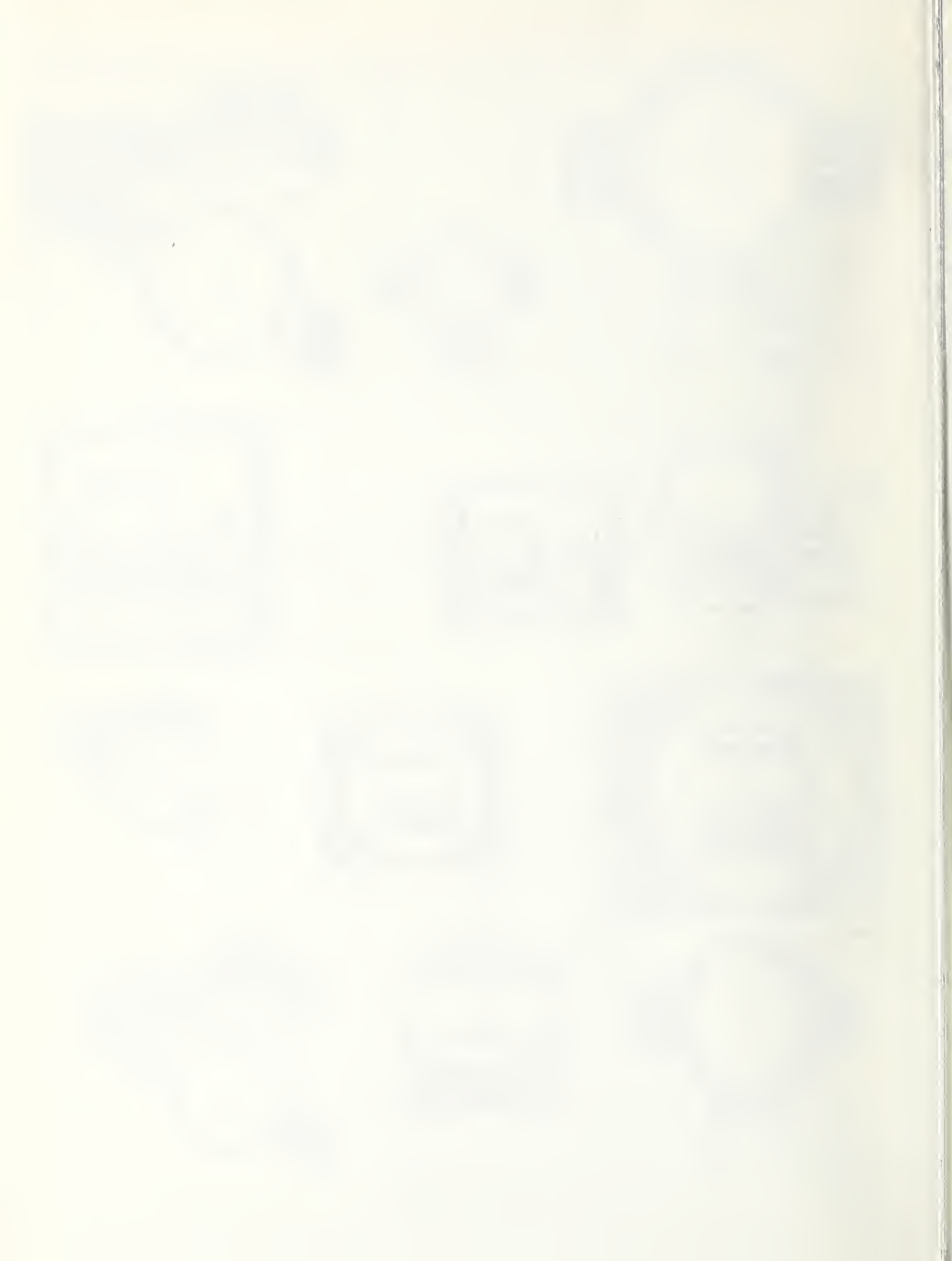
*THE NUMBER OF PANELS WILL VARY, DEPENDING ON NUMBER OF ROUTES OFFERED BY EACH INDIVIDUAL SYSTEM



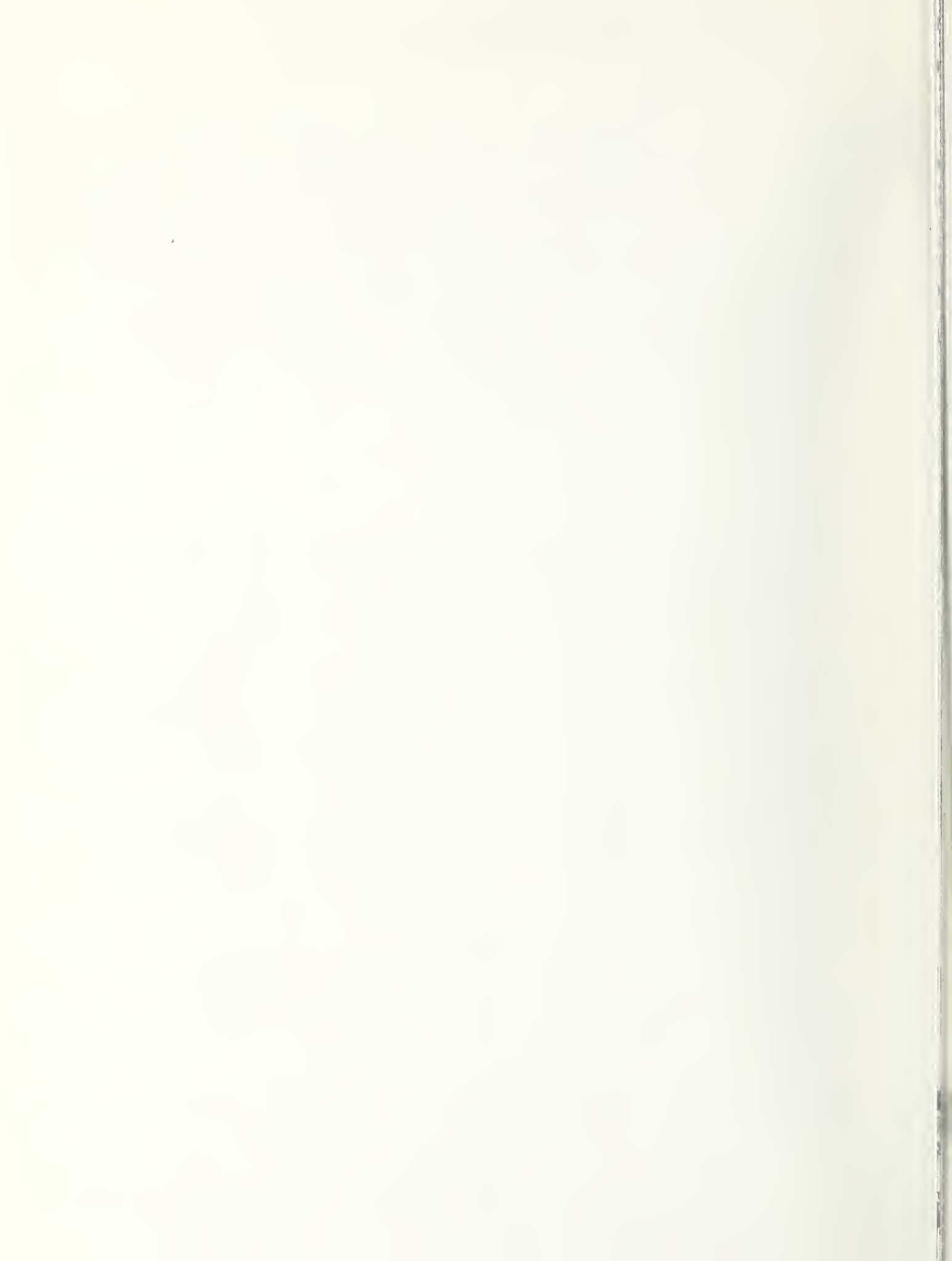
FOLDING PATTERN







R I D E R ' S G U I D E S



RIDER'S GUIDES

These publications are intended to be used by riders and non-riders as a "how-to" course in using the transit system.

The Rider's Guide should include information on the system, routes and schedules, special services, fares and ways to obtain more information.

A successful Rider's Guide will serve as an excellent public relations tool in your community and eliminate unnecessary phone calls to your transit system for simple information.

In addition to an accurate, easy to read route map, with a key to identify each individual route (see example RG-2), the Rider's Guide should include the following information:

- Where to Board the Bus (If your system permits flag-downs, indicate this)
- How to Board the Bus
- How to Leave the Bus
- Fare Information (basic, discounts, etc.)
- Transfer Information
- Hours of Operation
- Where to Go for More Information
Address and phone number(s) - Easy to find, Please!
- How to Select the Right Schedule and Board the Correct Bus
- How to Read the Route Map
- Special Services offered by your system, Including your Transit Education Program (see Transit Education Program)

The size of your Rider's Guide is dependent on the size of map necessary to illustrate your transit system's routes. Open, it may range from 18" x 20" to 24" x 36", but folded it should be pocket-size for easy access. It should fold accordion-style, similar to a road map (see two types of folding patterns, example RG-5 and 6). The cover should be pleasing to the eye as well as functional. Two suggested cover designs are pictured on RG-1, and camera ready art is provided on RG-8.

All the information contained in your Rider's Guide should be typeset by a local printer, and presented in a simple, easy to understand design. Graphics are provided on page RG-7 to help you in your design.

Paper for your Rider's Guide should be approximately 80-100 pound text weight, to avoid being see-through, yet still easy to fold. Discuss

paper weight with your printer, and ask for samples of different paper types before deciding.

The bus map should be designed so that one route can be easily distinguished from another. The easiest method for doing this is to print each route in a different color, with a key or legend to identify each route. Cross streets, streets or buildings used as reference points and other landmarks should be printed in a neutral, plain color such as gray or tan, or even in black if the routes can still be easily distinguished from the other information. Example RG-2 shows how a map might be illustrated, using just black and white type. Each route is identified by a different type of line, either solid, dotted or dashed. When printed in color, each of these lines should be solid, but a different, bright color, so that one can easily be distinguished from another.

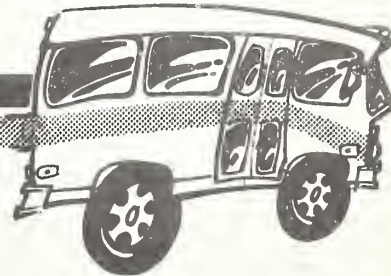
Include as many landmarks and reference streets, but no more than you actually need to avoid making the map too "busy" and confusing. Be sure to add a directional compass point.

Examples of a layout design for the front and back of a Rider's Guide are provided in example RG-3 and 4. These examples will help you in designing your own Rider's Guide. Give them to your printer, along with the information you want included in the Guide, a copy of your route map, and your transit system logo. Ask the printer to suggest an easy to read layout and design for your approval.

One way to defray the printing cost of your Rider's Guide is to sell advertising space — either to just one business who would get credit on the front or back panel as well as in the center spread, or you may choose to sell several smaller ads, and position them around the bus map. Remember, though, this is YOUR transit system's Rider's Guide. Don't fill it so full of advertising that the reader forgets what it is intended for.

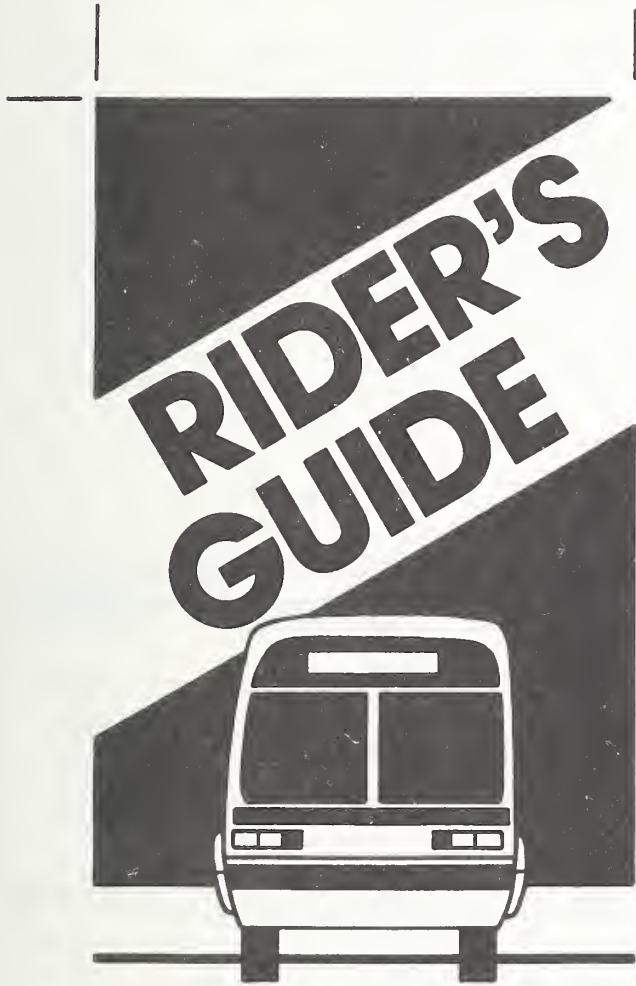
After the printer has typeset the entire Rider's Guide, be sure to ask for a "proof". This is a copy of the piece to be printed, with all artwork in place as it will look when it is printed. Be sure and READ THIS CAREFULLY! Check and double check all the information, especially phone numbers, rates, etc. Make your corrections on the proof, and go over any changes with the printer when you return it. If there are several changes or corrections, ask to see another proof when they have been made.

All the graphic materials in this section have been provided to assist you in developing your own Rider's Guide. However, if you or your printer prefer and can agree upon another design or layout, then be creative!

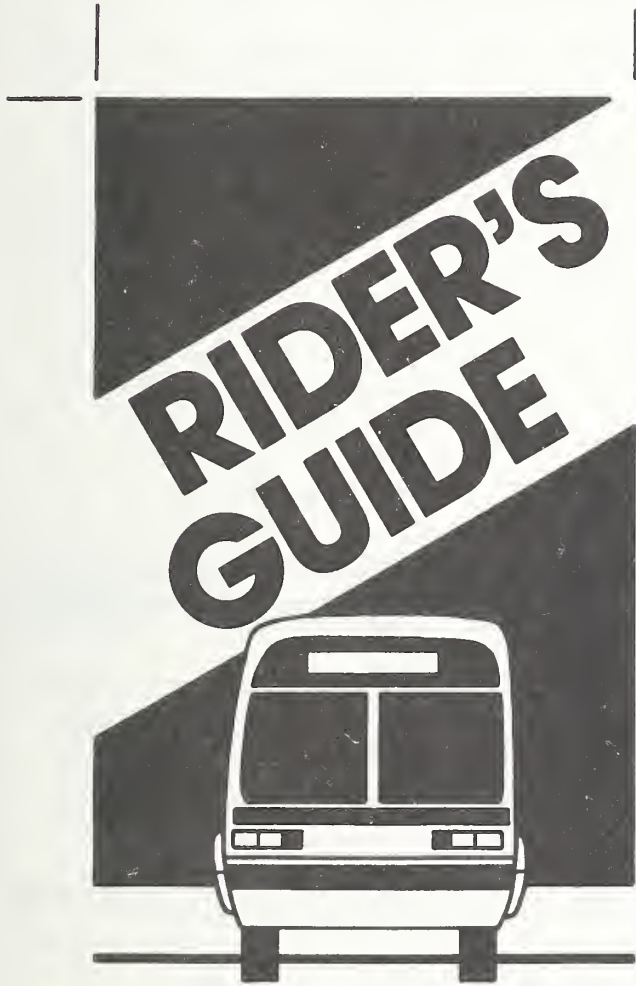




CAMERA-READY GRAPHICS



YOUR LOGO



**RIDER'S
GUIDE**



YOUR LOGO

Route Key



3rd Avenue/Ridgeway

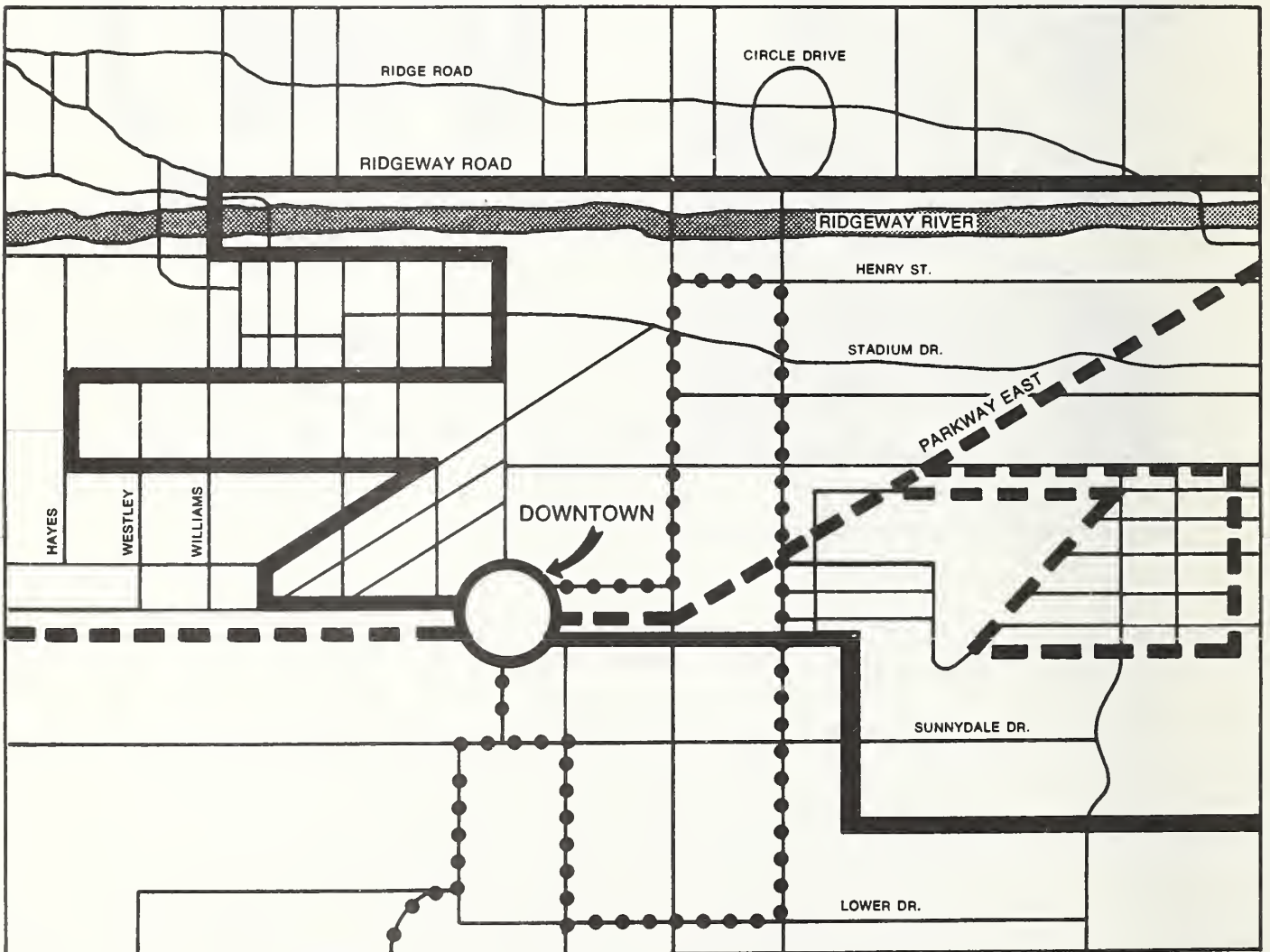
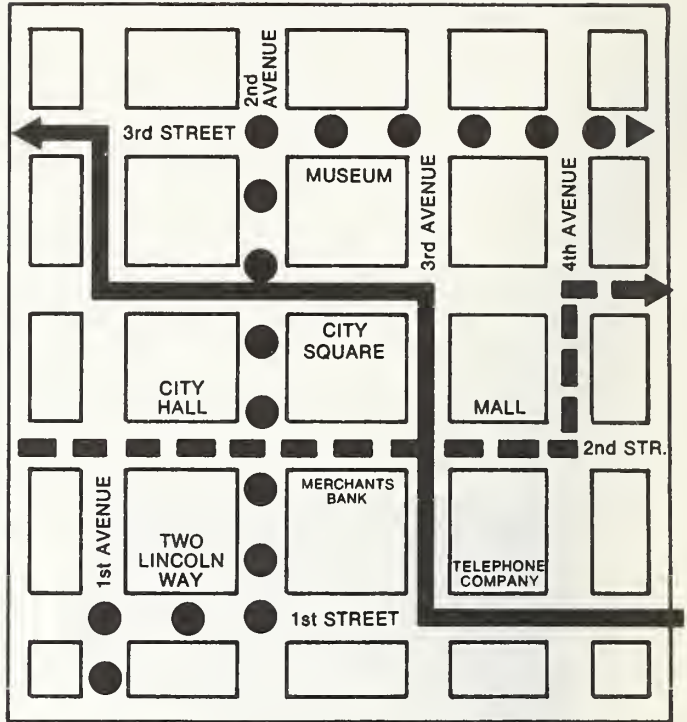


2nd St./Parkway East



2nd Avenue/Urban Boulevard

DOWNTOWN MAP



COVER

INTRODUCTION TO GUIDE: GENERAL SERVICE HOURS
OFFICE ADDRESS
RIDER INFO NUMBERS



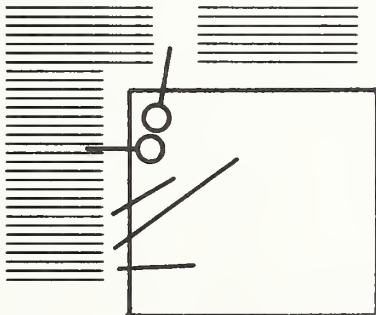
MORE INFORMATION GRAPHIC SHOULD ACCOMPANY RIDER INFO COPY.

HOW TO USE THE RIDER'S GUIDE

ROUTES & DESCRIPTION

HOW TO READ THE BUS SCHEDULE

[Placeholder text for 'HOW TO USE THE RIDER'S GUIDE']



6B RIDGEWAY	8D 2nd AVENUE	12D PARKWAY E.
12C SUNNY RD.	12A SOUTH AVE.	7A HERALD WAY
6C EAST END	9B WEST SIDE	9C FAYETTE ST.

WHERE TO BOARD THE BUS

[Placeholder text for 'WHERE TO BOARD THE BUS']



HOW TO BOARD THE BUS

[Placeholder text for 'HOW TO BOARD THE BUS']



[Placeholder text for 'HOW TO BOARD THE BUS']



FARE INFORMATION

[Placeholder text for 'FARE INFORMATION']

REDUCED FARES

TRANSFERS

[Placeholder text for 'TRANSFERS']

SPECIAL SERVICES



[Placeholder text for 'SPECIAL SERVICES']

FOLDS

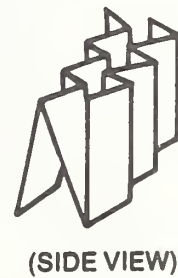
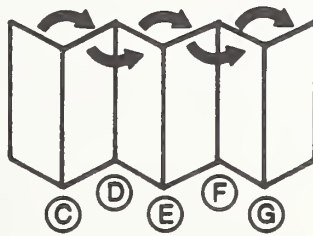
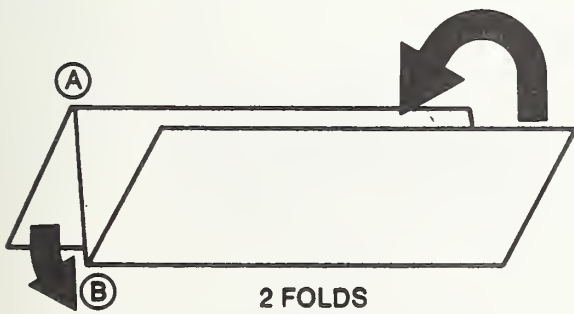
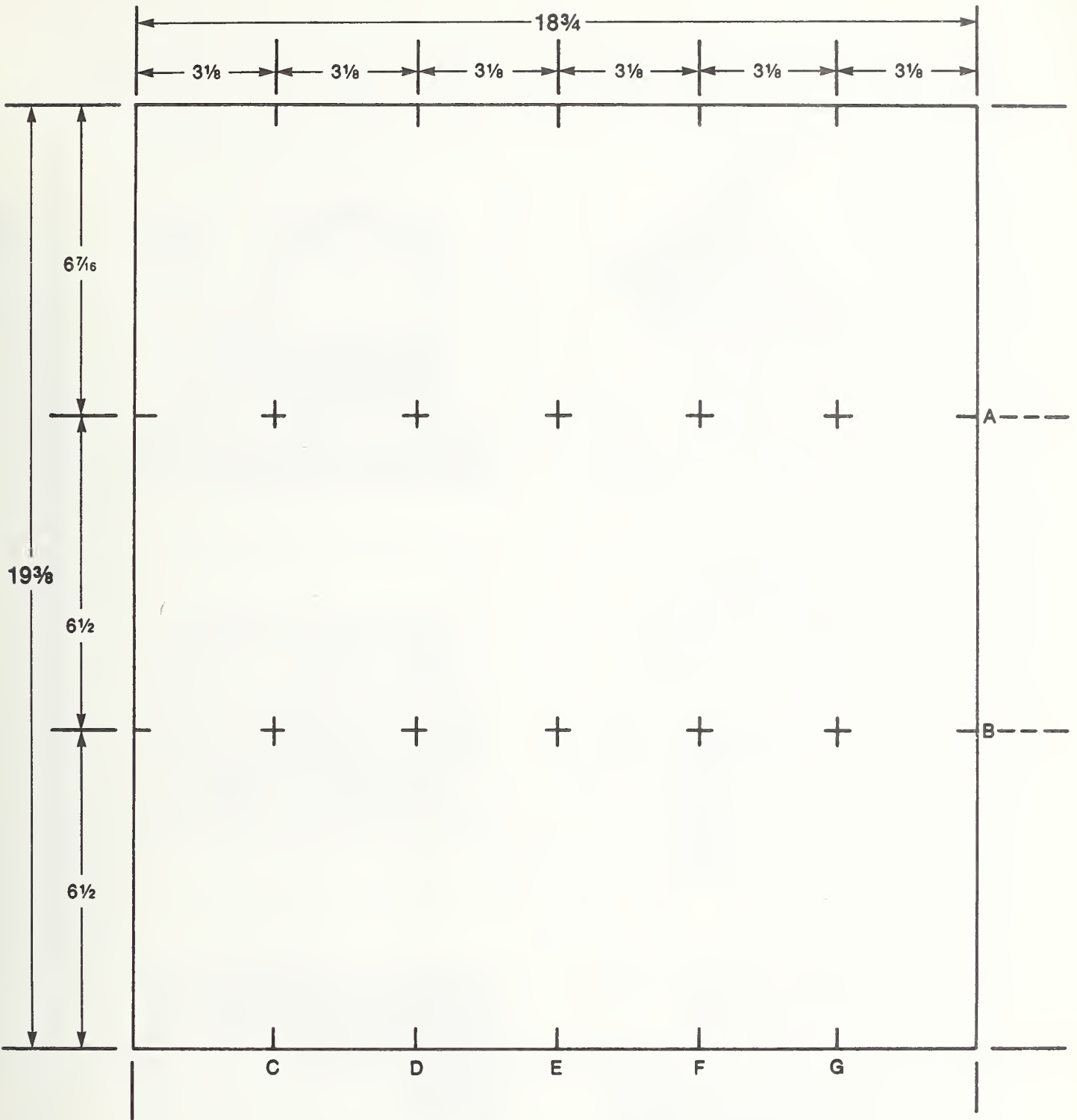
HOW TO
READ THE MAP

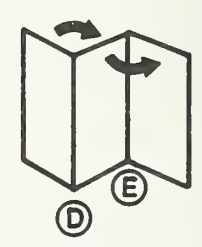
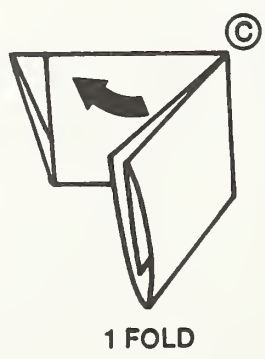
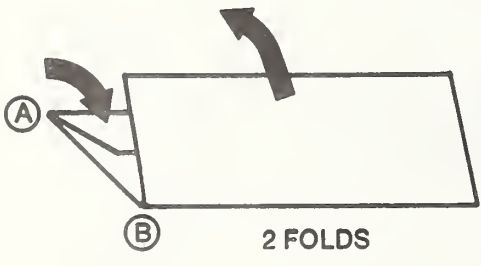
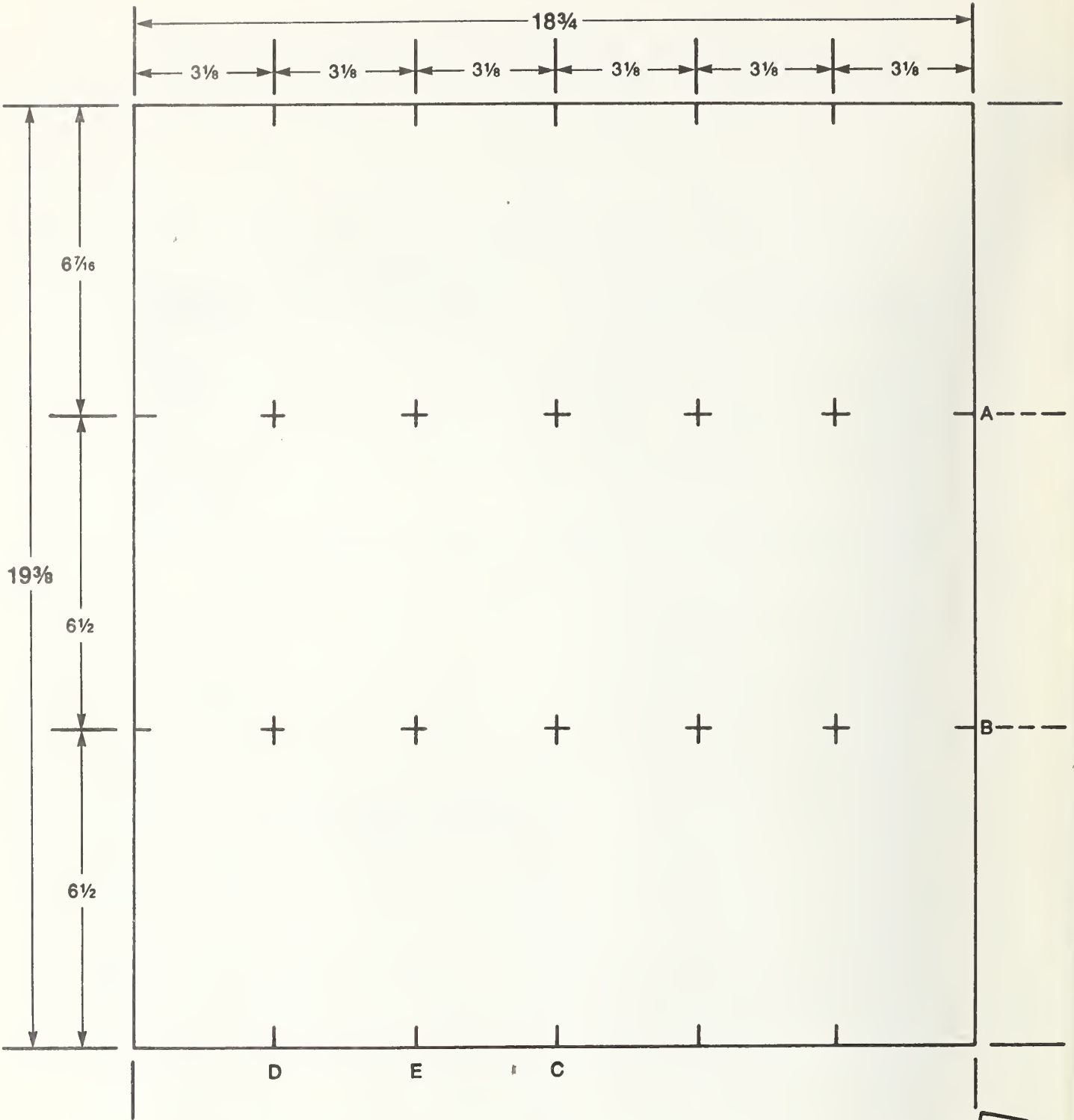


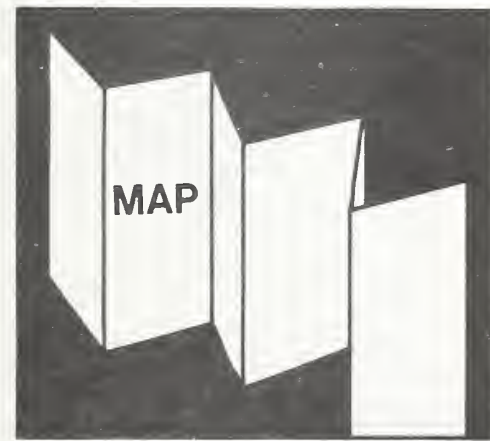
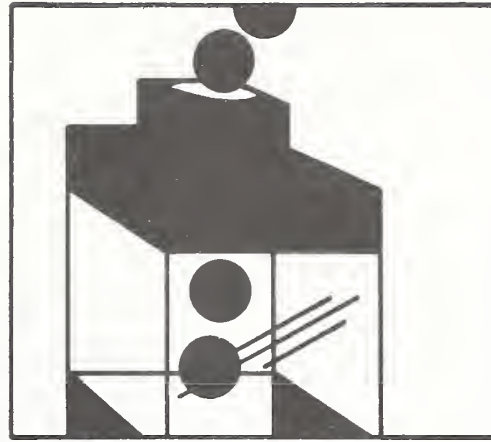
YOUR ROUTE KEY

DOWNTOWN ROUTES
BLOW-UP w/LANDMARKS

MAP OF BUS ROUTES

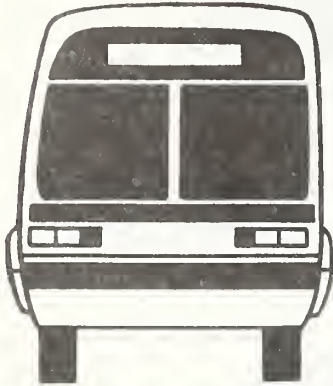






RIDER'S GUIDE

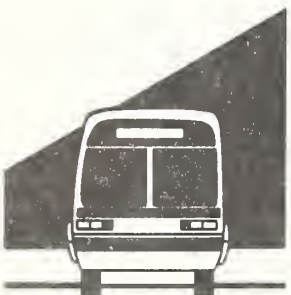
RIDER'S GUIDE



RIDER'S GUIDE



RIDER'S GUIDE



RIDER'S GUIDE

RIDER'S GUIDE

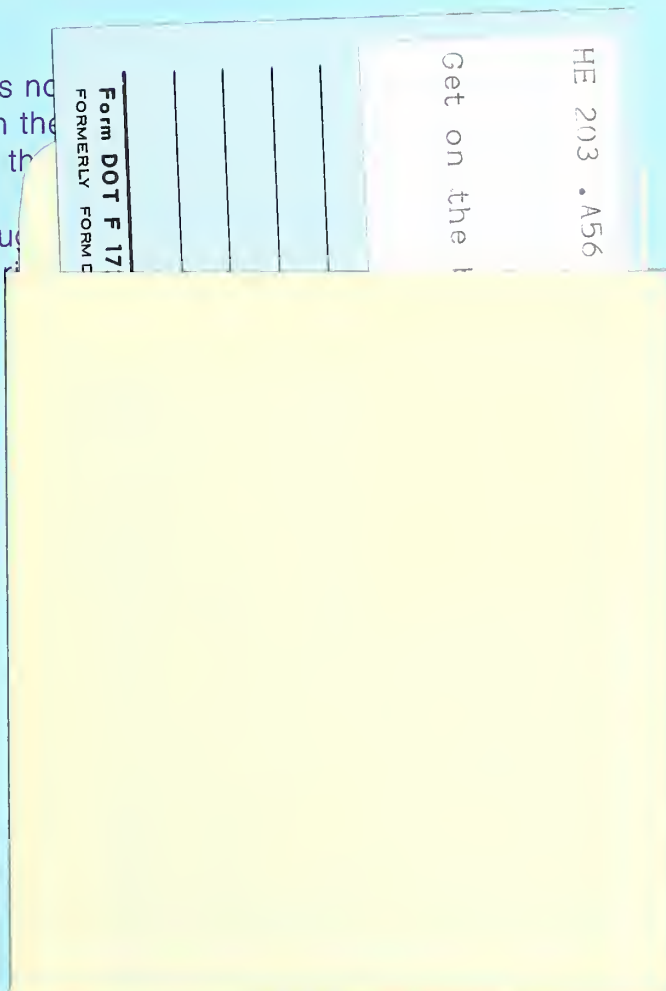
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