

# 2000 Accomplishments

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Summary of Dee Ann Deaton's projects,  
accomplishments & 2001 goals

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## The Year of Expansion

### Introduction

The year 2000 can be summarized as the Department of Weights & Measures year of expansion in areas of Media and Public awareness. The following contains the major projects and accomplishments that the Public Information Officer, Dee Ann Deaton orchestrated.

#### Media

The following is a breakdown of the television, newspaper and radio news coverage the department had in 2000.

1. The Department had approximately 54 television news stories between July 1, 2000 and June 30, 2001. The following are some of the stories that the media covered.
    - The Department established a monthly 3 to 4 minute, "Weights & Measures Tip of the Month", segment on Fox 10's morning show titled, "Weights & Measures Tip of the Month". To date the Department has conducted 9 segments, which have focused on consumer awareness and education. For further information see the attached Tip of the Month table. In addition many of the tip of the month stories were also covered on Channel 3's, "3 On Your Side" evening news show.
    - All major Arizona television networks and newspapers covered 2000 UPC Inspection results. Interviews were also conducted on 2 radio programs.
    - Legal jewelry scales at both the Tucson and Quartzsite gem show received extensive coverage this year. In Quartzsite the local newspaper printed two stories about the type of scale inspections the Department conducted at the show and in Maricopa county Channel 3 covered the story as well. Local Tucson television stations ran stories on a daily bases for a 1-week period. Retailers and the public were made aware of the scale, scale inspection results, and consumer shopping tips.
    - Weights & Measures 202<sup>nd</sup> year Anniversary. This year marked the 202<sup>nd</sup> year anniversary of Weights & Measures in the United State. The Department celebrated by conducting four main events in Phoenix, Flagstaff and Tucson (see events for description). The media in each of the cities covered the event. In Phoenix the Republic, Channel 15 and 12 covered the Weights & Measures Day @ Safeway and The Weights & Measures Day at Southwest Foods (*Note: the Department also video taped the Southwest food event for future promotion*). In Tucson KVOA Channel 4 covered the Weights & Measures Day at Southwest food.
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- The Department expanded their scope of media coverage to include Association magazines and newsletters. The Department had full feature articles in the Southwest Nursery Association and the Arizona Food Marketers Association.
- In Kingman, the Department was featured as the main guest on two of "Get to Know Kingman" shows on Channel 77. Each show was 45 minutes in length and ran every three hours for an entire week. The goal of each show was to educate and provide tips for consumers in areas of : fuel quality, fuel volume, gas dispensing accuracy, types of gasoline inspections, method of sale, scale accuracy, packaging requirements, method of sale, UPC scanning accuracy and price posting requirements.
- The Department was also a guest on Channel 8's "Horizon" talk show- topic was fuel quality.
- Four television Public Service Announcements continued to run on television stations throughout the state. Based on 3 of the 25 stations which have run the PSA's the Department received over \$24,883 worth of airtime and on KPNX, KVOA, and KMSB the PSA's have run 329 times.

#### Events

The Department participated in a number of events this year in the form of tradeshow and self -developed events. The following is a summary:

1. **Scam Jam** - In conjunction with the Better Business Bureau and Channel 3 the Department of Weights & Measures had a booth at this years Scam Jam.
2. **Arizona Home Building Tradeshow** - The Department had a booth for the three day event.
3. **Employee Appreciation Day** - The Department had a booth at the event and played an education based game called Myth or Fact.
4. **Weights & Measures Week** - In celebration of the 202<sup>nd</sup> year Anniversary of the first Weights & Measures law the Department conducted events titled "Weights & Measures Day". The goal of each event was to educate the public about Weights & Measures as well as teach students about the regulatory and retail side of business. The Department teamed up with retailers such as Safeway, Basha's and Southwest Foods to promote and host each event. The Department approached different elementary schools throughout the state to participate. The following is a breakdown of each event:

#### ◇ Phoenix:

- On February 26, 2001, 65 students from Capital schools participated in a Weights & Measures Day @ Safeway at a Safeway store in downtown Phoenix. Students visited four stations throughout the store. Stations included a produce station, UPC station, meat station and deli station. At each station students learned how the state regulates items as well as how the retailer prepares items before it reached the store. Students were also provided with shopping tips.
- The Department also conducted a similar Weights & Measures day event at a Southwest Food store in Phoenix. Eighty- five fourth grade students participated.
- Bashes also participated by hosting a Weights & Measures Day at Basha's. This event was open to the public and Compliance Officers were on hand to answer consumer questions and share shopping tips.

#### ◇ Tucson:

- The Department conducted a Weights & Measures Day at Southwest Food Stores. This event was open to the public and the Department talked to Southwest customers about their rights in the market place.

#### Consumer & Corporate Education:

In 2000 the Department continued to expand their education efforts for both consumers and retailers.

1. The Department conducted three consumer education seminars for Lions Club members. Each meeting consisted of 10 to 20 members.
2. Efforts to educate Retailers on their responsibilities when it comes to UPC Scanning Accuracy and Price Posting continued this year. The Department conducted 22 corporate education seminars throughout the state, with approximately 560 retail managers trained. The Department also conducted 6 in-store walk-through training seasons as part of the retail education efforts.

#### Website Development

Dee Ann also:

1. Redesigned the departments website this year in an effort to increase the sites speed and visual appeal.
2. Researched and helped in the development of the 2000 UPC inspection results for the website.

## Public Awareness Goals for 2001

#### Projects in Progress

1. Registered Service Representative Training Seminar.
2. Expansion of the Consumer Education - currently in developmental stages of a partnership with the Better Business Bureau and the Arizona Small Business Association to develop a Maricopa County consumer education series with different associations and the general public. Consumers awareness seminars will be conducted on a quarterly bases to different associations and the general public with topics including: state laws designed to protect consumers, shopping tips, and retail scams to be aware of.
3. Participation in the 2001 Scam Jam Speakers Bureau.

#### 2001 Projects and Goals

1. Continuation of the "Tip of the Month," morning show segments with Fox 10.
2. Increase radio exposure by marketing topics of interest to morning and drive home radio talk shows throughout the state.
3. Enhance the in-house training program by developing interactive training CD's for field officers. The training CD's may include demonstrations of Weights & Measure inspections in video format and interactive NIST Handbook instructions.
4. Increase association member awareness by developing stories for the Arizona Small Business Association, Better Business Bureau, Arizona Food Marketing Association, AZ Auto, Arizona Retailers Association and all Chamber of Commerce's in Arizona.
5. Enhance the Arizona Department of Weights and Measures reputation as a proactive and innovative leader by developing a media network with all Weights & Measures Departments throughout the country. The goal of this network is to encourage Departments to:
  - Promote critical and educational stories at the same time and gain national attention about non-compliant issues.
  - Educate Americans about their rights in the marketplace.
  - Educate Americans about the Weights & Measures resources that are available in their state.
6. Continue expanding the scope of the Corporate Education Program by establishing, designing and coordinating new corporate education seminars in areas of UPC and Price posting.