



Illinois State Rollout of Driving Skills for Life

Fly Around – Coverage Summary Report November 13–14, 2007

Last updated: 11/26/07

Program Overview:

- Ford Motor Company Fund and the Illinois Department of Transportation are partnering to launch a statewide effort designed to reduce teen crashes and fatalities in Illinois, Operation Teen Safe Driving.
- The initiative is the first of its kind in the nation and gets high school students directly involved by engaging them in competition to design community-based driving safety programs targeted at their peers.
- The initiative will utilize Ford Motor Company Fund's *Driving Skills for Life (DSFL)* program as the foundation of the initiative.
- The initiative has the support of the Office of the Governor, the Office of the Secretary of State and the Illinois State Board of Education.
- This statewide effort will expand the 2007 effort and will impact 102 counties and all public and private high schools in the state in 2008.
- The winning schools will participate in one of three exciting Ford *DSFL* hands on training events.

Six City Launch – November 13-14

To kick-off and unveil the first statewide rollout of a Ford DSFL initiative, Ford Motor Company representatives, Illinois Department of Transportation (IDOT) Secretary Milton R. Sees, Secretary of State Jesse White and other state officials traveled to six cities across Illinois in two days. Governor Rod R. Blagojevich attended and spoke during the Chicago press conference.

Press conferences were held at local high schools in Rockford, Chicago, Peoria, Springfield, Cahokia and Carbondale.

PRESS CONFERENCE BREAKDOWN

November 13

Rockford, IL - Press Conference

Auburn High School

9:00 am

In attendance:

Milton R. Sees, Secretary, IDOT

Kathleen Widmer, Office of the Secretary of State, Traffic Safety Manager

Michael R. Stout, IDOT, Director, Division of Traffic Safety

Jim Graham, Ford Motor Company Fund

Lainie Krozel, Acting Executive Director, Illinois Liquor Control Commission

Captain Joseph Frascati, Illinois State Police

Dr. Richard Jancek, Principal of Auburn High School

SADD (Student Against Destructive Decisions) Representatives

Chicago, IL - Press Conference

Whitney Young High School

1:00 pm

In attendance:

Governor Rod R. Blagojevich

Secretary of State Jesse White

Milton R. Sees, Secretary, IDOT

Clayton Harris, IDOT Chief of Staff

Michael R. Stout, IDOT, Director, Division of Traffic Safety

Jim Graham, Ford Motor Company Fund

Commander Pete Negro, Illinois State Police

Lainie Krozel, Acting Executive Director, Illinois Liquor Control Commission

Calvin Davis, Director of Chicago Public Schools Sports Administration

Peoria, IL – Press Conference

Limestone Community High School

3:00 pm

In attendance:

Secretary of State Jesse White

Milton R. Sees, Secretary, IDOT

Kelly Funke, Superintendent

Michael R. Stout, IDOT, Director, Division of Traffic Safety

Jim Graham, Ford Motor Company Fund

Captain Dean Kennedy, Illinois State Police

Lainie Krozel, Acting Executive Director, Illinois Liquor Control Commission

November 14

Springfield, IL – Press Conference
Springfield High School
9:00 am

In attendance:

Henry Haupt, Deputy Press Secretary, Secretary of State
Larry Trent, Director, Illinois State Police

Michael R. Stout, IDOT, Director, Division of Traffic Safety

Jim Graham, Ford Motor Company Fund

Robert Bugielski, Associate Director, Illinois Liquor Control Commission

Chuck Hoots, Principal, Springfield High School

Cahokia, IL – Press Conference

Cahokia High School
11:00 am

In attendance:

Representative Jay C. Hoffman – sent a representative

The Mayor of Cahokia – sent a representative

Janet Bechtold, Superintendent

Henry Haupt, Deputy Press Secretary, Secretary of State

Michael R. Stout, IDOT, Director, Division of Traffic Safety

Jim Graham, Ford Motor Company Fund

Lt. Michael Lennix, Illinois State Police

Robert Bugielski, Associate Director, Illinois Liquor Control Commission

Carbondale, IL – Press Conference

Carbondale Community High School
2:00 pm

In attendance:

David Phelps, Assistant Secretary, IDOT

Henry Haupt, Deputy Press Secretary, Secretary of State

Michael R. Stout, IDOT, Director, Division of Traffic Safety

Jim Graham, Ford Motor Company Fund

Captain Michael Irwin, Illinois State Police

Robert Bugielski, Associate Director, Illinois Liquor Control Commission

MEDIA

Media Outreach:

- Local Media
 - Ford press release distributed and pitched in partnership with Governor Blagojevich's Office.
 - Illinois Department of Transportation to provide local PR through its State Police PR and top school representatives
 - Direct Impact to support release of media info to local outlets
- National Media
 - Aker Partners in partnership with Ford PA to write and distribute Ford Motor Company Fund press release
 - Aker Partners to target national media outlets

Key Messages:

- This partnership with the state of Illinois is a national pilot that demonstrates how public-private partnerships can work to support communities and improve lives.
- Ford is delighted to partner with the state of Illinois on a new, statewide program that originates from a successful campaign launched by *DSFL* and community partners in Tazewell County in 2006/2007.
- During a 15-month period starting in late 2004, 15 Tazewell County II, teens lost their lives in vehicle accidents. The desire to help this small community of 130,000 avoid losing more young lives led Ford Motor Company Fund and Community Services to choose it as the location of an extended, teen safe driving educational campaign.
- The Ford Fund will provide significant funding to make the campaign possible. The state of Illinois will provide as well with other sponsors also contributing.
- Vehicle crashes are the leading cause of teenage death, claiming more than 7,000 teens annually
- Established in 2003, Ford Motor Company, the Governors Highway Safety Association, and a panel of safety experts developed *Driving Skills for Life (DSFL)*, which teaches teens the necessary skills for safe driving.
- *Driving Skills for Life* focuses on four skills that have been identified by experts as being the cause of more than 60 percent of teen fatal vehicle crashes: Vehicle Handling, Speed Management, Space Management and Hazard Recognition.

FLY AROUND MEDIA COVERAGE/EXPOSURE FOR FORD

- TELEVISION

WREX TV 13 – Rockford, IL
WIFR TV 23 – Rockford, IL
WTVO TV 17 – Rockford, IL
WLS TV ABC 7 – Chicago
CBS 2 – Chicago
WGBO Univision – Chicago
FOX 32 – Chicago
WGN TV – Chicago’s CW
Polish TV 23 – Chicago
WEEK TV 25 – Peoria
WHOI ABC TV 19 – Peoria
WYZZ TV 43 (FOX) – Peoria
WAOE TV my59 (WB) – Peoria
WMBD TV 31 (CBS) – Central Illinois
WAND TV 17 (NBC) – Champaign, Springfield, Decatur
WCIS TV 20 (ABC) – Springfield
WCIA 3 (CBS) – Champaign
KMOV TV 4 – St. Louis Region
KWQC TV 6 – Quad Cities
KPLR TV 11 (CW) – St. Louis
KFVS TV 12 (CW) – Heartland News
WSIL TV 3 (ABC) – Carbondale

- PRINT

Rockford Register Star
Associated Press
Chicago Tribune
Chicago Sun-Times
Daily Harold – Suburban Chicago
Peoria Journal Star
Limestone News, Peoria
Peoria Times-Observer
State Journal Register, Springfield
IRN Radio (Information Radio Network)
Belleville News Democrat
Monroe City Republic Times
Suburban Journals
Republic-Times Shopper, Covering all of Monroe County & More
Southern Illinoisan
Journal Star – Freeport, IL

- RADIO

WLS 890am Chicago’s Talk Station
WGN News/Talk 720, The Voice of Chicago

WBBM Newsradio 780 AM (CBS), Chicago's number #1 choice for news
Chicago Public Radio
WMBD 1470 AM, Peoria's News and Talk Stations
Metro IL Radio Network
WCBU 89.9 – Smart radio for Central Illinois – NPR

- WEB

www.stltoday.com - St. Louis Post Dispatch, The definitive online guide to all things St. Louis

www.MSNBC.msn.com

www.Illinois.Gov

www.GHSA.org – Governors Highway Safety Association

www.62644.com

www.media.ford.com

Google Alert For: Ford Motor Company Fund

www.topix.com

www.kfvs12.com

www.buckleupillinois.com

www.rrstar.com

www.bnd.com

www.thesouthern.com

www.wsiltv.com

www.pjstar.com

www.autochannel.com

www.carbuyernotebook.com

www.autospector.com

www.smartbrief.com

www.weai.com

www.wrex.com

www.tazewellillinois.com

www.delevanschools.com

www.alacrastore.com

www.wandtv.com

www.bnd.com

www.prdomain.com

EVENT PHOTOGRAPHS



Nov. 13 - From left to right: Michael R. Stout, IDOT, Director, Division of Traffic Safety, Illinois Governor Rod R. Blagojevich, Jim Graham, Ford Motor Company Fund and Andrew Sieloff, Ford Motor Company Fund at the *Driving Skills for Life - Operation Teen Safe Driving* press conference in Chicago.



Nov. 13 - Illinois Governor Rod R. Blagojevich announces the State and Ford partnership of *Operation Teen Safe Driving* at a press conference in Chicago.



Nov. 13 - Jim Graham discussing Driving Skills for Life with Whitney Young students, faculty and media at a *Operation Teen Safe Driving* press conference in Chicago.

Also pictured are Illinois Governor Rod R. Blagojevich and Secretary of State Jesse White.



Nov. 13 – Media and Whitney Young High School students learn about *Operation Teen Safe Driving* during the program press conference in Chicago.



Nov. 13 – Captain Joseph Frascati, Illinois State Police (ISP), announces the ISP commitment to the *Operation Teen Safe Driving* program during a press conference in Rockford, IL.



Nov. 13 - Lainie Krozel, Acting Executive Director, Illinois Liquor Control Commission (ILCC), announces the ILCC commitment to the *Operation Teen Safe Driving* program during a press conference in Rockford, IL.



Nov. 13 – Limestone Community High School band welcomes the *Operation Teen safe Driving* team as they arrive for the Peoria press conference.



Nov. 14 - Lifesavers student from Carbondale Community High School speaks during the Carbondale, IL *Operation Teen Safe Driving* press conference.



Nov. 14 - Michael R. Stout, IDOT, Director, Division of Traffic Safety, describes Operation Teen Safe Driving program details during a press conference in Springfield, IL.