

JTA Bus PSAs

A report to *The Jacksonville Journey*
Public Relations Committee

By Ben Frazier

Purpose

Promote a general message of
encouragement and awareness of

The Jacksonville Journey

Audience

- Thousands of citizens who ride the 174 JTA buses daily – a demographic not generally reached by traditional marketing efforts.
- JTA averages 11 million passenger trips per year.
- From now through April our message will be heard during 2 million passenger trips.
- JTA does not track number of passengers, just passenger trips.

Message

Four 10-second loops recorded by Ben Frazier that play automatically.

Message Text

- Working together we can stop the violence ... We are the answer and now is the time. *The Jacksonville Journey* ... working to make Jacksonville safer for all of us.
- Life is precious ... And peace begins with you. Let's stop the violence! *The Jacksonville Journey* ... working to make Jacksonville safer for all of us.
- Jacksonville ... A lot of good people live here ... and we thank you for being one of them! *The Jacksonville Journey* ... working to make Jacksonville safer for all of us.
- Respect ... Earn it. Learn it ... Treat others like you want to be treated yourself. *The Jacksonville Journey* ... working to make Jacksonville safer for all of us.

Cost of Campaign

Advertising space is donated by the Jacksonville Transportation Authority for as many weeks as we need it.

Launch

Messages are approved by JTA.
Implementation scheduled for last
week of February.