Appendix N

1988-89 MEDIA PLAN FOR ATV SAFETY PUBLIC AWARENESS CAMPAIGN

I. OBJECTIVE

A. Overall Objective

Generate awareness of ATV safety messages among the target.

B. Target

The campaign target is defined demographically as Men 18-49 for media buying purposes. Within this group emphasis will focus on the following ATV sub-cells:

Primary:

ATV owners and users (including farmers).

Secondary:

Prospective ATV purchasers.

C. Geography

Support the full national scope of the ATV marketplace. Provide additional emphasis in the highest developed ATV markets.

D. Timing: Seasonality and Duration

Support a comprehensive Fall '88 effort backed up by a

strong Spring '89 campaign recognizing:

- That the Summer months do not represent high ATV sales or an adequately high media usage environment for this campaign.
- That the Fall is traditionally the strongest ATV sales period.
- That the Fall is considered the key period for building the ATV business given the high interest Sports and Prime Time environment (Football, World Series, Prime Time new season).
- That Spring represents another strong ATV sales period.

A substantial campaign during the historically important Fall ATV period with a follow-up campaign in the Spring of 1989 should have the greatest potential for affecting public awareness.

E. <u>Communication Goal</u>

Maximize the percentage of target group reached nationally (reaching at least 50% of the target group) three or more times during the Fall ATV sales cycle.

Maximize the percentage of target group reached in highly developed markets (reaching almost 50% of the target group) three or more times on an in-flight basis.

F. Costs

Media costs:	
Television	$5,536,000 1/
Print	2,430,000
Total Media	7,966,000
Production & Pre-testing: (projected)	$ 520,000 - $ 680,000
Total:	$8,486,000 - $8,646,000

II. STRATEGIES

- Reach all target groups with a base of national media - Network Television, Cable Television and Magazines. Within Network Television utilize Prime Time and Sports programming (the most effective method of reaching Men 18-49). Cable Television will consist of highly targeted and efficient sports-oriented programming. National Print will consist of selected ATV enthusiast, male audience and farm publications. This effort is designed to achieve the communications goal (50%/3+) on a

1/ Network television will be bought at least to dollar and points goals.

campaign basis in every market (i.e. 100% of sales).

- Supplement national support with Spot Television in markets selected on the basis of category sales development. The additional spot weight will increase the exposure to safety messages in the selected markets. This effort is designed to achieve the communication goal (50%/3+) on an in-flight basis in these highly developed markets.

III. RATIONALE

A. Network Television

Network Prime and Sports programming provides the environment to attract large numbers of all target groups on a national basis.

- Television delivers a large percentage of ATV owners:

ATV owners who watch 2 or more hours of Prime Time per day:

% of Owners	80%
Total Audience (000)	2,500.0

- Television delivers a large number of the prospect target, M18-49:

<u>M18-49 who watch 2 or more hours of Prime Time per day</u>:

% of Owners	79%
Total Audience (000)	44,174.0

Source: 1987 SMRB.

- Vehicles selected will include TV events like the World Series, which is highly selective against the key Men 18-49 target. The World Series also delivers other demographic segments in large numbers which will broaden the delivery of the Safety message. Listed below are audience estimates for the World Series and other prototype programming:

PROTOTYPE NETWORK PROGRAMMING
AUDIENCE ESTIMATES

PROGRAM	KEY TARGET MEN 18-49 (000)	OTHER SEGMENTS WOMEN 18-49 (000)	OTHER SEGMENTS NON-ADULTS (000)
World Series	10,150.0	7,430.0	2,860.0
Crime Story	4,492.5	4,581.4	1,923.8
Hunter	5,212.1	7,193.3	4,526.3
Newhart	5,174.4	7,557.8	3,496.6
CBS Evening News	2,412.4	2,851.4	1,257.1
Monday Night Football	7,078.2	3,778.5	2,380.9

Source: NTI. Programming selection is dependent on availability at time of execution.

- Every attempt will be made to obtain as many first commercial positions as possible to insure higher recall.

B. Cable Television

- Cable offers programming (e.g., Sports and "MotoWorld") which will reach current and prospective ATV owners.

- Cable is effective in reaching a large number of ATV owners:

ATV OWNERS	AUDIENCE (000)	# OF TOTAL
Have Cable	1,444.0	46.2%

Source: 1987 SMRB.

- Cable, while being available nationally, skews its viewing levels toward B/C counties and non-metro areas. This is very appropriate for reaching the foundation of the ATV audience.

- Cable typically is used most effectively for reaching vertical sub-segment targets as in this case.

- Broader Cable networks and formats (non sports) are not recommended as they are less targeted and do not offer the reach and impact potential of broader Network Television.

C. Enthusiast Magazines

- Based on magazine subscriber studies, the recommended magazines will deliver a high concentration of ATV owners.

- The total audiences of the enthusiast magazines are projected as follows:

PUBLICATION	PROJECTED ADULT AUDIENCE[2/] (000)
ATV Sports	275.3
Dirt Wheels	459.7
3 & 4 Wheel Action	265.7
ATV News	207.2
4 Wheel & Off-Road	3,000.0
Dirt Bike	614.5
Dirt Rider	637.8

D. Men's Magazines

- Recommended non-enthusiast men's magazines reach high concentrations and large numbers of ATV owners.

- Because of their outdoor/recreational editorial, these magazines also deliver a large percentage of "near-enthusiasts" who are prospects for ATV purchases.

- The following are audience projections and indices for ATV owners among the readership of the recommended magazines. Their strengths in ownership correlate heavily with a presence of non-owners who are also prospects:

2/ Projected adult audience based on SMRB average reader-per-copy for motorcycle magazines.

PUBLICATION	AUDIENCE OF ATV OWNERS (000)	ATV OWNER INDEX AGAINST NATIONAL AVERAGE	AUDIENCE OF MEN 18-49 (000)
Sports Illustrated	365.0	118	11,440.0
Field & Stream	465.0	249	5,648.0
Outdoor Life	317.0	211	4,600.0
Sports Afield	206.0	275	2,436.0
Hunting	125.7	275	1,486.0

Source: 1987 SMRB. Hunting based on "MSCALE" computer run.

E. Farm Print

In recognition of farmers as an important component of the overall campaign, the following major agriculture trade magazines are also recommended:

MAGAZINE/GROUP	COVERAGE REGION
Farm Journal	National
23 State Farm Pub. Group	Midwest, West, Central
Progressive Farmer	South
National Future Farmer	National

F. Spot Television

Although the communication objective is achieved in all markets through the effective use of national media, Spot

Television is recommended to increase frequency of the safety message in highly developed markets.

A combination of Prime, Sports and News will be used, with news accounting for no more than 20% of the expenditures.

The final market list would be based on the following criteria:

- the selection of the highest CDI markets in descending order of CDI;
- within the list of highest CDI markets, base selection on markets with reasonable volume and household population.

Extremely small, low volume high CDI markets would not be included in the final spot list for the following reasons:

- Additional message exposure (beyond national reach) is not warranted against areas with few owners.
- National and Cable Television is effective in reaching small markets due to the typical lack of local commercial stations.
- Small markets tend to be less cost efficient than larger markets.

As is the case in developing any market list, professional judgment will be exercised in making the final market selection.

The prototype group, once established, would represent approximately 33% of population and 44% of category sales (132 CDI).

FALL 1988

MEN 18-49
REACH AND FREQUENCY

	AVG. FLIGHT	TOTAL CAMPAIGN
National	75/2.5	87/4.7
Regional	85/3.4	94/6.5

% OF MEN 18-49
REACHED 3+ TIMES

	AVG. FLIGHT	TOTAL CAMPAIGN
National	30%	60%
Regional	47%	76%

SPRING 1989

MEN 18-49
REACH AND FREQUENCY

	TOTAL CAMPAIGN
National	47/2.9

1988-1989 ATV SAFETY
MEDIA PUBLIC AWARENESS CAMPAIGN
FALL '88 AND SPRING '89 MEDIA SCHEDULE ($7,966.0M BUDGET)

1988/89	July	August	September	October	November	December	January	February	March	April	May	June	TOTAL COST (000)
NATIONAL TELEVISION													
Network TV - Prime/Sports - :30's M18-49 TRPs				120		120							$ 3,600.0
Cable TV - ESPN, WTBS, TNN - :30's M18-49 TRPs				15		15							$ 256.0 $ 3,856.0
NATIONAL PRINT (P4/C BLD)													
Consumer (M18-49 TRPs)				45	45	45			45	45	45		$ 1,257.0
Enthusiast													$ 201.0
Farm													$ 962.0 $ 2,430.0
REGIONAL													
Spot TV (33% U.S. H.H.) - 80% Prime/Sports; 20% News - :30's M18-49 TRPs				100		100							$ 1,680.0 $ 7,966.0

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1988-1989 ATV SAFETY
MEDIA PUBLIC AWARENESS CAMPAIGN
FALL '88 AND SPRING '89 PRINT MEDIA SCHEDULE ($7,966.0M BUDGET)
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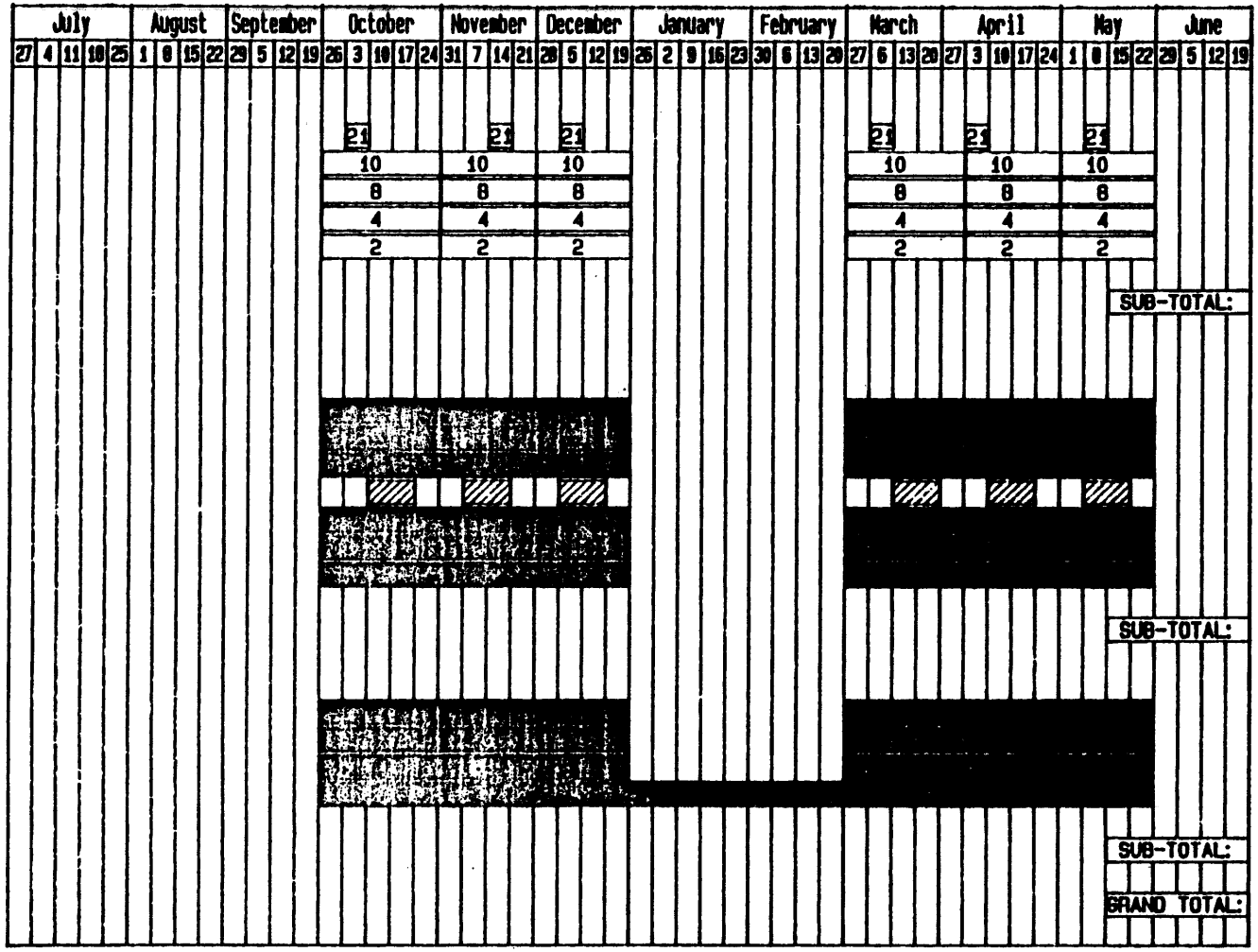

1988/89	TOTAL COST (000)
CONSUMER - M18-49 TRPs*	
- Sports Illustrated	$ 502.8
- Field & Stream	346.0
- Outdoor Life	234.0
- Sports Afield	135.6
- Hunting	48.8
SUB-TOTAL:	$1,267.0
ENTHUSIAST	
- ATV Sports	$ 25.0
- Dirt Wheels	25.0
- 3 & 4 Wheel Action	14.2
- ATV News (2x/Month)	17.0
- 4 Wheel & Off-Road	47.0
- Dirt Bike	38.8
- Dirt Rider	34.0
SUB-TOTAL:	$ 201.0
FARM	
- Farm Journal	$ 255.4
- 23 State Farm Pubs.	504.0
- Progressive Farmer	146.2
- National Future Farmer (Bi-Monthly)	56.4
SUB-TOTAL:	$ 962.0
GRAND TOTAL:	$2,430.0

* SMRB. Hunting = MRI reduced to SMRB levels.

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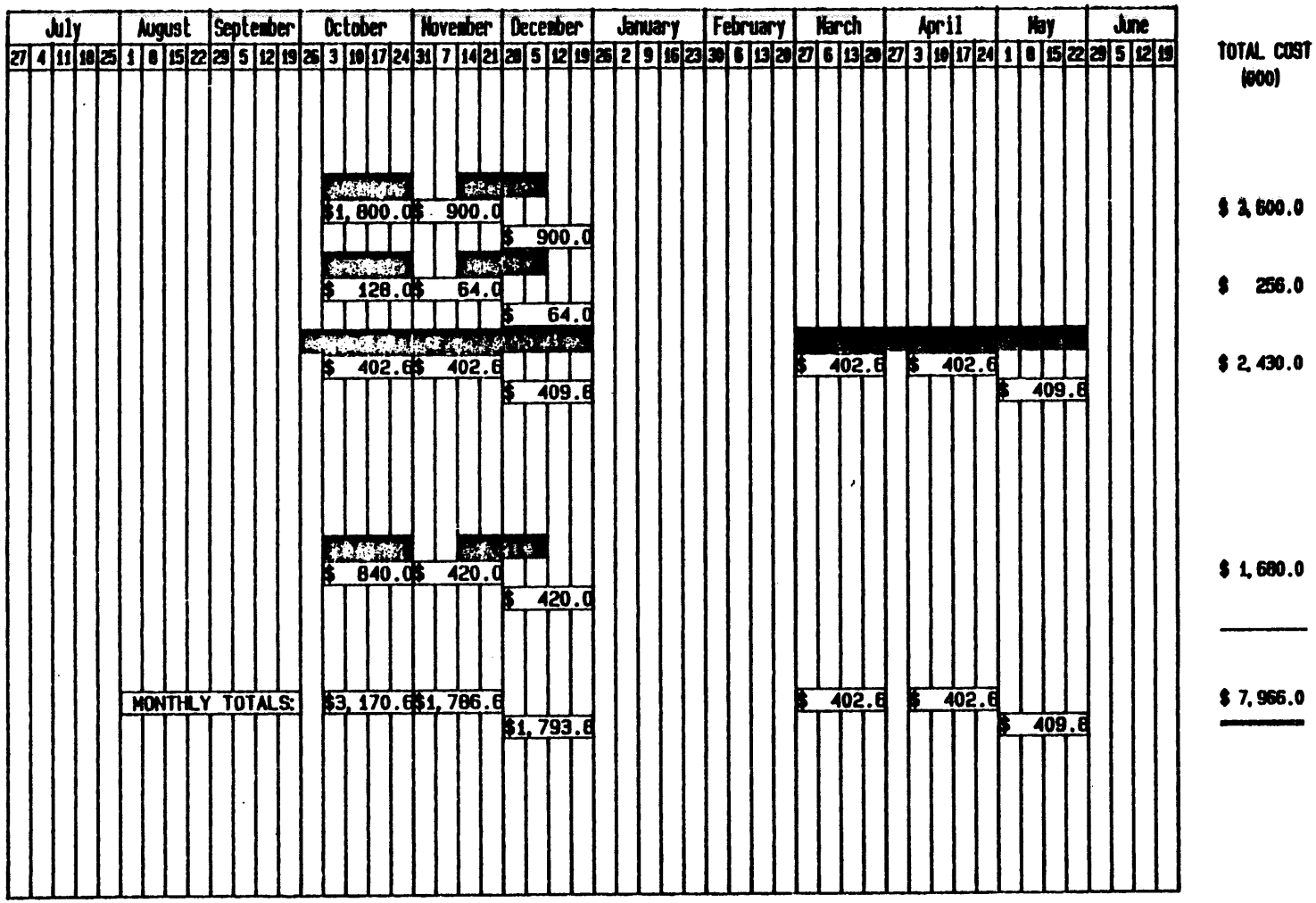
1988-1989 ATV SAFETY
MEDIA PUBLIC AWARENESS CAMPAIGN
FALL '88 AND SPRING '89 MEDIA SCHEDULE ($7,966.0M BUDGET)
PROJECTED MONTHLY BUDGET SUMMARY



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Appendix O

ATV RIDER'S COURSE OUTLINE

This ATV Rider's Course Outline is based upon the curriculum contained in the existing SVIA Instructor's Guide (8/86 revision). It reflects the modifications agreed upon by the parties with respect to a reordering of exercises, the addition of an evasive swerve maneuver, and the expanded introductory lecture. These and other modifications are noted in the outline.

The lettered exercises refer to cognitive lessons to be held away from the vehicles. The defendants will make available folding stools, clipboards, and pencils to instructors for use by students during these exercises. The numbered exercises are conducted on the vehicles. The instructor will evaluate the performance of each student during the exercise and will provide the evaluation form to the student during the last session. The estimated time for each exercise is provided, as well as the total time for the lesson.

COURSE OUTLINE

Lesson 1: 50 min.

EXERCISE	TIME	CONTENT
A	50 min.	Welcome & Introduction Purpose/Safety Alert Rider Safety Awareness Introduce SIPDE Rider Responsibilities Riding Gear <u>Additional Modification</u>: Lesson A shall also include, at a minimum, a discussion of the following material: -- CPSC accident and injury data (updated every 12 months to reflect statistics for the preceding five years, as provided by the CPSC), -- Risk awareness and how to reduce the risks, -- Safety awareness on where to ride and the proper size vehicle to ride, -- Riding practices, such as do not carry passengers, do not ride alone, etc.,

-- The use of alcohol/drugs and the loss of motor skills,
-- The need for protective head gear and clothing to reduce injury severity,
-- Local laws and regulations,
-- Why this course is offered and what it means to the student.

The defendants may supplement this list of topics with additional safety-related and introductory materials.

Break: 5 min.

Lesson 2: 60 min.

EXERCISE	TIME	CONTENT
1	10 min.	Controls
2	10 min.	T-CLOC
3	5 min.	Warm-up
B	5 min.	Range Signals
4	5 min.	BONE-C
5	10 min.	Getting Moving <u>Additional Modification</u>: Additional detail on shifting and braking will be added as appropriate.
6	15 min.	Stopping--Straight & Curve <u>Additional Modification</u>: Objective 6 will be moved to follow Objective 3.

Break: 5 min.

50

Lesson 3:	40 min.	
EXERCISE	TIME	CONTENT
7	15 min.	Oval
8	15 min.	Circles
9	10 min.	Figure 8

Break:	5 min.

Lesson 4:	30 min.	
EXERCISE	TIME	CONTENT
C	30 min.	SIPDE (Flip Cards) Terrain Strategies Terrain Specific Discussion <u>Additional Modification</u>: New color flip cards will be developed.

Lesson 5:	35 min.	
EXERCISE	TIME	CONTENT
10	20 min.	Sharp Turns
11	15 min.	Quick Turns--Weave

Lunch/Break:	45 min.

Lesson 6:	55 min.	
EXERCISE	TIME	CONTENT
D	5 min.	Warm-up/Stretching
12	25 min.	Quick Stops--Straight/Evasive Maneuvers <u>Additional Modification</u>: A lesson outline for the emergency stop/swerve maneuver is attached.
13	15 min.	Quick Stops--Turns

14	10 min.	Obstacles <u>Additional Modification</u>: The feasibility of incorporating a single-track obstacle maneuver for three- and four-wheeled vehicles will be explored during field testing.

Break: 5 min.

Lesson 7: 20 min.

EXERCISE	TIME	CONTENT
E	20 min.	Safety Behaviors Environmental Concerns/SIPDE Local Laws/Regulations Locating places to ride

Lesson 8: 45 min.

EXERCISE	TIME	CONTENT
15	15 min.	Climb, turn, descend, stop
16	15 min.	Climb, stop, descend (moving K-turn) <u>Additional Modification</u>: The instructor will emphasize that the handlebars should be turned uphill and that the rider should dismount on the uphill side of the vehicle.
17	15 min.	Traversing <u>Additional Modification</u>: The ATV Rider's Handbook, Ex. 5, drill 9 will be used as reference material. An evaluation point on keeping weight shifted uphill will be added.

Break: 5 min.

Lesson 9:	35 min.	
EXERCISE	TIME	CONTENT
18	35 min.	Trail Ride/Practical Application SIPDE Reinforcement Environmental Concerns

Break:	5 min.

Lesson 10:	15 min.	
EXERCISE	TIME	CONTENT
F	15 min.	Wrap-up, Review, Course Completion Cards Students to be provided with copy of the Student Handbook