



# **TRUCKING TAKES CENTER STAGE**

**2021  
ANNUAL  
REPORT**

**TRUCKING** ▶  
Moves America Forward



# LETTER FROM THE EXECUTIVE COMMITTEE

2021 was year two of the pandemic, and trucking continued to be a frontline essential industry delivering America's most important supplies. In 2021 Trucking Moves America Forward, in its 7<sup>TH</sup> year, continued to showcase the value of the American Truck Driver, supported by millions of industry workers, to our audiences of the industry, public policymakers, the media and the general public, at a time when the crisis of the pandemic remained at large.

Without many in-person shows and events again this year, TMAF was able to pivot and conduct more online activities than ever before. Our social media presence boomed with Instagram continuing to lead in organic engagement from truck drivers. User-generated content was at an all-time high for TMAF as organizations submitted videos of their drivers in the pandemic; their travels with the new Safety Sammy mascot stress toy – distributed free of charge – and state specific economic facts.

Sponsorships with NASCAR and Pilot Flying J brought mascot Safety Sammy out of hibernation for a much-needed appearance at the Michigan International Speedway in August to educate racecar fans on how important trucking is! We thank Pilot Flying J, and all of our sponsors and supporters, for ensuring TMAF continues.

We continued to showcase more stories from frontline heroes, including during Black History Month and Women's History Month but also for safety champions and the drivers who help to fight human trafficking. We maintained national media coverage around special moments, such as the delivery of the U.S. Capitol Christmas tree, Veterans Day and the collection of charitable deeds by the industry, and we continued our popular billboard campaign to educate the motoring public during National Truck Driver Appreciation Week.

As we look ahead to 2022, we will continue to make an impact through education, awareness, and engagement from all our key audiences to ensure the industry image is properly reflected.



**KEVIN W. BURCH**

VP Sales & Governmental Affairs  
M.T.S.  
Past Chairman, ATA & TCA



**STEVE PONDER**

Executive Vice President  
Great West Casualty Company



**ELISABETH BARNA**

Executive Vice President and  
Senior Advisor to the President  
and CEO  
American Trucking Associations



**WENDY HAMILTON**

Sr Manager, Operations  
and Executive Support  
Pilot Company



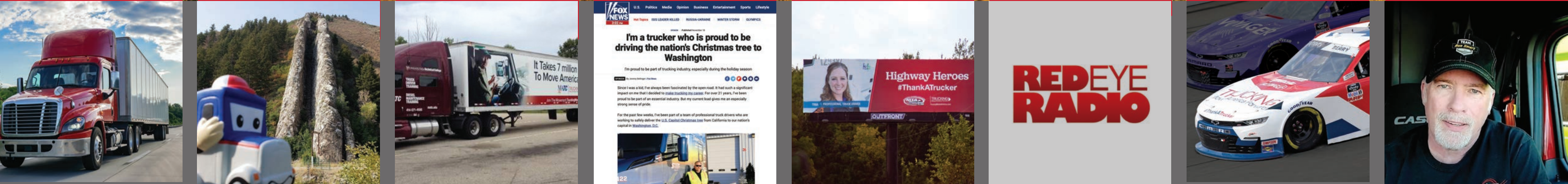
*NTDAW 2021 in South Carolina, grilling burgers & hot dogs for drivers coming through the I-26 west-bound weigh station.*





# 2021 AT AT GLANCE

200+ donors	30,000 cumulative followers	270+ trailer wraps on the road	204 million media impressions	6 million billboard impressions	23.9 million radio ad impressions	NASCAR sponsorship	Countless user-generated content
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**GRAND TOTAL  
234 MILLION  
IMPRESSIONS**

Plus 16 million potential views  
per trailer wrap per market per year





Professional driver Jeremy Bellinger of Systems Transport talks to DC's FOX 5 news at the US Capitol.

# MEDIA RELATIONS

From news articles in industry trade journals, to interviews on trucking radio programs, including Sirius XM's Radio Nemo, Road Dog Trucking and TNC Radio, TMAF continued to utilize the media to promote the positive works of the trucking industry.

TMAF leveraged opportunities to place op-eds in widely read publications. For Veterans Day, TMAF placed an op-ed in Stars and Stripes about how the industry provides career options to military veterans. During the holiday season, timed with the delivery of the U.S. Capitol Christmas Tree, TMAF placed an op-ed on FoxNews.com about the driver's journey and how the trucking industry helps deliver the holidays each year. Throughout the journey, TMAF also helped secure media coverage in the states where the tree stopped along the route, including California, Arkansas, and Missouri, as well as in Washington, D.C. upon the tree's arrival in our nation's capital.

At the end of the year, TMAF once again compiled stories from the industry about ways that trucking companies and organizations give back during the holiday season, which were covered by industry trade press.

**46**  
earned media  
placements

news articles, op-eds  
and radio and television  
interviews

**204M+**  
estimated media  
impressions

in media markets  
across the country





# SOCIAL MEDIA

TMAF’s social media continued to enjoy increased growth and engagement. Instagram led the way in terms of TMAF’s organic growth as the popularity and ubiquity of the app continued to increase. Stay tuned for TMAF on TikTok in 2022!

## 2021 RESULTS

	Facebook	Twitter	LinkedIn	Instagram
Impressions	472,708	315,346	82,139	2,837
Engagements	27,523	5,542	4,896	1,977
Followers	19,746 (+1,458)	6,461 (+694)	1,601 (+699)	2,238 (+336)

	YouTube
Subscribers	204 (+8)
Total Views	27,523

# TOP POSTS





# TMAF BLOG

In 2021, TMAF continued to use the TMAF Blog on Medium to share the personal stories of professional truck drivers and industry members. Throughout the year, TMAF shared 13 stories on the blog.

Some of the highlights include:

During Black History Month and Women's History month, TMAF interviewed industry professionals about their careers and contributions to the industry in order to continue to elevate their stories more during these important months.

Later in the year, TMAF also showcased the stories of "Safety Champions" by interviewing drivers with excellent safety records around National Safety Month. During National Truck Driver Appreciation Week (NTDAW), TMAF interviewed a NASCAR driver on the car he designed to race that week to pay tribute to and celebrate America's truck drivers.

TMAF also launched two new series this year to tell the stories of Independent Contractors and Law Enforcement partners on the relationship between law enforcement and the trucking industry. We also compiled stories from the industry on how it gives back to veterans which was shared and promoted on Flag Day, and that showcased military trucks in the industry.



**13**  
blog posts

written and shared  
throughout the year





# CAMPAIGNS

## BILLBOARDS

2021 saw more billboards along America's highways with the important message to thank our highway heroes during National Truck Driver Appreciation Week through the #ThankATrucker campaign. This year, several markets utilized the Highway Heroes and On the Road for You campaigns and placed billboards in their city along their most traveled highways.

**6M+**  
impressions

- Brookland, MI
- Minneapolis, MN
- Charlotte, NC
- Reno, NV
- Charleston, SC
- Monroe, Alexandria, Shreveport, LA



## RADIO

TMAF hit the radio airwaves again during NTDAW on The Westwood One Radio's news talk and sports programming. The radio ads were heard during the play-by-play football games during Week 1 of the NFL regular season games. We also deployed ads during talk radio segments to educate a.m. and p.m. drive-time listeners about trucking's key role in delivering all that is important and needed to us. Red Eye Radio, which broadcasts directly to truck drivers, was part of the radio buy, with a spot thanking the 3.6 truck drivers for their dedicated efforts, particularly in a pandemic. TMAF leaders were interviewed on the podcast by host Eric Harley, and the station included social media promotion.

Also in 2021, TNC Radio partnered with TMAF to share promotional ads on its airwaves. TMAF worked in tandem with TNC to create and launch four radio spots that aired throughout the later half of the year. The spots focused on industry facts, NTDAW, how to join TMAF and the diversity of the industry.



## NASCAR

Thanks to Pilot Flying J's ongoing sponsorship with NASCAR, TMAF was able to showcase its campaign branding at the August race at the Michigan International Speedway. As part of the sponsorship, mascot Safety Sammy was on the scene with handheld fans that listed need-to-know trucking facts to educate racecar fans. TMAF also displayed two billboards for racing fans driving to and from the raceway alerting them to the mascot appearance.





## TAKING A PERSONAL JOURNEY THROUGH TRUCKING'S STORIES



## MEET THE TRUCKERS

In 2021, TMAF continued to interview and feature several new profiles for Black History Month, Women of Trucking, and the U.S. Capitol Christmas tree drivers on our Meet the Truckers website pages. This year, we added Safety Champions to our set of features showcasing the best of the best drivers holding notable safety awards and achievements.

**16,200 views**

#ThankATrucker

## #THANKATRUCKER WALL

The wall of gratitude continued to see high engagement at 16,200 views as it collected all social media posts that included the hashtag #ThankATrucker.

## #MASCOTONTHEMOVE

Oh, the places we will go! Stress toys of the mini mascot, Safety Sammy, were given away to drivers across the country, and in turn they took the mini mascot on their travels and submitted photos to TMAF. We then shared the many places mascot Safety Sammy visited with the campaign slogan: #MascotOnTheMove. Engagement was high as we had monthly content to continuously promote.



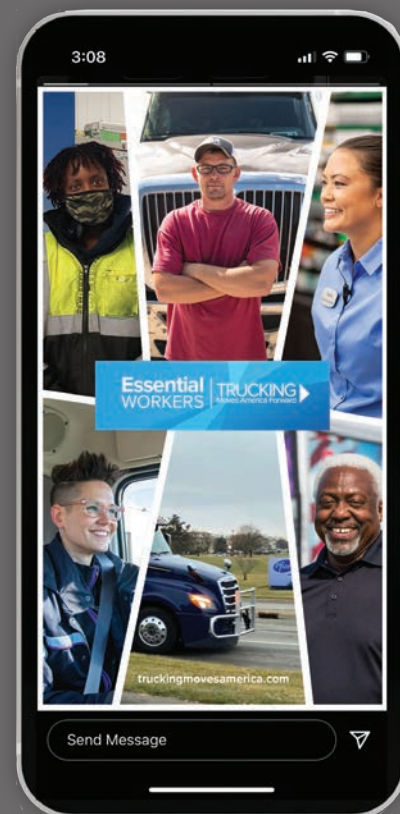
## #ESSENTIALWORKERS

TMAF solicited video submissions from the industry to help promote the essentiality of professional truck drivers during the pandemic and their stories of delivering the most critical supplies. We received several one-minute video submissions and promoted them through social media. This enhanced content resulted in a successful campaign enabling drivers to share their pride during one of the most important moments in the national spotlight.



# INDUSTRY RESOURCES

We continue to offer the entire trucking industry complimentary marketing and educational resources including posters, advertisements, social media shareables, marketing flyers and videos. We know that our industry is only as strong as our message and mission, and as a movement we will continue to tell our story of essentiality and positivity through many channels and outlets.



## ORNAMENTS

TMAF's holiday ornaments in 2021 celebrated the industry once again. This year's design showed the diversity of the industry and were promoted in the fall so the industry could plan their holiday gift-giving early! The ornament was available for \$10, including shipping and handling, as a memorable way to spread holiday cheer with a decorative reminder of this great industry of trucking.

## STRESS TOY

In addition to the mini-mascot campaign, these desktop and roadside collectables made for great sidekicks to industry members and trucking fans alike. TMAF mailed them for free to members of the industry upon request to encourage displays of pride whether on the go or in the office.





# TRAILER WRAPS

Through the TMAF trailer wrap program, companies can purchase the design and installation of the wraps and choose to personalize the artwork, messaging and branding. Designs have expanded throughout the years allowing for many options, and many companies include images of their driver. These moving billboards tell the trucking story to millions of Americans each year in each market they travel. To date, there are more than 270 branded trailer wraps on America's highways!



**16M**  
**impressions**  
per trailer wrap per market





# 2021 FINANCIALS

TMAF is grateful for the continued support from so many trucking organizations, associations and individuals as we closed out the seventh year of the movement.

## STATEMENT & ACTIVITIES

SUPPORT & REVENUE	
Donations	\$ 4,244,711.81
Merchandise & Products	\$ 114,947.40
Silent Auction	\$ 4,387.64
<b>Total Support &amp; Revenue</b>	<b>\$ 4,364,046.85</b>
EXPENSES	
PR & Advertising	\$ 2,502,836.86
Merchandise & Products	\$ 108,387.60
Events	\$ 3,833.00
<b>Total Expenses</b>	<b>\$ 2,635,057.46</b>
<b>Total Project Net</b>	<b>\$ 1,728,989.39</b>

## TMAF EXECUTIVE COMMITTEE

<b>Steve Ponder</b> Executive Vice President Great West Casualty Company	<b>Kevin W. Burch</b> VP Sales & Governmental Affairs M.T.S. Past Chairman ATA & TCA	<b>Elisabeth Barna</b> Executive Vice President and Senior Advisor to the President and CEO American Trucking Associations	<b>Wendy Hamilton</b> Sr Manager, Operations and Executive Support Pilot Company
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# MAJOR DONORS



Elite Suppliers to the Trucking Industry



**GREAT WEST**  
CASUALTY COMPANY



TEXAS TRUCKING ASSOCIATION





## OUR MISSION

The mission of Trucking Moves America Forward is to establish a long-term industry-wide movement to create a positive image for the industry, to ensure that policymakers and the public understand the importance of the trucking industry to the nation's economy, and to build the political and grassroots support necessary to strengthen and grow the industry in the future.



**TRUCKING** ▶  
Moves America Forward

JOIN THE  
**MOVEMENT**



**TruckingMovesAmerica.com**

*Industry mascot, Safety Sammy spreads the good word of trucking to NASCAR fans at the Michigan International Speedway.*

