



# A SUCCESSFUL MOVEMENT TO SHIFT AN IMAGE

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2022 ANNUAL REPORT

John Higgs, Professional Truck Driver in Kentucky

**TRUCKING**   
Moves America Forward

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## LETTER FROM THE EXECUTIVE COMMITTEE

2022 was year eight of the TMAF movement. As we continued to promote the various people, sectors and facts of the industry, the success of the industry's impact to raise the image of trucking was measured through national polling. The results found that the image of the industry is at an all-time high. In the poll, Americans overwhelmingly consider truck drivers to be "essential to the country's economy" at 96%, and that they are "professionals" at 85%. These results were touted at industry conferences and further spread through trade media coverage and digital channels. TMAF's efforts are working, and we couldn't be prouder.

**THE IMAGE OF  
THE INDUSTRY  
IS AT AN  
ALL-TIME HIGH**

In 2022 we continued to tell the trucking story through many diverse channels to reach the different generations. Mascot Safety Sammy was spotted at industry events. We, once again, constructed billboards across America's highways to educate motorists during National Truck Driver Appreciation Week about how important the trucking industry is through the annual #ThankATrucker campaign. We were heard on the airwaves and read in print and online publications through educational advertisements.

TMAF launched its TikTok channel, which boosted its reach to the critical 18-24 age audience as part of our efforts to reach the next generation of professional drivers. TMAF continued to achieve further media coverage of special events in Washington, including the delivery of the U.S. Capitol Christmas tree and the Wreaths Across America convoy to Arlington, which reached many mainstream and military audiences.

We compiled TMAF's best content and relaunched the website to better feature the wonderful faces of the industry. TMAF is grateful for its supporters over the past eight years, and we cannot wait to see what's over the horizon!



**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

# 2022 AT-A-GLANCE

**200+**  
DONORS

**2,900**  
SUBSCRIBERS



**270+**  
TRAILER WRAPS  
ON THE ROAD

**15M**  
BILLBOARD  
IMPRESSIONS



**37,700**  
CUMULATIVE  
FOLLOWERS

**2,177**  
BLOG POST  
IMPRESSIONS

**64**  
STORIES

**27M**  
RADIO AD  
IMPRESSIONS

**96.4M+**  
MEDIA  
IMPRESSIONS

**1.7M**  
PODCAST  
DOWNLOADS

**140M+**  
TOTAL CAMPAIGN  
IMPRESSIONS

Each decade-tractor  
trailer annually garners  
16M+ impressions.

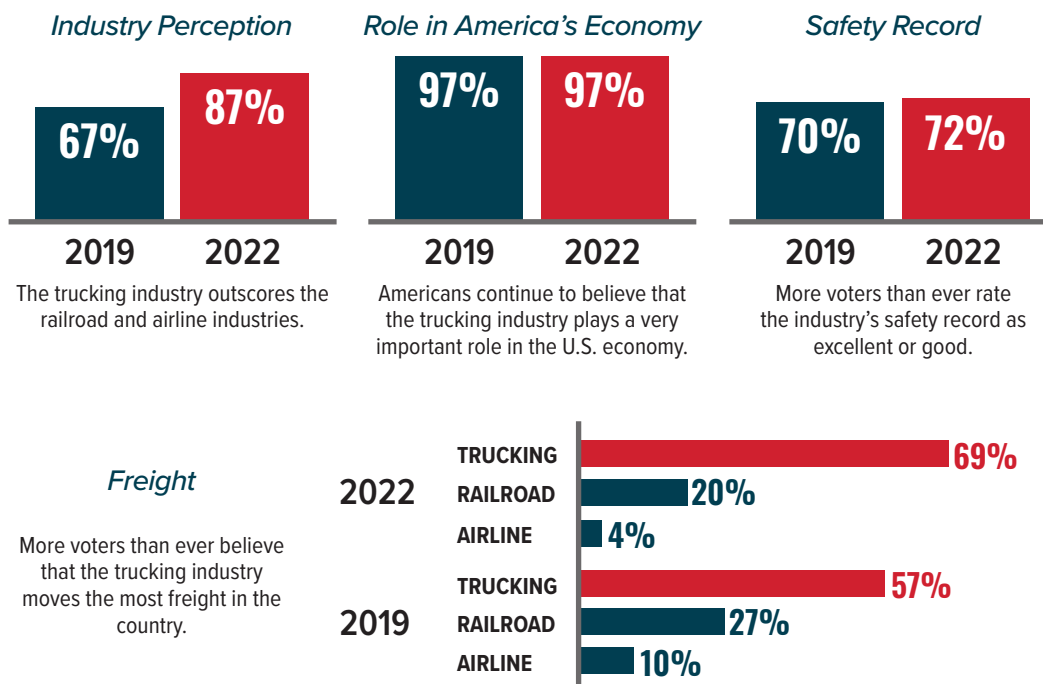
## Research on the State of the Trucking Image

TMAF once again commissioned a national poll in September 2022 by Public Opinion Strategies to measure the way the American public perceives the trucking industry.

### Topline Points

- The image of the trucking industry is at an all-time high! 87% of voters have a **favorable impression** of the trucking industry, 97% of Americans believe the trucking industry plays a “very important” role in the country’s economy, and nearly three-fourths rate the **industry’s safety record as “excellent” or “good.”**
- When asked about **truck drivers**, 96% of Americans stated they are essential to keeping the country’s economy moving, 85% consider truck drivers to be professionals, and 78% believe that truck drivers have **higher standards for safety than other drivers.**
- Voters have generally heard people say **more positive than negative** things about the trucking industry, with comments like “keeping stores stocked,” “critical for the success of the country,” and “keeping the country moving” as top responses.
- When voters were asked which group of workers should be considered “essential or critical” to the country in times of crisis, **trucking ranked top three** along with grocery store workers and healthcare workers.

### Key Findings



The results of the survey were promoted to the industry through an email and social media and to the trade press through a press release and media outreach. TMAF executives conducted interviews on Road Dog Trucking with Dave Nemo and Mark Willis and on Red Eye Radio. Several outlets covered the news which resulted in eight stories totaling 400,000 impressions.



## Billboard Campaign

In 2022 TMAF continued its billboard campaign along America's busiest freeways and highways during National Truck Driver Appreciation Week. The #ThankATrucker campaign kicked off in 22 locations across the U.S.A. The creative advertisements of "HEROES," "ESSENTIAL BEFORE IT WAS COOL," and "WANT TO MAKE AN IMPACT" were displayed for one month in each location, totaling 15 million impressions among the motoring public!

**15M**  
IMPRESSIONS

### #ThankATrucker Billboards in 2022

State	Market	Location Description	State	Market	Location Description
KY	Louisville	W/S I-65 N/O Arthur Street F/N	LA	Lafayette	S/S I-10 W/O UNIVERSITY, LOC 6 F/E
IN	Ft. Wayne	I 69 E/S 4000' S/O EXIT 354	LA	Monroe	Hwy 80 30' W/O Sadel Dr. NS, W/F
IN	Indianapolis	S/S I-69 @ MM 225.9	LA	Houma - Thibodaux	700 WEST TUNNEL BLVD
IN	Terre Haute	S/S I-70 W/O CLOVERDALE	ID	Northern Idaho	US 95 W/S, N/F
TN	Memphis	SS I-240 .1 e/o Airways F/W	OH	Dayton	I-75 @ Moraine W/F/S
TN	Knoxville	I-40 @ WEST HILLS SS FW	NV	Reno	Various
MN	Minneapolis/St. Paul	I-94 WS 0.8mi N/O CO 81 - Loc #2 F/NW - 2	NV	Las Vegas	Various
IA	Cedar Rapids	I - 380 S/O 33RD AVE SW W/S F/S S/L	AR	North Little Rock	along I-40
IA	Des Moines	I-235 WS 0.3mi S/O Broadway Av F/N - 2	AR	Forrest City	along I-40
LA	Shreveport	I-20 S/S 500' E/O I-49	AR	Clarksville	along I-40
LA	Alexandria	W/S FULTON ST BRIDGE	AR	Bentonville	I-49



TMAF also offered billboards to help combat the staged automobile and truck collisions that were occurring, which were displayed in the Texas state capital of Austin.

## Radio

TMAF deployed a radio campaign for the 2022 National Truck Driver Appreciation Week during peak listener times. We advertised on Westwood One Radio during the NFL kickoff week and in the news talk segments around the country during morning and evening drive times.

Red Eye Radio, which broadcasts directly to truck drivers, was part of the radio buy, with a spot thanking the 3.36 million truck drivers for their dedicated efforts. This year, we added podcast advertising to the mix. The TMAF ads ran over eleven weeks and garnered 1.72 million downloads. TMAF's executives were interviewed on the podcast by host Eric Harley, and the station included social media promotion.

TNC radio also ran four complimentary radio spots to help spread the TMAF messages.

**24M**  
**RADIO**  
**IMPRESSIONS**

**1.7M**  
**PODCAST**  
**DOWNLOADS**

## Print Ads

TMAF once again offered several print advertisements for the carriers and state associations to utilize in their state publications. Creative directions included how trucking delivers in many critical industry sectors including hospitals, food and beverage and the military.



**TRUCKING DELIVERS  
OUR MOST VITAL GOODS**

The trucking industry joins in spreading awareness and encouraging the prevention & treatment of cancer. Our industry partners with hospitals and treatment facilities across the country to *deliver* the necessary supplies to help fight cancer and other diseases.

 /TruckingFWD  
TruckingMovesAmerica.com

**TRUCKING**  
Moves America Forward



**WE SALUTE  
OUR MILITARY  
VETERANS**

Trucking honors the incredible Americans who served our country.

 /TruckingFWD  
TruckingMovesAmerica.com

**TRUCKING**  
Moves America Forward



**WHETHER YOU LIKE IT  
*Sweet or Bitter,*  
TRUCKING DELIVERS**

We all love our frosty beverages! Did you know that truckers help transport over 3.8 billion gallons of tea and 888 thousand tons of lemons a year? Be sure to thank a trucker for working hard to keep America refreshed!

 /TruckingFWD  
TruckingMovesAmerica.com

**TRUCKING**  
Moves America Forward



**91.5%**

**OF TRUCKING COMPANIES  
ARE SMALL BUSINESSES**

Did you know that trucking is a big industry made up of small businesses to serve as the backbone of America's economy?

 /TruckingFWD  
TruckingMovesAmerica.com

**TRUCKING**  
Moves America Forward



**Trucking hauls more than  
2.9 billion plastic bottles  
to recycling centers each year**

The trucking industry works to invest in our planet by taking part in various sustainable efforts all year round, including making sure your recycled plastics get to the right spot.

 /TruckingFWD  
TruckingMovesAmerica.com

**TRUCKING**  
Moves America Forward

# Meet the Truckers

In 2022, TMAF continued to promote the many faces of the trucking industry on its Meet the Truckers pages. These included the great safety records of drivers in the industry, Black History Month leaders, the Women of Trucking leaders, safety champions, and the U.S. Capitol Christmas tree drivers. We added a new section for the Human Trafficking Awareness Leaders, where four brave drivers told their compelling stories to TMAF of helping to combat this horrific crime while on the road.



**Rhonda Hartman**  
Human Trafficking Awareness



**Derrick Thorpe**  
Black History Month



**Darrien Henderson**  
Black History Month



**Gina Jones**  
Women of Trucking



**Gary Eastwood**  
Safety Champion



**Ed Kingdon, Jr & Deborah Kingdon**  
U.S. Capitol Christmas Tree Drivers



## Earned Media

TMAF continued to leverage the news media to share its message and the positive stories of the industry in media markets across the country.

From the placement of news articles and opinion pieces, to coordinating television and radio interviews, over the course of the year, TMAF generated 64 earned media placements in 2022, which resulted in an estimated 96.4+ million media impressions.

64  
STORIES  
96.4M+  
IMPRESSIONS

Coverage of TMAF's news and stories, such as stories from its Meet the Truckers series, news of polling results on the industry's improved image, and the industry's charitable contributions during the holiday season, led to placements in industry trade journals, such as *The Trucker*, *Overdrive* and *CDL Life*, as well as interviews on trucking radio programs, including Sirius XM's Radio Nemo, Road Dog Trucking and TNC Radio.



OVERDRIVE

CDL LIFE NEWS  
TRUCKING NEWS & ENTERTAINMENT

Radio Nemo  
TRUCKING RADIO



TMAF also secured broadcast television coverage including Washington's ABC and NBC affiliates, around key industry events, such as the U.S. Capitol Christmas Tree tour and Wreaths Across America. Some of the mainstream coverage included: *The McDowell News*, *The Avery Journal Times*, *High County Press*, *New Bern Sun Journal*, *The Mount Airy News*, *The Virginian-Pilot*, *Politico*, *Suffolk News Herald*, *Richmond Times-Dispatch*, *The Coastland Times*, WJLA/ABC 7, Fox News, and the *Washington Examiner*.



The McDowell News

The Avery  
Journal Times

HC HCPress.com



Sun Journal

The Mount Airy News

The Virginian-Pilot



Richmond Times-Dispatch

THE COASTLAND TIMES

Washington Examiner

Throughout the year, TMAF leveraged opportunities to place op-eds in widely read publications by preparing op-ed templates for our members to distribute to their local press. Timed with the annual delivery of the U.S. Capitol Christmas Tree, TMAF placed an op-ed in the *Asheville Citizen-Times*, which was the largest media market along this year's tour route, that detailed the drivers' journey and how trucking helps deliver the holidays each year.

ASHEVILLE  
CITIZEN-TIMES

U.S. Capitol Christmas  
Tree drivers, Ed Kingdon,  
Jr. and Deborah Kingdon,  
with Washington,  
D.C.'s Channel 9.





## Digital Reach

TMAF's reach through its digital channels continued to achieve significant growth. Instagram continued to see a major boom growing 75% in followers from the previous year. LinkedIn's followers grew by an impressive 46% due to many of the trucking companies, state associations and professional drivers joining the group. We officially launched the TMAF TikTok account in 2022 and created several short videos with educational messages around holidays, including Valentine's Day, driver appreciation, safety month and the holiday giving season. TikTok enables TMAF to reach younger generations.

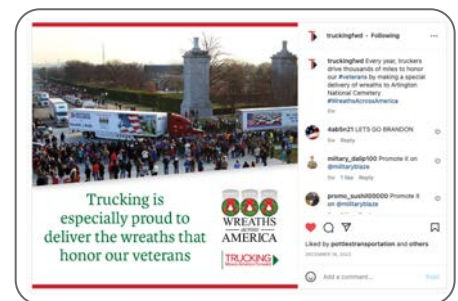
**37,700**  
CUMULATIVE  
FOLLOWERS

## Social Media

### 2022 Overall Social Media Results

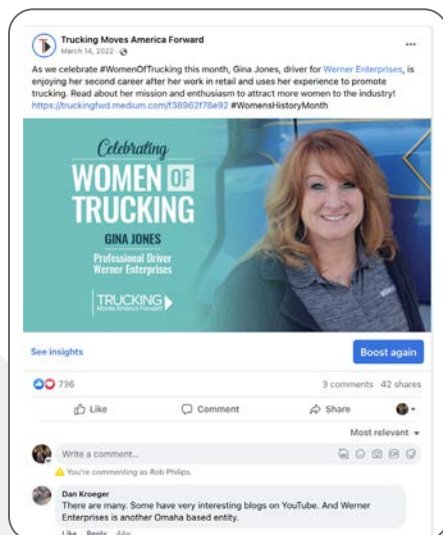
Impressions	<b>1,058,850</b>
Engagements	<b>43,689</b>
Clicks	<b>3,194</b>
Engagement rate	<b>4.7%</b>

## Top Posts



Instagram: 29 engagements

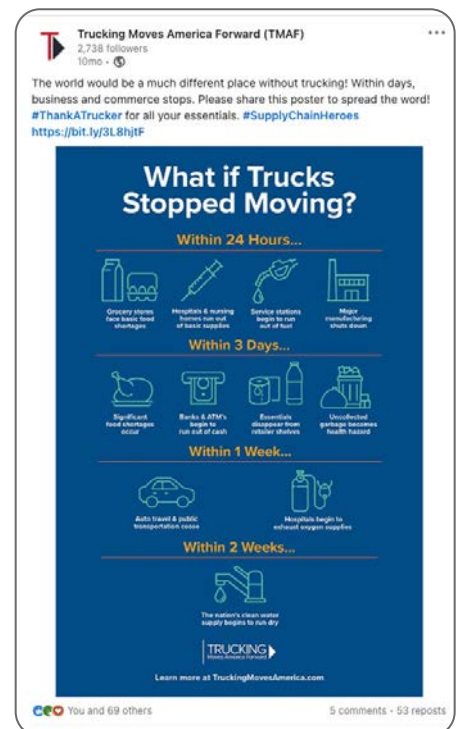
Twitter: 197 engagements



Facebook: 1,157 engagements



TikTok: 494 engagements



LinkedIn: 221 engagements

Social Communities



FACEBOOK

Followers	22,000 (10% increase)
Impressions	484,534
Engagements	25,707



INSTAGRAM

Followers	2,832 (76% increase)
Impressions	71,141
Engagements	1,626



TWITTER

Followers	7,224 (10% increase)
Impressions	119,525
Engagements	3,821



TIKTOK

Followers	5,254
Impressions	119,525
Engagements	3,821



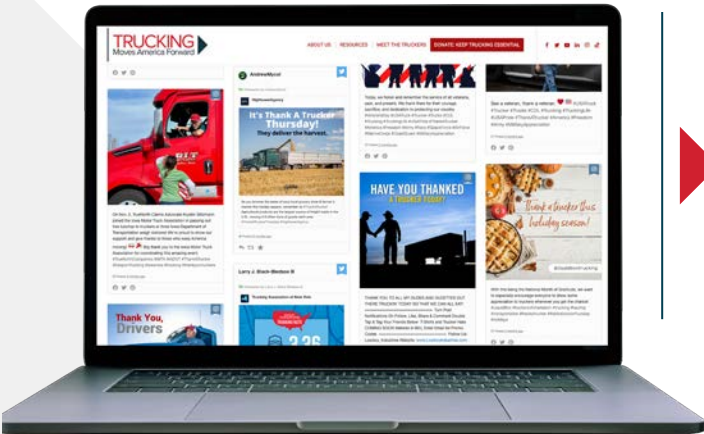
LINKEDIN

Followers	2,586 (46% increase)
Impressions	71,141
Engagements	1,626



YOUTUBE

Followers	207
Impressions	3,800
Engagements	796



#ThankATrucker Virtual Wall

3,100  
VIEWS

## TMAF Blog

TMAF interviewed and shared the personal stories of professional truck drivers and industry members, and other noteworthy industry news, through 23 stories on TMAF's blog reaching nearly 2,200 online impressions. Highlights include:

- In January during National Slavery and Human Trafficking Prevention Month, TMAF featured the stories of Truckers Against Trafficking (TAT)-Certified drivers during its newest addition to the Meet the Truckers campaign featuring Anti-Trafficking warriors in trucking.
- In February and March, TMAF shared stories for Black History Month and Women's History Month by featuring a dozen truck drivers, mechanics, dispatchers, executives and more to promote their great achievements.
- Throughout the year TMAF featured the latest "Safety Champion," a driver awarded for his excellent safety record, and we highlighted important safety awareness moments, such as National Work Zone Awareness Week and National Safety Month.
- For Veteran's Day, TMAF interviewed two professional truck drivers who are military veterans about their time in the military, their transition back to civilian life, and their career in trucking.
- TMAF featured the husband-and-wife driver team who drove the truck transporting this year's U.S. Capitol Christmas Tree from North Carolina to Washington, D.C., and we shared a compilation of the industry's acts of charity and goodwill during the holiday season.

**23**  
STORIES  
**2,177**  
IMPRESSIONS

Trucking Moves America  
Feb 16, 2022 · 2 min read · Listen

### "Trucking is definitely the life source to how we live and interact with each other."

Angela Tillery, Director of Learning & Development and Organizational Effectiveness, FedEx Freight



Angela Tillery, from Memphis, Tennessee, is the Director of Learning & Development and Organizational Effectiveness at FedEx Freight. She is a member of the 2022 LEAD ATA Class.

"I began my career in transportation as a sales representative for FedEx. Now, as the Director of Learning & Development and Organizational Effectiveness, I work to enhance talent and skill capabilities by offering

Trucking Moves America  
Apr 11, 2022 · 3 min read · Listen

### The Color Orange Reminds Us to Slow Down in Highway Work Zones



Spring is here, and with many colors in full bloom, the color orange takes on an important signal of safety while on the road. As construction season kicks off, we will see more orange signs on roads across the country reminding motorists that "Work zones are a sign to slow down."

National Work Zone Awareness Week, April 11–15, is hosted annually each spring to raise awareness of work zone safety. According to the [National Work Zone Safety Information Clearinghouse](#), work zone accidents led to 762 fatal crashes and resulted in 842 deaths in one year.

It may surprise you to know that most victims of work zone crashes are the

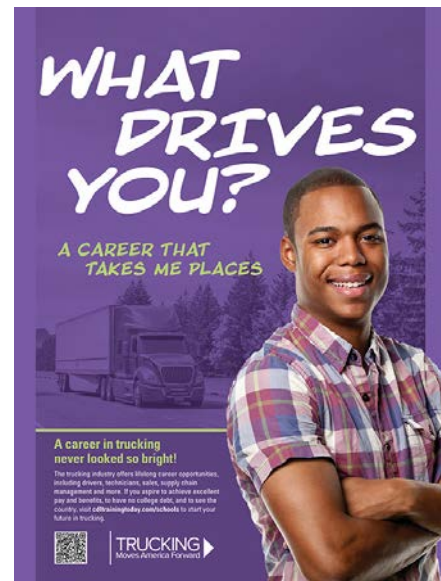


## Industry Resources

One of TMAF's main missions is to provide the industry with free educational resources. TMAF offers posters, videos, advertisements, social media shareables and press materials, such as op-eds for companies and associations to draw engagement and educate on trucking's contribution to America to the motoring public, lawmakers and members of the media.



Safety events with mascot Safety Sammy



Recruitment posters for high schools



Social media shareables



Industry branding posters

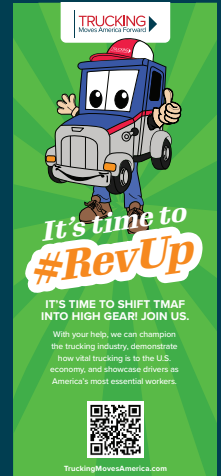


## Fundraising

TMAF had several key fundraising activities in 2022. During the ATA MCE event, Drivewyze incorporated TMAF into its fundraising efforts through a hashtag campaign raising \$2,500. We also created the #RevUp campaign with pledge cards to engage conference attendees to consider donating to TMAF.

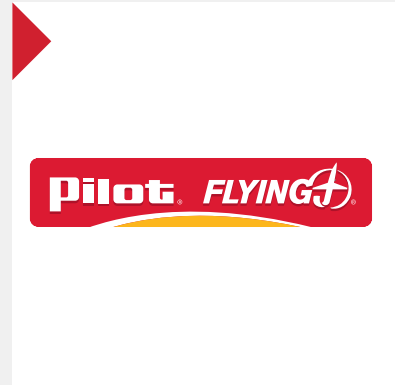
The 2022 ornament was created early in the year to offer the industry a commemoration piece for the holidays.

Trucking companies continued to design and purchase the TMAF trailer wraps, which can be customized by each organization to promote their own drivers and brands.




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# MAJOR DONORS



## 2022 Financials



**TMAF thanks all of its contributors, donors and supporters for their continued giving in 2022 and throughout the years!**

### SUPPORT & REVENUE

Contributions	\$	4,181,390.47
Programmatic Support	\$	903,040.00
Merchandise & Products	\$	57,861.88
Silent Auction	\$	4,387.64
<b>Total Support &amp; Revenue</b>	<b>\$</b>	<b>5,146,679.99</b>

### EXPENSES

PR & Advertising	\$	3,337,010.22
Merchandise & Products	\$	87,039.02
Travel Expenses	\$	7,252.29
G&A	\$	13,425.31
<b>Total Expenses</b>	<b>\$</b>	<b>3,444,726.84</b>

<b>TOTAL PROJECT NET</b>	<b>\$</b>	<b>1,701,953.15</b>
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## TMAF Executive Committee

### KEVIN W. BURCH

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

### STEVE PONDER

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and CEO  
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### WENDY HAMILTON

Sr Manager, Operations  
and Executive Support  
Pilot Company



Baylor Trucking's Cari Baylor and Beth Baylor hit the pavement after completing ATA's 5K in San Diego!



TMAF looks forward  
to the year ahead as  
we enter our ninth year!



[TruckingMovesAmerica.com](https://www.TruckingMovesAmerica.com)

**TRUCKING**  
Moves America Forward