



### **TMAF TODAY**

*Trucking Moves America Forward (TMAF) is actively seeking support of its mission to keep the trucking industry in America progressing through outreach and advocacy.*

Since its public launch at MATS in 2014, Trucking Moves America Forward has promoted its mission to be a long-term, industry-wide movement to create a positive image for the industry – ensuring that policymakers and the public understand the importance of the trucking industry to the nation’s economy.

As the movement builds, TMAF continues to be a significant and distinguished voice supporting the trucking industry by highlighting its essentiality, safety, technology, and sustainability throughout the country.

### **Visibility in the U.S.**

Every year, TMAF leadership represents the movement at numerous industry organizations to recruit members and donors, including the Mid-America Trucking Show, the Great American Trucking Show, ATA’s Annual Management Conference & Exhibition, TCA’s annual convention, numerous state trucking association events, and Great West Casualty Company events. Through our presence at these events, TMAF reaches a potential combined audience of more than 130,000 people each year.

The most visible display of the industry is our trucking mascot, Safety Sammy, which was created to provide a more personal view of trucking. First introduced in 2017, Safety Sammy travels to events across the country and has become a well-recognized face for the industry, focusing on the safe and human aspect of the industry.

Other highlights that demonstrate the popularity and growth of the industry movement include:

- Putting 240 (and counting) TMAF-branded trailer and tank wraps on the road, which reach as many as 16 million people per city, per truck
- Topping 200 donors
- Continuing to add to an online subscriber list of more than 3,400
- Earning more than 35 million advertising impressions targeted for consumers and lawmakers through our national billboard campaign
- Securing more than 200 earned media placements, including opinion pieces and stories in daily newspapers and industry trade journals, resulting in 162 million total media impressions nationwide
- Continuing to build a robust online community through digital and social media channels

### **Top Media Coverage**

An important part of the campaign is gaining exposure in print, online and broadcast media outlets. Earned media coverage since March 2014 has included more than 162 million impressions, thanks to hundreds of op-eds and story placements secured in state and national industry publications, local newspapers, and inside-the-beltway outlets, including the below sampling:

- Albuquerque Business First
- American Military News
- American Trucker
- Argus Leader (S.D.)
- Austin American-Statesman
- Bismarck Tribune (N.D.)
- Charlotte Business Journal
- Commercial Carrier Journal
- Dave Nemo Show
- Elko Daily Free Press (Nev.)
- Fleet Owner
- Fox News Online
- Go By Truck News
- Heavy Duty Trucking

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- Idaho Statesman
- Illinois Times
- iTruck News
- Indiana Ag Connection
- Land Line Radio
- Land Line Magazine
- Louisville Business First
- MAXIM Magazine
- Memphis Business Journal
- Montgomery Advertiser (Ala.)
- Naples News (Fla.)
- New Hampshire Business Review
- New Jersey Business Journal
- Overdrive
- POLITICO Transportation
- Portland Press Herald
- Prairie Business (N.D.)
- Rapid City Journal
- Reno Gazette-Journal
- Road Dog Trucking Channel
- Roll Call
- San Antonio Express (Texas)
- Santa Fe New Mexican
- Sierra Vista Herald (Ariz.)
- South Charlotte Weekly (N.C.)
- State Journal (W. Va.)
- Stratford Star (Conn.)
- The Advocate (La.)
- The Business Journal (Calif.)
- The Clarion-Ledger (Miss.)
- The Courier-Journal (KY)
- The Daily Caller
- The Hill
- The Memphis Business Journal
- The Missoulian (Mont.)
- The News Journal (Del.)
- The Tennessean
- The Trucker
- The Washington Times
- Times Bulletin (Ohio)
- Topeka Capital-Journal
- Transport Topics
- Trucker News
- Wyoming Tribune Eagle

### Digital & Social Media

TMAF has greatly bolstered its marketing presence online through several channels. TMAF’s interactive website ([www.truckingmovesamerica.com](http://www.truckingmovesamerica.com)) informs and captures thousands of members, and subscribers receive regular email updates on industry happenings. On the site’s resources page, visitors can access key messages; talking points; press materials; sample speeches and editorials; donation and pledge information; trailer wrap information; and useful visuals for amplifying TMAF’s image, such as videos, social media shareables, and advertisements. The TMAF e-store, [shoptmaf.com](http://shoptmaf.com), is open for those who wish to proudly display branded gear including hats, shirts, tumblers, door decals and more.

TMAF's growing social media following includes:



More than 18,000 page likes on [facebook.com/TruckingFWD](https://facebook.com/TruckingFWD)



More than 5,700 followers of @TruckingFWD



More than 190 subscribers at [youtube.com/TruckingFWD](https://youtube.com/TruckingFWD)



More than 900 followers



More than 1,900 followers of @TruckingFWD



More than 45 blog posts from industry authors on @TruckingFWD