

PRESS RELEASE

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FOR IMMEDIATE RELEASE March 14, 2011

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GCRC Web site: www.gcrc.org



Road Commission wins CRAMmy public relations award

Flint, Michigan. ---

The Genesee County Road Commission is pleased to announce that they have received a prestigious CRAMmy Award for Public Relations Excellence from the County Road Association of Michigan (CRAM) at the Annual Highway Conference in Lansing March 10, 2011. “The ‘CRAMmy Awards’ highlight exemplary public relations activities carried out by road commissions throughout the state. They acknowledge and encourage excellence and creativity among our member agencies,” Association Director, John Niemela said.

The Road Commission’s CRAMmy recognizes its effort to improve roadway safety by improving communications with motorists in general via a billboard safety message campaign, and with public school officials specifically via overnight emails regarding the Road Commission’s winter storm response activities.

To reach motorists the Road Commission partnered with CBS Outdoor to erect billboards with safety messages such as “Report a pothole – we’ll fix it fast!”, “Slow down in work zones, for your family and ours”, and “Help us help you – don’t crowd the plow!” Manager Director John Daly believes the campaign has been well received by motorists and credits CBS outdoor with making it possible. “The generosity of CBS Outdoor in this effort has allowed us to reach motorists in an immediate, impactful way that we would not be able to otherwise”, he said. “Our email and phone calls indicate that motorists have noticed, have responded and are appreciative of our efforts.”

The program of sending winter storm response emails to school officials grew out of a request from one superintendent for information to help him make the decision whether or not to close schools, earlier. The program, which some superintendants claim has saved their school system thousands of dollars, couldn’t be simpler. In the event of a winter storm the Road Commission assistant maintenance director simply sends an email to all Genesee County schools informing

them of Road Commission operations overnight, and sends updates as appropriate . “We don’t interject ourselves into the schools’ decision-making”, Manager-Director Daly explained, “we simply give them another piece of information they can use to make that important decision earlier, saving them money and making life better for everyone involved. The program proved so popular with the public schools that this winter we expanded it to include all Genesee County public and private schools, colleges and universities.”

While GCRC monitors its roads closely, it welcomes calls from the public regarding dangerous conditions such as large potholes. Motorists can report road issues to GCRC by calling (810) 767-4920, sending an email to potholes@gcrc.org or clicking on the “Pothole Report” icon on its website, www.gcrc.org.

For more information about the Road Commission’s billboards and winter storm response programs contact Road Commission Manager-Director John Daly at 810.767.4920. For more information about CRAM and the CRAMmy Awards contact Monica Ware, Public Relations Specialist at the County Road Association of Michigan at 517.482.1189 Ext 17, or mware@localroads.net.

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