

2012

USAA Impressions Report January 2012-May 2012



Types of impressions

USAA's logo appeared on / in:

- Focus Magazine
- Event advertisements
- Event flyers
- Posters
- LCD screen advertisements
- Website advertisements
- Youth sports team uniforms
- Youth sports field banner



Focus Magazine

- Print – 7,500 printed per month
 - Electronic version of the magazine is directly emailed to 4,500 email addresses
 - Online views:
 - January: 511 views
 - February: 123 views*
 - March: 546 views
 - April: 642 views
 - May: 400 views
- *Version was updated mid-month and the page views refreshed



We love our children and they love us. That doesn't mean that they aren't going to occasionally use whatever tool or weapon they have in their small arsenal to get their own way. Typically, those tools include testing and manipulation. How do they develop these skills? Not sure. But testing limits is a purposeful behavior, designed to break down your resolve as a parent to impose rules and limits.

Dr. Thomas Phelan, the author of the highly popular parenting program "1-2-3 Magic," suggests that children use six primary methods of testing and manipulation to get their way. "Testing occurs when a child is frustrated. Since your child has less power than you, she must use some sort of emotional manipulation to get what she wants." Children tend to stick with six recognizable testing methods that include badgering, tempers, threats/intimidation, martyrdom, buttering up and physical tactics.

Which method a child chooses

depends on its success. If a particular method works, why not try it again the next time?

Let's look at an example:

You have told your 12-year-old that she can't watch a TV show that you deem to be too mature for her. The conversation may go like this:

Child: "Can I watch 'Gossip Girl'?"

Parent: "No. You are too young for that show."

C: "But all my friends watch it!"

P: "No."

C: "You are being unfair!" (martyrdom)

P: "No."

C: "I hate you!" (intimidation)

P: "No."

C: "Please, please, please...!" (badgering)

P: "No."

C: "I'll do the dishes for the next week, and keep my room clean!" (buttering up)

P: "No."

C: "Fine!" as she kicks over garbage can with her foot on way out of room.

(physical tactics)

The mom in this scenario successfully thwarts her child's manipulation attempt because she doesn't give in to any of the tactics. In this case, the parent made a solid decision that a TV show is inappropriate, explained it to her child and then without being pulled into a negotiation, sticks with her decision. Eventually the child gives up.

(physical tactics)

The mom in this scenario successfully thwarts her child's manipulation attempt because she doesn't give in to any of the tactics. In this case, the parent made a solid decision that a TV show is inappropriate, explained it to her child and then without being pulled into a negotiation, sticks with her decision. Eventually the child gives up.

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Focus Magazine II

- Event advertisements appearing in Focus Magazine:
 - January – Superbowl Party, half page
 - February – Operation Care Fair, full page
 - March – Brewfest, half page; Operation Baby Shower, 1/3 bottom spread
 - April – Earth Day, 2/3 page

CYSS Sports

- USAA banner hung at CYSS Youth Sports field
- USAA logo appeared on all team jerseys/uniforms:
 - Basketball: 452
 - Cheerleading: 85
 - Spring Soccer: 624
 - Spring Baseball: 589
 - Special Olympics: 46
 - Track & Field: 86
 - Cross Country: 33
 - Wrestling: 45



Event Flyers/Printed Material

Spouses Trips	500	Rainier Cup	112	Operation Care Fair	4,777
SFAC Superbowl Party	289	Warrior Zone Grand Opening	608	Travel Fair	1,370
3/2 Deployment Fair	2,500	Valentines Deliveries	350	Spring Flea Market	1,300
FRG Leader Forums	500	Easter Dash	6,058	Kids' Fest	5,042
SFAC Chili Cook Off	378	Texas Hold'em Tournament	762	Earth Day	1,103
SFAC Easter Baskets	152	All BOSS events 2012	8,075	Armed Forces Day	5,165
Parent University	1,500	Operation Baby Shower	1,104	Safety Day	2,200
Volunteer Appreciation Luncheon	600	Father Daughter Dance	4,000	Aerobathon	301
Spouse Appreciation Breakfast	200	Library Summer Reading Program	3,342	St. Patty's Day Race	174
McChord Flea Market	10	Library Easter Egg Hunt	106	Bench Press Competition	527
BOSS Superbowl Party	50	National Library Week	208	Nurses Run	150
Brewfest	106	NAC Open House	200	CYSS Sports	5,000
Military Masters	280	Skeet and Trap Competitions	500	McChord Texas Hold'em	110
JBLM Amateur Golf	20	Hunter Safety Classes	606	Pet Pawrade	42
				Grand Total	70,805

Strike 'em out!

John Basil Lewis McChord Child Youth & School Services

SUMMER BASEBALL & LIL' BATTERS

Register May 28-June 22

Summer baseball: ages 5-15 • \$60
Lil' batters: ages 3-4 • \$20

Parent meeting July 7 • First practice July 9 • Season July 19-Aug. 17

If you're already registered with CYSS, you can also sign up for sports & activities with WebTrac at JBLM.mwrcc.com.

Sign up at Parent Central Services at Lewis Main, Bldg. 2205 or at McChord CYSS Gateway Center, Bldg. 560. Registration closes the day before each camp begins.

To sign up for summer baseball or RF batters, you'll need a full CYSS registration on file and a sports physical that's current through the sports season. If you're not registered yet, you'll need a full registration. Come to Parent Central Services with a current shot record, military DoD or contract ID card, two local emergency contacts and a sports physical. Questions? Call 253-966-CYSS.

For details about becoming a coach, call 253-960-2605 (Lewis) or 253-962-3432 (McChord Field).

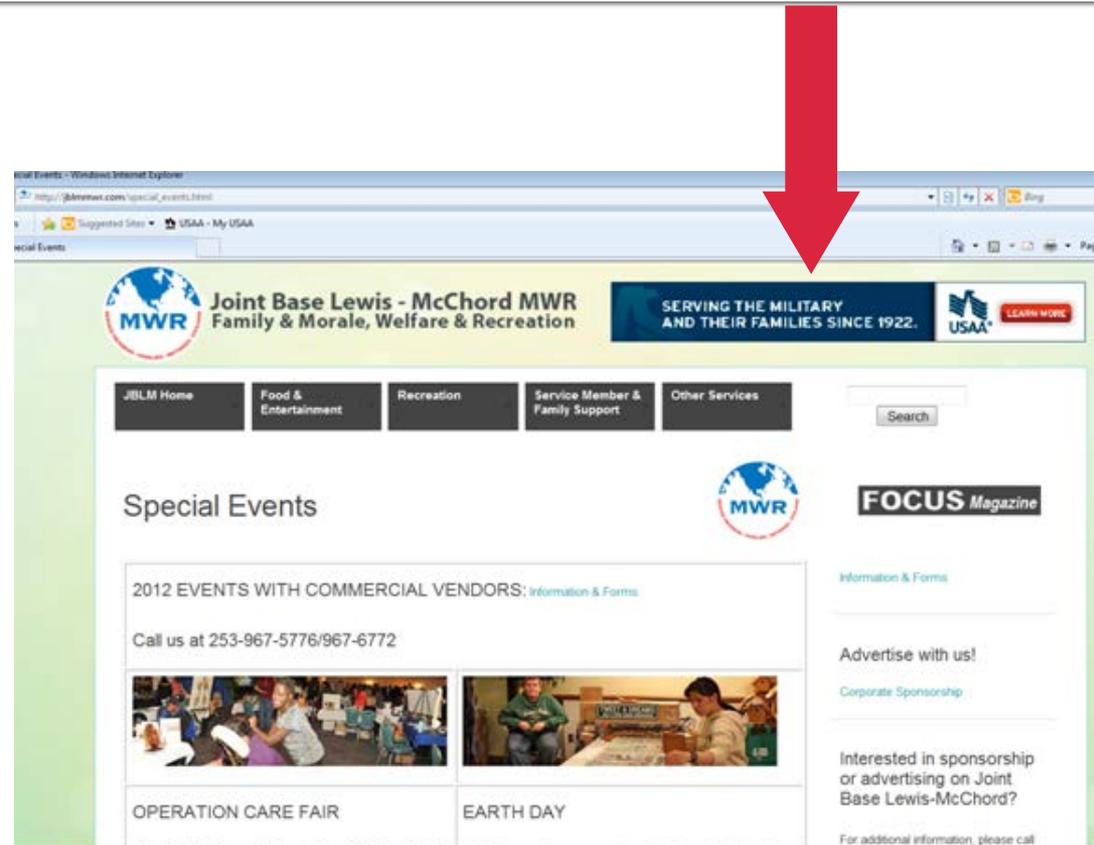
GET FIT. BE STRONG! Get fit, be strong! is the Army's dedicated special youth sports program designed to help keep children strong and fit to parents' protect and serve.

USA

McChord Easter Egg Hunt	4,050
McChord Solo Point Clean Up	10
Newcomers' Brief (Flyers)	4,000
Newcomers' Brief (Programs guide)	1,000
Newcomers' Passports	900
UFC Fight Night 143 (February)	117
UFC Fight Night 144 (February)	117
UFC Fight Night 145 (April)	117
UFC Fight Night 146 (May)	117
Grand Total	70,805

Website views

JBLM MWR Web pages	Total Views in 5 months – January through May
Top page rotating banner	45,223
Air Expo index page	1,941
Armed Forces Day index page	3,702
MWR auto page	2,565
Brewfest event page	2,285
Freedom Fest index page	1,021
imgrotator.xml page	17,383
index.html page	37,727
Leisure travel page	15,068
Mud Run race page	2,731
Nurses' Run race page	2,186
St. Patty's Day race page	5,528
Triple Threat Triathlon page	1,234
Grand Total	138,594



LCD Screens

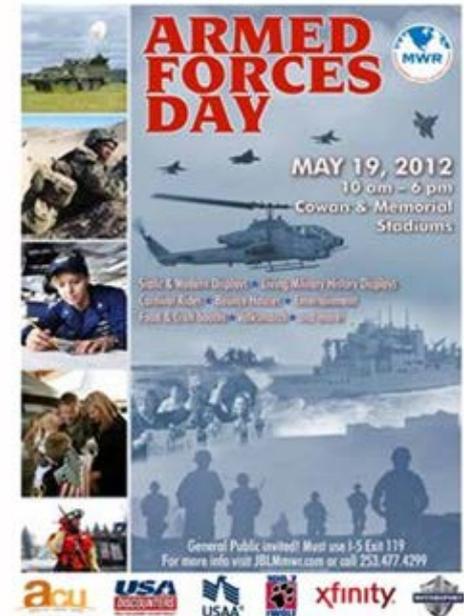
LCD Slide Name/Event	Days	Total Times Displayed	Total Time (min.)
Warrior Zone Grand Opening	23	1104	368
Operation Care Fair	32	1536	512
Texas Hold'em - McChord	17	816	272
UFC 142 &143	19	912	304
UFC World Championship	9	432	144
St. Patty's Day Run	36	1728	576
Travel Fair	27	1296	432
Texas Hold'em - Nelson Rec	12	576	192
Spring Flea Market	25	1200	400
Operation Baby Shower	35	1680	560
Brew Fest	32	1536	512
Super Bowl Game	16	768	256
Easter Dash	34	1632	544
Kids Fest	31	1488	496
Armed Forces Day (double run)	40	3840	1280
Nurses' Run	25	1200	400

LCD Slide Name/Event	Days	Total Times Displayed	Total Time (min.)
Earth Day	18	864	288
Golden Egg Hunt	9	432	144
UFC 146	20	960	320
BOSS Car Show	28	1344	448
CYSS Summer Baseball	21	1008	336
Summer Slam Tournament	23	1104	368
Rugby Game	23	1104	368
CYSS Summer/Fall Youth Sports Program	14	672	224
CYSS Flag Football/Cheerleading	14	672	224
Golf Demo Day	30	1440	480
Safety Demo	25	1200	400
Triple Threat Triathlon	36	1728	576
Mud Run	34	1632	544
Father - Daughter Dance	21	1008	336
Freedom Fest	28	1344	448
Summer Kick-off Party (Heroes)	10	480	160

Positive Publicity



- USAA's logo has also appeared in numerous advertisements in The Ranger newspaper and the NW Guardian newspaper.
- In addition, there was an Armed Forces Day insert/program guide in the Ranger and an Armed Forces Day video posted online.



Armed Forces Day radio spot

- Armed Forces Day audio advertisements were played on 106.1 KISS FM with USAA announced as the presenting sponsor.
- Ten 15-second pre-produced advertisements aired between May 7th and May 13th.
- Fifteen 10-second advertisements were also aired the day of the event.



Armed Forces Day radio spot

- Armed Forces Day audio advertisements were played on 100.7 The Wolf with USAA announced as the presenting sponsor.
- Fifty 15-second pre-produced advertisements aired between May 7th and May 13th and between 6:00 a.m. and midnight.
- The value of each spot is approximately \$300 with a total value of \$15,000.00

