

RESOLUTION NO. 1975- 115

AUTHORIZING A CONTEST TO CREATE A SLOGAN  
FOR THE GREATER CLEVELAND REGIONAL TRAN-  
SIT AUTHORITY AND AUTHORIZING THE AWARDDING  
OF RTA PASSES FOR WINNING ENTRIES

WHEREAS, the Greater Cleveland Regional Transit Authority has determined it advisable to choose an appropriate slogan for the Authority; and

WHEREAS, a contest to choose a slogan will increase public interest and promote public relations; and

WHEREAS, the Authority wishes to reward those persons whose suggested slogans are found to be superior;

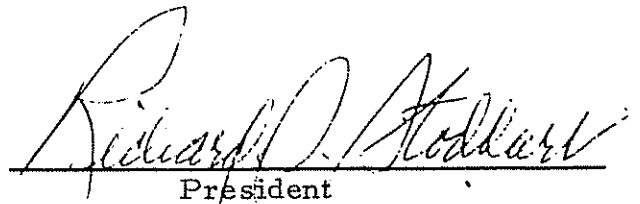
NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority, Cuyahoga County, Ohio:

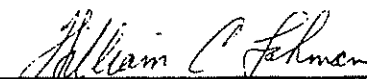
Section 1. That a slogan contest shall be conducted by the Authority, subject to the rules promulgated by the Authority and its advertising/public relations agency.

Section 2. That non-transferable passes for use upon RTA facilities shall be awarded to winning contestants.

Section 3. That this resolution shall become effective immediately upon its adoption.

Adopted: November 11, 1975

  
\_\_\_\_\_  
President

Attest:   
\_\_\_\_\_  
Secretary-Treasurer

WATTS  
LAMB  
KENYON  
AND  
HERRICK,  
INC.

3530 WARRENSVILLE CENTER ROAD  
CLEVELAND, OHIO 44122 / TELEPHONE (216) 752-8400  
ADVERTISING / MARKETING COMMUNICATIONS / PUBLIC RELATIONS



Client Approval

By \_\_\_\_\_

Date \_\_\_\_\_

PRESS RELEASE: FIRST DRAFT FOR CLIENT APPROVAL

PR 75-199  
11-3-75

SUGGESTED LETTER TO THE MEDIA

Date

Inside Address

Dear \_\_\_\_\_:

Since the passage of the issue on July 22, we have received numerous suggestions as to themes or slogans from the public. The RTA Board has been impressed with this public reaction, and wishes to transform and sustain the public interest in our regional transit. Rather than arbitrarily selecting a slogan from the suggestions received, we have decided to run a RTA Slogan Contest to choose an appropriate eight-words-or-less line that we may opt to use on ads, in public relations, etc.

The contest will begin on November 17, 1975, run for three weeks, and terminate at midnight, December 6, 1975. Residents of Cuyahoga County will be eligible. Prohibited from entering are: RTA employees and their immediate families, employees of RTA financially supported lines and their immediate families, the RTA's advertising agency personnel and their immediate families, and the contest judges and their immediate families.

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Individuals may submit as many entries as they desire, but the slogan must be eight words or less. Official slogan contest entry blanks or reasonable facsimiles will be accepted. Judging will be done by a panel of members reflecting the community, with winners accounted at the RTA Board Meeting on December 23, 1975.

To make the contest valuable and related to regional transit, we are awarding the following prizes:

- 1st prize -- 10-year pass
- 2nd prize -- 5-year pass
- 3rd prize -- 3-year pass
- 4th prize -- 2 year pass
- 5th prize -- 1-year pass.

All awarded passes are for use on RTA and RTA financially-supported lines, and will not be transferable to another individual. The awarded passes will have to be renewed in person once a year.

Distribution of the entry blanks will be through: RTA headquarters at 1404 East 9th St.; as many of the RTA ticket sales and senior citizen I.D. card outlets as will cooperate, including, hopefully, most city and village halls in the County; and - you.

We are asking your cooperation in the physical distribution of the entry blanks by making them available to the public at your offices. We are not seeking active promotion of the contest by your media,

though if you so chose, we'd welcome the helping hand. We're mainly concerned with establishing free outlets for entry blank distribution so that an individual may obtain the entries without incurring any costs.

Enclosed is a news release containing the facts, and an official entry blank. If you need more information, Arlene Butler, RTA Director of Public Relations, 781-5100, will be glad to help.

Will you be riding the RTA line for free for the next 10 years?

Cordially,

Richard S. Stoddart  
President, Board of Trustees  
Greater Cleveland Regional  
Transit Authority