

Bus/Train Cards

These are the heavy stock posters we see inside a bus or train. They are different sizes and normally displayed over the windows, on two sides, near the top of the vehicle. This space is paid for. However, a few companies donate space for public service, and water safety is for the public good.

Don't miss the bus. Good luck.

Check out the inside of a bus or train in your area. Measure the placards. Most are long and thin, somewhere in the neighborhood of a foot high and two or three feet wide. Do a quick check to see if you will be able to fund the printing. Know what assets you have and don't have before making the first contact. Find out who is responsible for the placement of these cards and make an appointment.

If you cannot pay for the space or the printing of the cards, make it known up front. Let the person know why you are there, "to save lives on the lake" and you need his or her help. You might strike out and the person will say "no" on printing the cards, but may donate the space and the labor to install the cards. Take what they give you and continue to the next phase. There are civic, service and fraternal organizations who are looking for projects like this to fund, ask them.

Don't give up. Go to another bus or train company. They might be waiting for a person with a community-related project to get involved with.

Once the "yes" is given, you might want to take a photograph of the person installing the first card. Maybe ask a youngster to assist. You have a better chance of getting it printed with a child in the photo. Remember to invite the local newspaper reporter as the first card goes up. If the reporter cannot make it, ask if they will print your photo. However, if the newsperson says yes, it is time to get a quick turnaround on your photo processing for time reasons. Weeklies are a little more lenient concerning when the photo was taken, but dailies are death on old news ... even a couple of days is considered old.

Most bus and training companies publish an internal news bulletin. Make a copy of the photo available to them.