



From left, BAM Marketing Agency’s Brett Halbe, CEO and Founder Bonni Burns, Creative Director Ryan McMichael and Tammy Robbins, Senior Regional Marketing & Communications Director for Shriners Children’s, pose for pictures after the EMMY win.

BAM Marketing Agency wins regional EMMY award for Shriners Children’s campaign

BAM Marketing Agency is proud to announce that its “Watch Me” Campaign won a Regional EMMY Award from the National Academy of Television Arts and Sciences at the 46th annual Mid-America Regional EMMY Awards. “Watch Me,” is an integrated multimedia patient acquisition campaign BAM Marketing Agency created for its client, Shriners Children’s. The Mid-America Regional EMMY Awards, presented by the National Academy of Television Arts & Sciences, recognizes broadcast talent within 15 designated market areas. BAM Executive Creative Director Ryan McMichael said the concept for the “Watch Me” campaign was to highlight Shriners Children’s life-changing care through the simple, celebratory activities children might have thought impossible before their care at Shriners Children’s. The spots showcase Shriners Children’s as

a leader in pediatric care through a poetic script that highlights a patient’s story and their positive outcome, and ends with the child saying emphatically, “Watch Me.” “Whether their child has medical needs or not, every parent can relate to that moment when a child is proud of something they’ve accomplished, and wants their parent to ‘watch them’ succeed,” said McMichael. “This campaign really captures the essence of that through real patient stories and communicates how Shriners Children’s is an integral part in helping kids with medical needs, just be kids.” The children shown in the spots are actual, current patients of Shriners Children’s - not professional actors. The “Watch Me - Gridiron” spot, which earned the EMMY award, features Parker, a Shriners Children’s patient from North Carolina, who suffered a leg

amputation after a traumatic car accident. Thanks to Shriners Children’s care and the specialized prosthetic he received from them, Parker is now back to playing the sports he loves and is featured playing football in the commercial. Mel Bower, Chief Communication and Marketing Officer with Shriners Children’s said, this campaign was successful because BAM was able to showcase how patient care at the non-profit healthcare system goes beyond a patient’s immediate medical needs. “The ‘Watch Me’ campaign demonstrates an act that happens every day across our Shriners Children’s system,” said Bower. “BAM Marketing Agency was able to capture the spirit of what we do at Shriners Children’s in such a powerful way. We are grateful that we have found a marketing partner that understands our depth and our mission. We’re

excited to see what the future holds.” “At BAM, we’re always focused on bringing the best creative work and media distribution forward for our clients,” said Bonni Burns, CEO and Founder of BAM Marketing Agency. “Shriners Children’s makes what we do for them easier through their mission, their patients, and their stories and we are thrilled to be recognized for the quality work of our very talented creative team.” The comprehensive campaign included eight total TV spots highlighting Shriners Children’s capabilities in orthopedics, scoliosis treatment, prosthetics, sports injury, cleft lip and palate and burn care. Print, digital, outdoor, transit graphics and extensive social media efforts were also components of the broader campaign. BAM Marketing Agency was responsible for every element of the “Watch Me” campaign from inception to production. This included ideation, scriptwriting, talent casting, filming, editing, art direction, social media development and media distribution. In addition to the award winning “Gridiron” spot, two other spots in the campaign were also nominated for regional EMMY in the same category of Commercial – Single Spot. To date, the “Watch Me” campaign created by BAM has received acclaim for creative excellence with 24 total awards including The Creativity International Awards, The Tellys, American Advertising Awards, The Healthcare Ad Awards and the Mid-America EMMYs. BAM Marketing Agency is a full-service marketing company located in downtown St. Louis. In its 14-year history, the company has worked with more than 100 clients and manages roughly \$30 million in media and digital marketing buys annually. The company has been listed as one of St. Louis’ fastest-growing companies, and as one of the largest Women-Owned Companies by the St. Louis Business Journal for multiple years. Burns has also been recognized by iHeart Media as a 2015 Leader in the Workplace. For more information about BAM Marketing Agency, go to www.bammarketingagency.com.

MCT announces February 2023 service adjustments

ACT’s successful driver recruiting efforts avoided proposed MCT service reductions

At a time when 84 percent of transit agencies around the country are experiencing workforce shortages, affecting their ability to provide service¹, the Agency for Community Transit (ACT) has announced that, despite its own multi-year driver shortage, proposed Madison County Transit (MCT) service reductions won’t be necessary any time soon. ACT operates all services for Madison County Transit and all drivers are ACT employees. Thanks to ACT’s recent recruiting efforts, which led to the hiring of 16 new drivers, service reductions that were proposed in October will not be required. After delaying a decision on the service change in October, the MCT Board of Trustees approved a revised plan at its Thursday, Nov. 17, 2022 meeting that avoids frequency reductions on three MCT bus routes. “First I want to thank ACT’s positive, energetic drivers for staying with us, working long hours, and taking extra shifts in order to keep bus service on the road for those who need it the most,” said ACT Executive Director SJ Morrison. “I also want to recognize our hard-

working staff for their efforts to recruit and retain drivers over the course of the last few months. We were nearly 30 drivers down and service reductions seemed to be the only option. But thanks to this recent hiring spree, we will be able to avoid service reductions indefinitely.” In a survey conducted earlier this year, nearly 75 percent of transit agencies reported either making service cuts or delaying service increases due to driver shortage issues². Since the Spring of 2021, ACT drivers have been mandated to work overtime and take on additional runs, negatively impacting morale. ACT Operations Director Pam Ruyle recommended deploying a mobile recruitment center called the “Hiring Bus” to communities throughout Madison County, offering individuals an opportunity to apply and interview at the same time. In the last month and a half, 34 applicants have applied, and 16 new drivers have been hired at the Hiring Bus. A revised summary of changes, effective Feb. 5, 2023, is listed below. For detailed schedule information visit mct.org, call 618-797-INFO (4636) or email info@mct.org ROUTE CHANGES FOR UPCOMING FEB. 5, 2023 SERVICE CHANGE: • #4 Madison-Edwardsville: Increase weekday service span until

9:46 p.m. to accommodate SIUE and SWIC evening classes. • #6 Roxana-Pontoon Beach: Extend all trips to Wood River Schnucks on IL-143. • #9 Washington Shuttle: Reinstate service to Skyline Towers senior living facility in Alton. • #10 State and Elm Shuttle: Eliminate service to Bachman Lane group home due to lack of demand. Create an additional trip to Lewis and Clark Community College. • #13 Troy-Glen Carbon: Serve Cambridge House and Liberty Village on IL-162 on every trip. • #20X Gateway Commerce Center Express: Adjust running times for schedule accuracy. • #23 Gateway Commerce Center Shuttle: Discontinue route due to low ridership. Service is still available on the #20 Granite City-Pontoon Beach. Despite the recent recruitment successes, additional drivers are still needed to prevent future service disruption and reductions. ACT is always seeking friendly, customer-oriented professionals to drive MCT’s green and white buses. No experience is needed as all training is provided. ACT drivers start at \$19.00 / hour with an increase upon completion of a probationary period. Full-time work is

available upon hire, as well as health and 401(k) benefits. ACT positions that are in the highest demand, such as drivers, fuelers, cleaners, and mechanics qualify for a \$1,000 sign-on bonus. For a list of all open positions and their descriptions, or to apply online, visit www.ACTinfo.org/jobs. ACT is a drug-free workplace and an equal opportunity employer. Madison County Transit (MCT) provides multi-modal transportation services for Madison County, Ill. MCT operates a fixed-route bus service, connecting to MetroLink; express weekday commuter service directly to and from downtown St. Louis; and seasonal express service to the Muny. For elderly and disabled residents who are unable to use the fixed-route buses, MCT provides complementary door-to-door service. MCT is also responsible for the construction and maintenance of more than 137 miles of bikeways that comprise the MCT Trails system, as well as overseeing RideFinders, the St. Louis region’s FREE carpooling and vanpooling program. ¹. <https://www.apta.com/research-technical-resources/research-reports/transit-workforce-shortage/> ². <https://www.apta.com/wp-content/uploads/APTA-SURVEY-BRIEF-Workforce-Shortages-March-2022.pdf>