

GM Says Nix To '13 Super Bowl Commercials

By TOM KRISHER
AP Auto Writer

DETROIT (AP) – For General Motors, the price isn't right when it comes to an ad during next year's Super Bowl.

The Detroit automaker said last week that it won't be advertising on the Feb. 3 spectacle because of a steep price hike demanded by CBS, the network broadcasting the game.

"We understand the reach the Super Bowl provides, but with the significant increase in price, we simply can't justify the expense," GM marketing chief Joel Ewanick said in a statement.

A person with knowledge of advertising costs said last week that CBS wants 25-to-30-percent more for air time than NBC charged during this year's game.

Companies spent an average of \$3.5 million for a 30-second commercial this year, meaning the increase would be at least \$875,000 per ad. The person didn't want to be identified because the ad prices have not been made public.

CBS spokeswoman Shannon Jacobs would not comment on GM's decision or on the size of any price increase.

Earlier this year, a top CBS sales official told the trade publication *Advertising Age* that prices for Super Bowl spots would be raised.

CBS has said the ad spots for next year's game are selling well.

For GM, it's the second major advertising change it confirmed last week. Earlier, the company said it would pull \$10 million in ads from Facebook, saying they weren't effective. The announcement came just three days before Facebook's public stock offering.

The moves for GM come as the company shakes up its global advertising, hoping to save \$2 billion. The company consolidated its two main ad agencies into one and centralized its media buying with one firm in an effort to get better prices.

GM spent about \$4.5 billion on advertising worldwide last year, and the company expects to spend about the same this year.

GM advertised on this year's Super Bowl with a spot that ranked rival Ford Motor Co. One of GM's ads implied that its Chevrolet Silverado pickup truck was more dependable than Ford's F-Series pickup.

In the ad, a driver in a Silverado navigated a post-apocalyptic scene. When he met up with some friends, he noticed one was missing. The ad said the friend who didn't make it was driving a Ford.

The Super Bowl traditionally is advertising's biggest spectacle, with automakers buying up a big chunk of air time.



PHOTO: GERALD SCOTT

Schoolchildren from St. Anne Catholic School in Warren cavort inside of a 2012 Corvette at the GM / AWIM (A World in Motion) student car show last week.



PHOTO: GERALD SCOTT

Even TARDEC engineer Melissa Morgan participated in the GM / AWIM (A World in Motion) student car show at the St. Anne Catholic School in Warren last week. Morgan works at the nearby Detroit Arsenal and volunteers through the GM program.

GM Program Brings 'Best Day Ever' to St. Anne Youth

by Gerald Scott
News Dept.

"Today is just the best day ever!"

So exclaimed a 10-year-old boy participating in the GM/A World in Motion (AWIM) program at St. Anne Catholic School in Warren last week.

Classes of 4th and 5th graders were climbing in and out of Corvette, Camaro and Volt cars and having just a grand time in the way that only kids that age can.

St. Anne, on Mound Road between 13 and 14 Mile Roads, is just a stone's throw from the GM Tech Center, which has a history of supporting the school through AWIM, A World in Motion.

The program puts GM engineers in the classroom to work with St. Anne 4th and 5th grade classes on auto vehicle projects and the big reward at the end of the program was car day, when GM brings in all of its hot vehicles to impress the kids.

"The schoolchildren are like sponges, they really do take everything in," observed Paul Bartold, a GM senior buyer who purchases equipment for battery assembly lines.

Bartold also works with Lincoln Middle School students in south Warren on a similar AWIM project.

AWIM connects GM engineers to mainstream classrooms, all to make the STEM classes and course (science, technology, engineering and math) all the more exciting to these 10- and 11-year-old students.

At St. Anne, the 4th graders separated into teams and each team developed a small boat, a sailing vessel, that had to meet certain criteria.

Likewise, the 5th graders developed small cars aimed at their 10-year-old peers as the consumer audience. The team names for the cars developed by the 5th graders were Lightning Bugs, JKL Speeders, all like that.

"Let's challenge! Let's lead!" exhorts GM's Namir Zara, who works as a lead suspension engineer in the Chassis Dept. at

the GM Tech Center, where he does suspension work for full-size truck and utility lineups that include the Silverado, Sierra, Escalade, Avalanche and more.

The student presentations are active events, not quiet ones, and GM's Zara coaches the youngsters on working in teams, on speaking up and not whispering when they have an idea, to be good and direct communicators as they collectively tackle their car projects.

Teamwork, above all, is reinforced the most because that's the environment they'll be working in if they really do make it to GM or another major automaker in the years ahead.

Another volunteer mentor is Melissa Morgan, a TARDEC engineer who works at the nearby Detroit Arsenal for the U.S. Army.

"It's fun to see the kids get all excited about science and math," she observed.

Also, GM's Mari Kay Scott, who works in worldwide real estate for GM, said that she's especially encouraged to see so many girls at St. Anne participating in the AWIM program.

It's encouraging to her because that's about the same age that young girls self-select out of the sciences in part because it's just before they become interested in other aspects of life.

Scott is encouraged that the GM/AWIM program, both the



PHOTO: GERALD SCOTT

This St. Anne School 5th grade team in Warren presents their auto project to their classmates under the watchful eye of GM Tech Center engineer Namir Zara last week at the GM AWIM (A World in Motion) car show.

research presentations and the appearance of GM sports cars, collectively helps to put the buzz back into the possibility of these young girls becoming engineers or scientists some day.

After all, any event that can cause today's 10-year-olds to exclaim that "today is just the best day ever!" – well, you've got to figure that's having a positive impact on all these fertile young minds.



PHOTO: GERALD SCOTT

GM Tech Center employees Paul Bartold, left (senior buyer), and Namir Zara (lead suspension engineer, Chassis Dept.), together organized the GM / A World in Motion car show at St. Anne Catholic School on Mound Road in Warren last week.

Public Can Adopt Centers

In partnership with the Michigan Travel Commission (MTC) and the Highway Hospitality Committee (HHC), the Michigan Department of Transportation last week announced a new statewide program that allows tourism groups across the state to "adopt" Welcome Centers in their community.

This new program is designed to enhance operations and leverage the resources of all organizations involved.

"Similar to MDOT's Adopt-A-Highway program, this is a

cost-effective way to provide enhanced services with a limited budget," said MDOT Southwest Region Engineer and HHC Co-Chair Bobbi Welke.

The Marquette Convention and Visitor Bureau is the first to take advantage of this new program, adopting the Marquette Welcome Center located in Michigan's Upper Peninsula. There are 14 Welcome Centers located throughout Michigan. Groups interested in participating should contact their area Center.

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