

Coalition to Preserve America's Roads

A National Public Education Campaign



***Changing Course to Preserve
our Highway Investment***



**LEZOTTE
MILLER**
Public Relations Inc.

Campaign Strategy



Educate

key target audiences:

1. Media
2. Road agencies
3. Business community
4. Driving public

Accessing & Using Campaign Resources

For use by coalition members on NCPP/TSP2 websites

Campaign Strategy

- National/Regional campaign plans
- Background on partnerships
- Coalition members

Issue Background

- Cost comparisons
- Charts
- Legislative history
- Research reports

Recent Media Coverage

- Editorials
- Letters to the editor
- Relevant news articles

Campaign Toolkit

- Spokesperson Training Guide
- Spokesperson talking points
- Media fact sheet
- News release template
- Opinion column template
- Letter to editor template
- Article for trade publications
- Campaign brochure
- Speech/PowerPoint presentation
- Campaign video



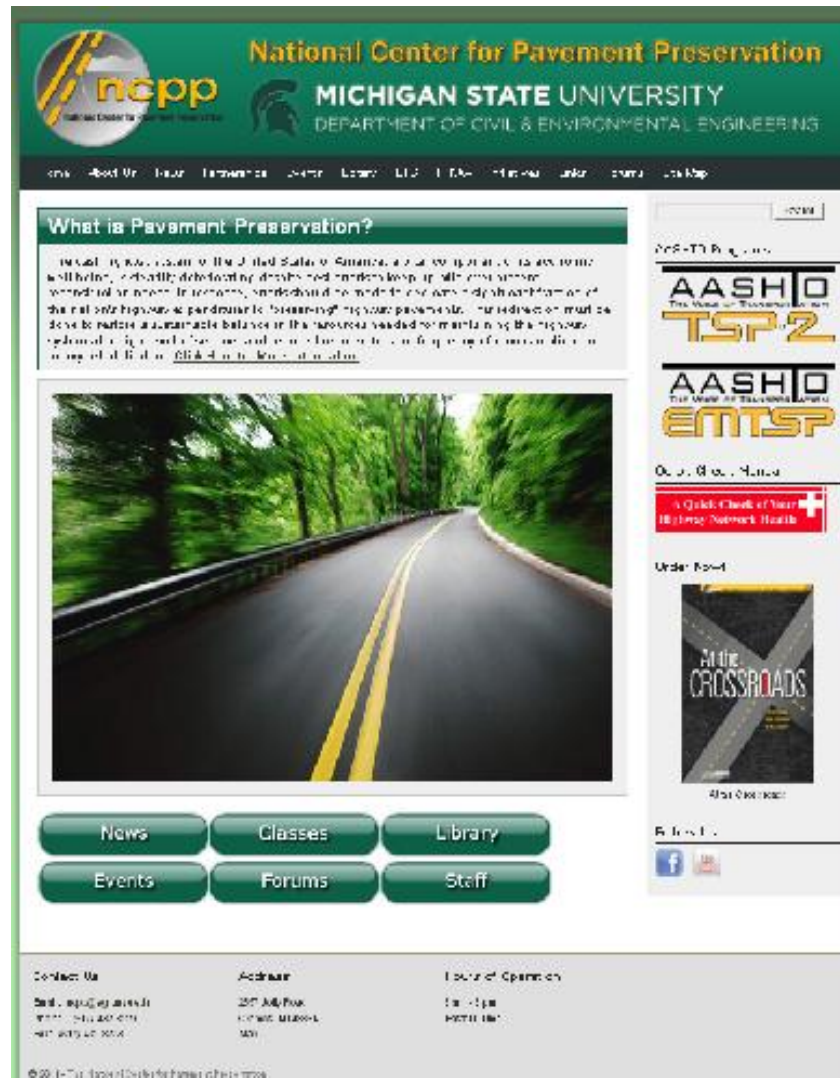
Campaign Toolkit

For use by coalition members on NCPP/TSP2 websites



- **Spokesperson Training Guide**
- **Spokesperson talking points**
- **Media fact sheet**
- **News release template**
- **Template for opinion columns**
- **Template for letters to the editor**
- **Article for trade publications**
- **Campaign brochure – *In production***
- **Speech/Powerpoint presentation – *TBD***
- **Campaign video – *In production***

Access Campaign Toolkit on NCPP Website




The screenshot displays the website for the National Center for Pavement Preservation (NCCPP) at Michigan State University. The header includes the NCCPP logo, the university name, and the department of Civil & Environmental Engineering. A navigation menu is located below the header. The main content area features a section titled "What is Pavement Preservation?" with a paragraph of text and a photograph of a road. To the right, there are promotional banners for AASHTO TSP 2 and EMTSP, a "Quick Check of Your Bridge Network Health" button, and a book cover titled "At the Crossroads". Below the main content, there are six green buttons for "News", "Classes", "Library", "Events", "Forums", and "Staff". The footer contains contact information, address, and hours of operation.

National Center for Pavement Preservation
MICHIGAN STATE UNIVERSITY
DEPARTMENT OF CIVIL & ENVIRONMENTAL ENGINEERING

Home | About Us | Home | Services | Contact | Links | FAQ | Help | Links | Home | Links

What is Pavement Preservation?

Asphalt is the backbone of the United States' infrastructure and its operation is essential to the nation's economic well-being. As the nation's infrastructure ages, it is essential to maintain and improve it. Pavement preservation is the process of maintaining and improving the condition of asphalt pavement. It is a cost-effective way to extend the life of asphalt pavement and to reduce the need for more expensive reconstruction. The National Center for Pavement Preservation (NCCPP) is a leading authority on pavement preservation. We provide a wide range of services, including research, education, and technical assistance. Our goal is to help you maintain and improve your pavement infrastructure.



News **Classes** **Library**
Events **Forums** **Staff**

AASHTO TSP 2
AASHTO EMTSP

Quick Check of Your Bridge Network Health

At the Crossroads

Contact Us **Address** **Hours of Operation**

800-452-4524
1000 S. State St.
East Lansing, MI 48824

257 Milliken
East Lansing, MI 48824

Mon - Fri: 8:00am - 5:00pm
Sat: 9:00am - 12:00pm

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National Public Education Campaign



For national, regional and state media relations efforts



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Introduction

You have been asked to consider serving as a spokesperson for the media campaign to educate the public on the benefits of pavement preservation. Thank you for taking time to review the ***Spokesperson Training Guide***, developed to help ensure a consistent message is delivered to media that cover transportation infrastructure news and will influence public education on the topic of pavement preservation.

The campaign is being launched on the national, regional and state levels to educate key target audiences who make decisions that impact highway, road and bridge

construction, maintenance and preservation.

The following guide is designed to help campaign leaders **maximize opportunities** to educate the media and **gain visibility** for the pavement preservation approach. Because a clear, consistent message is critical to obtaining media coverage, all designated spokespersons, as well as anyone speaking informally on the issue, need to deliver the same message. The precise wording may vary somewhat from spokesperson to spokesperson, however, the message should be essentially the same.



The Spokesperson Training Guide will help campaign leaders maximize opportunities to educate the media and gain visibility.



Establishing campaign credibility

Convincing the media to pay attention to the pavement preservation campaign will be an uphill battle dependent on the credibility of the organization, its message and its spokespeople. The media's first responsibility is to screen out unreliable sources of information or those with self-serving agendas. Although there is no doubt the pavement preservation campaign warrants national attention and has a valid message of importance to public officials and taxpayers across the country, the campaign cannot afford missteps as

it begins to communicate with the media.

Although the campaign may be led by a variety of groups working together, they need to work under **one umbrella organization and present a unified face in all public and media communication.**

For example, a spokesperson may work for and represent one of the campaign stakeholders, but if speaking for the campaign, he or she should be identified as "John Smith, spokesperson for the National Center for Pavement Preservation."



The campaign's message must be clear and spokespeople should be perceived as authorities on the issue.



Understanding today's media

As we rely on the media to cover and report the pavement preservation message, we need to **understand the climate** within which reporters and editors operate and work to meet their needs and deadlines. The more we can serve as a resource that helps the media deliver accurate, relevant information, the more easily will we be able to get our message out.

News staffs and news space shrink

Newsrooms aren't what they were 20 years ago. The size of news staffs has diminished markedly as each media outlet tries to operate within severe budget cutbacks. The handful of reporters and editors who remain at print and broadcast media outlets are left with the responsibility for turning out factually accurate, balanced content. Under difficult time constraints, they attempt to gain in-depth knowledge of the topic and industry and present opposing views.

That fact that many reporters are often young and inexperienced hasn't changed. **The more complex the issues, the greater will be the challenge to attain accuracy in news reporting.**

News cycle much quicker

Technology bombards reporters and editors with by-the-second newswire

reports, email alerts and urgent faxes – which are in addition to the phone calls from anyone who wants to suggest a story idea or complain about yesterday's news coverage. **Print reporters, who in the past might have had the luxury of covering one "beat" or news area exclusively, now spread themselves over several and try not to sacrifice quality in the process.** When they do, they risk losing readers, who now have many other choices for keeping up with the news.

Competition drives news decisions

Newspaper editors are making constant judgments about what will still be "news" when the paper arrives on the doorstep the next morning. If the story breaks at 2 p.m. and is on the Internet by 2:05, on radio by 2:30 and TV news at 6 p.m., should the paper include it in tomorrow's edition? Newspaper readership has been on the decline each year, along with advertising revenue. **The need for newsrooms to do more with less will continue.**





Working effectively with reporters/editors

Proactive approach essential

More than ever, reporters and editors appreciate help from news sources for story suggestions and background information. They no longer have sufficient time or staff to investigate story ideas or conduct extensive research. The change in how the media operates presents both a challenge and an opportunity for organizations that need to educate the public on issues.

Connecting with the media is a challenge, given reporters' and editors' time constraints and inability to cover every worthwhile story. The media's lack of time, however, provides an opportunity to bring stories to their attention that they might otherwise not discover. When the stories are newsworthy and relevant to the particular media outlet's focus, editors and reporters are grateful for the assistance.

Outside experts provide valuable insight

Although they will continue to be selective, the media gatekeepers have become more willing to allow reliable news sources to assist in the news-gathering process. They are more open to story ideas and more likely to review background information offered by outside sources. Many are even using photos, illustrations or video from outside sources, which was universally taboo in the past.

Creating a give-and-take relationship with the media is possible when would-be news sources recognize the media's challenges and strive to help meet them. Building strong relationships with key media outlets can pay valuable dividends, but does require an investment of time and resources.





What the media want

1. News as they define it
2. A credible news source they can trust
3. A source who responds in time to meet their deadlines
4. Answers to their questions: Not "No Comment"
5. For radio: a spokesperson who can summarize and speak in "sound bites"
6. For TV: a visual background, preferably with action
7. A quick, smooth response to questions and answers in complete sentences (*Not a lot of reporter prodding required*)
8. Layperson terminology that doesn't require translation
9. A contact person who really is available and accessible
10. To know when they've made a mistake and a chance to make it right.



The media needs a source they can trust, who will answer questions and respond in time to meet their deadlines.



Understanding what's "newsworthy"

As much as we might like to control the media and determine which issues will make headlines from day to day, that authority and "gate keeping" role rests solely in the hands of newspaper editors and broadcast news directors. Unfortunately, as media outlets struggle to remain viable in a new era of ever-increasing information sources, the definition of "newsworthiness" becomes more narrow and can vary markedly from newspaper to magazine to broadcast station. Issues that contain a controversial or sensational element may make the grade even though they don't meet the criteria in other ways.

Our role, as business people and representatives of our industry, needs to be that of **resource** to those decision makers who deem one issue "newsworthy" and another one not. Media people in such positions of influence, however, often gauge their decisions about which issues warrant coverage on the information provided by industry experts and credible sources. They take into consideration their particular audience's interests, geography and perhaps political makeup.

Measures of newsworthiness:

- Size of population/Number of people impacted by the issue
- Current or potential impact on the economy or jobs
- Controversial or polarizing element
- Sensational aspect
- Local impact on a community

An issue that gets a lot of play in an urban news market, for example, may matter little in a rural community and vice versa. Media gatekeepers also consider the scope of an issue, how many people it potentially impacts and the long-term effect it may have on a population or community. A television station may cover an issue because it has visual appeal, while a newspaper ignores it completely.

In other words, the fact that we believe, as pavement preservation advocates, that pavement preservation should be a top media issue deserving of major media coverage will not necessarily guarantee the issue receives attention. To convince the media that pavement preservation is worthy of coverage, we need to make a convincing case that it impacts the broad population, the economy, jobs, the environment, etc. It is truly an issue in "the public's interest."

Speaking in the public interest



Unlike so many issues that affect only narrow segments of the population, sustainable highways and bridges truly impact quality of life for all Americans. Certain industries, such as trucking or tourism, may rely more on our transportation infrastructure than others, but it's safe to say that nearly every industry has a stake in the surface quality and longevity of roads, highways and interstates.

The fact that sustainable highways are an obvious necessity for all types of commerce and thus jobs, makes the campaign message an easier sell, as long as spokespeople effectively connect the dots. It will be relatively easy to make the case for good roads. **What will be more difficult is explaining why the pavement preservation approach is in the public's best interest.**

The pavement preservation philosophy asks the public to forgo short-term gain (new roads or reconstructed roads) and instead accept short-term pain (spend money on treatment for roads that don't seem to need it).

When asked to fund long-term gain (longer-lasting roads that cost less), the request is often met with opposition. The campaign's challenge will be to convince the public and public officials to forgo a certain percentage of reconstruction (short-term gain) in order to be able to fund necessary maintenance and treatment (short-term pain and long-term gain).

As spokespeople communicate with the media, they should emphasize **why pavement preservation benefits the larger population or community** in terms of tax savings, public safety, environmental conservation, etc.



As spokespeople communicate with the media, they should emphasize why pavement preservation benefits the larger population.



Delivering the Pavement Preservation message

Overall

Our nation's highways and bridges are facing serious deterioration and we can't afford to rebuild them all. Funding problems are due to ill-advised policies that are primarily reactive, rather than proactive.

Highways and bridges must be protected and maintained to ensure the economic strength of our country, individual states and local municipalities.

The current "worst first" spending approach is bankrupting state and local budgets and debilitating roads and bridges. Short-term policies need to be replaced with sustaining long-term approaches involving asset management and pavement preservation.

Highway and bridge maintenance has largely been an afterthought, rather than a planned budgeted expense. Inattention to preservation has skyrocketed the need for reconstruction.

A Pavement Preservation program consists of three components: preventive maintenance, minor rehabilitation (non structural) and some routine maintenance activities.

Sub-Messages

Cost savings – Pavement preservation stretches the

transportation infrastructure budget and extends the remaining service life of roads and bridges.

Economic competitiveness –

Preserving the highway system is vital to our country's future. Commerce depends on a viable infrastructure. Spending money to keep good roads in good condition is the most cost-effective way to save America's highways.

Safety – Proper preservation treatments create safer roads and reduce accidents.

Employment – Taking a proactive preservation approach to sustaining our infrastructure creates more employment in the road construction industry than does the reactive "worst first" reconstruction approach.

Sustainability/Conservation – A proactive preservation approach causes less environmental destruction, fewer CO₂ emissions and significantly less waste of non-renewable resources.

Traffic Congestion – A preservation approach is significantly less disruptive to the flow of commerce and commuters. Motorists experience far less frustration and loss of time due to road construction.

Media questions/ Mock interview



1. Pavement preservation seems to advocate for letting our roads deteriorate even more. Why would we want to create more potholes than we already have?
2. If pavement preservation is the right approach, why hasn't it been done all along?
3. Our (city, county, state) is already losing business because of our bad roads. How can we afford to neglect some roads and drive more businesses away?
4. It's obvious that our roads are in a crisis state, but won't a pavement preservation approach take longer to bring them back than just rebuilding them?
5. If we as a (city, county, state) adopt a "pavement preservation philosophy" how long will it take to reverse our funding problems so that we can afford to do regular maintenance? When will we see a return on our investment?
6. Is it possible that some government officials favor reconstruction because it makes political sense to do so? Perhaps the companies that rebuild roads are influencing those decisions?
7. The miles of roads and bridges in the US have quadrupled (?) over the past 50 years when the highway system was developed. Doesn't that mean that every year we should be increasing our budgets in order to take care of them?
8. If our roads and bridges were built 60 or 70 years ago, isn't it about time to rebuild anyway?
9. Can you quantify how much cheaper it is in the long run to preserve pavement as opposed to entirely resurfacing a road?
10. Who stands to gain from a pavement preservation approach? Does it drive construction business to one segment of the industry over another?





The "quotability" quotient: Crafting the sound bite

Whether it's print or broadcast media, the reporter is looking for a good quote, a statement that sums up the story in a nutshell and helps the reader or viewer get the point. **Spokespeople for the pavement preservation campaign need to use or develop short "sound bites"** that get the reporter's attention and therefore have a better chance of making it into the published or broadcast story.

For television and radio especially, short concise statements are essential. Assume the story will be short and your comments may be edited down to about 18 seconds or less. In most interviews, your task will not be to tell the entire pavement preservation story, but to draw attention to the issue and generate more interest in it.

Quotes to consider:

"Roads don't need to be rebuilt as often as we're rebuilding them. The money to rebuild 10 miles of highway could fund the construction of XX new schools."

"The 'worst first' approach isn't working. In fact, it's bankrupting us."

"A sound highway investment policy starts with keeping our good roads good. Once we take care of that

responsibility we can use the remaining budget to rebuild those that have exceeded their service life."

"We're practicing unplanned obsolescence. When we don't budget for road and bridge maintenance, we're treating them like disposable commodities, but they are extremely expensive to replace."

"All roads will eventually die a natural death and need to be rebuilt, but by withholding maintenance and regular necessary treatments we are accelerating their deterioration and jeopardizing public safety in the process."

"If we expect this country to continue to be a world power, a strong transportation infrastructure is critical. We neglect our roads and bridges today and we will pay six times as much to fix them tomorrow."





Spokesperson checklist

- 1. Prepared** -- You have taken the time to discern the interview direction and know how you will respond to all anticipated questions. You have identified the left-field questions and are ready to answer or deflect those as well. You have prepared one "key message" which you will be certain to convey, no matter the direction of the questions. You have practiced out loud and are certain it represents the position of your organization positively and accurately. If you are truly prepared according to the above criteria, give yourself **10 points**.
- 2. Credible** -- You have developed a style that conveys honesty, trust and believability. When you speak, people who don't know you will tend to take what you say at "face value." **Nine points**.
- 3. Calm** -- You have developed the ability to relax and control your nerves prior to an interview. Although you may be prepared and credible, it's easy to blow the interview by allowing insecurities to visibly surface. Stumbling, stammering, nervous movements, etc. tell viewers that you may have something to hide, even though you're telling the absolute truth. It's normal to be nervous about a media interview, but you don't have to show it. **Eight points** if you can perform well under pressure.
- 4. Confident** -- You are able to take your calm demeanor to the next level and express your positive take on the issues at hand. You are able to convey conviction and faith in your organization and reassure viewers about uncertainties. Your confidence tends to dispel doubts and hesitation. **Seven points**.
- 5. Concise** -- You are able to organize your message into appropriate sound bites that don't bore the viewer with too much detail or unimportant facts. You stick to the issue and don't veer off on tangents. **Six points**.
- 6. Friendly/Likable** -- Viewers tend to trust you because you exude an appropriate level of warmth and concern for other people. You seem approachable, a person who would take the time to answer their questions, if asked. **Four points**.
- 7. Understandable** -- You have taken the trouble to translate your message into laymen's terms that the general public will be able to understand. You have left the industry jargon back at the office and replaced it with general but accurate terminology. **Three points**.
- 8. Accessible** -- You are readily available and help the interviewer meet the deadline, once you are totally prepared, that is. **Two points**.



9. Quotable – You can deliver that short sound bite that is too irresistible for the reporter to ignore. A memorable, on-point comment is your goal. To achieve the honor badge of “quotability,” your comment should be fairly original, perhaps colorful or with an astute analogy that illustrates a key point cleverly. If you’ve mastered the quotable quote for most interviews, give yourself **one more point**.

10. Expert in your field – You know your subject inside and out and are ready to answer even the most complex questions in excruciating detail. Although reporters occasionally request such an in-depth interview, in most cases they only have time for the immediate issue at hand. They’d prefer you don’t overwhelm them with your incredible learning and expertise. **Zero points**.

Score Results

1 to 20 points: You may be taking a risk representing your organization without sufficient experience. Identify the areas where you need improvement and seek help through internal or outside training.

21-30 points – You have developed some adequate interview skills that will allow you to tackle “friendly” interviews on non-controversial or complex topics. Determine where you can improve and whether you need help to make yourself a better spokesperson for your organization.

31 to 40 points – You have a high level of capability, which may only need a little more practice and attention to weaknesses to take it to the next level. Take some low-risk opportunities to speak on behalf of your organization, especially when question-and-answer formats are possible. Ask for feedback from trusted colleagues. Before taking on a high-risk interview, take advantage of a mock interview training session and be sure you’re the best person for the job.

41 to 50 points – Your organization is fortunate to have you as its media representative. You probably do well on camera, even in crisis situations when the questions are difficult and the reputation of the organization is at stake. Congratulations on honing your spokesperson abilities to such a proficient level.



Media interview checklist

Before you start answering questions, ask a few of your own:

Who is conducting the interview?

Know the reporter's interview style and the kind of stories he or she usually covers. (A public relations professional can often provide insight, based on past experience with the reporter, editor or columnist.)

What is the focus of the interview? Ask what the reporter trying to accomplish with the particular piece. Consider whether the focus is appropriate or whether you can guide the reporter to a more interesting and helpful angle.

What is the deadline? In most cases, you don't need to respond on the spot. Make the timeframe work for you. Find out when the reporter needs a response and when the story is scheduled for publication or to air. Buy some time for preparation, as long as it's not at the reporter's expense.

What is the best location for the interview? If it's a live, rather than a telephone interview, assess the pros and cons of having it on your turf or theirs. If yours, consider the setting carefully. The right location can help the reporter learn more about your organization. For TV, offer an interesting background if possible.

What are your key messages? If you could ensure that readers, listeners or viewers came away with only three key points, what would they be?





Interview guidelines

- **Identify your audience.** (It's not the reporter.)
- **What is your communication's goal?** Remember your airtime is limited. Stick to key messages.
- **Speak in terms of benefits to the audience.**
- **Get to your key message quickly.** Make your point and support it with details.
- **Keep it simple.** Avoid jargon. Speak directly to your audience in terms they can understand and relate to.
- **Stick to the subject of the interview.**
- **Repeat your key messages.** Remember your interview will be edited to fit into the news format. Provide the news editor ample opportunity to air your key message.
- **Don't exaggerate or stretch the facts.**
- **Anticipate the most likely questions.** Mentally structure effective answers.
- **Practice answers to tough questions,** especially those that may cause you to be defensive.
- **When asked a negative question or one containing offensive language,** don't repeat the question or language.



Identify your audience and communication goal. Get to your key message quickly.



Fine-tuning spokesperson capabilities

Consider every media interview an opportunity to reach an important broadcast or print audience with the campaign's message. Before agreeing to media interviews, however, consider several factors and make an informed decision, perhaps in concert with a PR professional or campaign colleagues.

- Is the interview in the best interest of the organization?
- Is it good timing in terms of the campaign?
- Are you the best person to do the interview or would another spokesperson be more appropriate in terms of the focus or topic?
- Do you have the necessary knowledge and expertise to answer the expected and unexpected questions?
- Will you have adequate time to prepare and rehearse?

Types of media interviews

Interviews may be either **scheduled** (planned days or weeks in advance) or **spontaneous** (requested on-site at an event or with little or no warning).

Advance Notice

An advance-notice interview may allow days, weeks or a few hours notice. Determine during the initial contact precisely what the reporter is seeking.

Assuming you are the right person for the interview, try to get as much information as possible from the reporter about the focus of the interview. You may also be able to discover any bias the reporter has about the subject matter. If time allows, review the reporter's recent stories to gain an idea of his or her knowledge base or specific bias.

Mutually agree on the time and the place of the interview. Allow yourself adequate time both before and after the interview. You need to be in a proper frame of mind going in with as few mental distractions as possible.

If time allows, prepare a list of questions you can expect to be asked. Involve knowledgeable colleagues in brainstorming potential questions. What about that tough question you hope won't be asked? Assume it will be one of the first and be ready for it.

Research any data or facts you might need and practice



incorporating them into your answers. Have a colleague fire the tough questions at you. Record your responses if possible, play them back and critique your answers. Using several people to fire questions at you will produce a surprising variety of questions.

Once you are comfortable with the facts and reasonably confident of your ability, you are ready for the interview.

Spontaneous

A spontaneous interview often occurs as a follow-up to a newsworthy event. You may be approached on-site or contacted and interviewed over the telephone following a news event.

Have a fact sheet or backgrounder available and provide it to the reporter. Review it with the reporter briefly if there's time. If not, reference it after the interview to encourage the reporter to review it.

Before granting the interview, ask the reporter the nature of the information he or she is seeking. Based on the answer, you can determine whether you have the expertise and authority to proceed with the interview. If you want to recommend another spokesperson, assist the reporter in reaching that person as quickly as possible.

Don't feel obligated to respond to a reporter's questions the instant a microphone or camera is set up. Take time to collect your thoughts. Tell the reporter you need to make a quick phone call or, if it's a telephone interview, that you'll call back in a few minutes. Use the time to think about what you'll say and how you'll say it.



Consider every media interview an opportunity to deliver the campaign's message to an important broadcast or print audience.



Projecting confidence in TV interviews

- 1. Carry your three key points** on a business size card in your pocket. Study them beforehand until you can see them in your mind's eye.
- 2. Smile**, take a good deep breath and relax. Strive to look pleasant and relaxed. Unless you're in the midst of a crisis, you should not look stern or too severe.
- 3. Greet your interviewer** with a firm handshake (but don't be a "crusher"). Use your title when you introduce yourself; it helps establish your credibility right from the start.
- 4. Stand and/or sit up straight** with shoulders back and chin up.
- 5. Practice good eye contact.** Look directly into the eyes of your interviewer, but don't stare.
- 6. Use both hands** for easy, relaxed gestures that convey animation and energy.
- 7. Maintain positive thoughts.** Focus on the positive opportunity the interview offers to educate and enlighten. Expect it to go well.
- 8. Never admit that you are nervous.** (*It serves no positive purpose.*)
- 9. Remember** that most stand-up TV interviews only use a very small portion of what is actually recorded, usually **10 seconds or less.**
- 10. Be your own pep coach.** Before you begin, remind yourself: You look great, you know your stuff and this interview is going to be one to look back on with satisfaction.
- 11. Be sure to leave the reporter with your business card.** It provides him or her with the correct spelling of your name, your title and contact information.
- 11. Send ahead or bring any informational materials,** such as brochure or fact sheet, that would help the reporter with the story. Background materials help ensure accuracy.





Dressing for TV interviews

Men

Dress to represent your profession at its best. If you're being interviewed in your office, dress as you normally would for a day of work. For an on-site interview, such as a highway or bridge construction site, dress for the environment and weather conditions.

For in-studio interviews, classic style projects the most credibility and authority. Suits carry more authority than sports coats and sport coats carry more authority than a shirt and tie.

Darker colors convey greatest authority, although black is too somber.

When asked by a television reporter for a spontaneous interview, take a moment to check your appearance. Straighten your tie and suit and remove sunglasses or other paraphernalia from your person.



Classic style projects the most credibility and authority.



Dressing for TV interviews

Women

Dress to represent your profession at its best. If you're being interviewed in your office, dress as you normally would for a day of work. For an on-site interview, such as a highway or bridge construction site, dress for the environment and weather conditions.

Women have slightly more latitude with color and style than men, but a conservative approach is still best.

For in-studio interviews, a well-fitting suit gives the most professional look. A jacket or blazer with coordinating skirt or pants works well also.

How you look should not distract viewers, but rather confirm your credibility as a spokesperson. Showing cleavage or bare arms is not appropriate. Hair, makeup and jewelry should be understated and blend with the total look.

Wear colors that flatter you; however, darker colors convey more authority. Pastels tend to diminish authority.

When asked by a television reporter for a spontaneous interview, take a moment to check your appearance. Remove sunglasses, handbags or other paraphernalia from your person.

Everyone

Turn off your cell phone. You don't want it going off on camera.



How you look should not distract viewers, but rather confirm your credibility as a spokesperson.



Media coverage tracking

One of the challenges of a national campaign is to track media coverage and continue to build our database of informed reporters and editors and supportive articles and editorials. Campaign spokespeople can assist in the task by alerting campaign coordinators when interviews are scheduled or have been conducted.

Although print news coverage is relatively easy to find and add to our media coverage list thanks to Internet archives, broadcast interviews sometimes present a greater challenge. Radio and TV

interviews are often deleted from stations' websites within days or weeks of the interview, making it imperative to obtain transcripts, audio or video as soon as possible.

Alerting campaign coordinators in advance of an interview also allows our public relations team to offer assistance to spokespeople, with recent data or other information that may be helpful.



Tracking media coverage helps build the database of supportive articles, editorials and media.



Spokesperson Training Guide



For more information, please visit www.pavementpreservation.org and click on Campaign Toolkit
(You will need an access code to obtain campaign materials.)

Spokesperson Talking Points (General)

Outline the issues in terms of public interest:

- Our nation's public road systems are reaching **crisis state** with **serious deterioration and funding problems** due to ill-advised policies that are primarily reactive rather than proactive. More than half of U.S. major roads are in "fair" or "poor" condition as of 2008, according to FHWA.
- Our transportation infrastructure must be protected and maintained as an essential component of the **economic strength of our country**, individual states and local municipalities.
- State and local **budgets are being bankrupted**. Ruinous short-term, "**worst first**" policies **need to be replaced** with sustaining long-term approaches involving asset management and pavement preservation.





Spokesperson Talking Points (Specific)



Cost savings/Budget relief – Pavement preservation stretches the transportation infrastructure budget and extends the remaining service life of roads and bridges.

Economic competitiveness – Preserving the highway system is vital to our future. Commerce depends on a viable infrastructure. Spending money to keep good roads in good condition is the most cost-effective way to save America's highways.

Safety – Proper preservation treatments create safer roads and reduce accidents.

Employment – Taking a proactive preservation approach to sustaining our infrastructure creates more employment than does the reactive “worst first” reconstruction approach.

Sustainability/Conservation – A proactive preservation approach causes less environmental destruction, fewer CO₂ emissions and significantly less waste of non-renewable resources.

Traffic Congestion – Motorists experience far less loss of time and frustration due to road construction. A preservation approach is significantly less disruptive to the flow of commerce and commuters.

Media Fact Sheet Template



Preserve America's Roads Campaign Fact Sheet

Our nation's public road systems are facing **serious deterioration and funding problems** due to ill-advised policies that are primarily reactive, rather than proactive.

As a result of misplaced spending priorities, the nation's roads are getting worse. In 2009, the **American Society of Civil Engineers** graded the nation's roads a D-, down from a D in 2005.

Public officials charged with the responsibility for our roads and bridges need to change course, stop wasting road assets and use road budgets responsibly, to preserve our long-term investment.

States disproportionately devote transportation budgets to expanding or rebuilding roads, rather than on **preventive maintenance** that would preserve and extend the life of roads and save money in the long run.

Rehabilitating a road that has fallen into dire repair costs substantially more than keeping the road in good condition in the first place. The cost of keeping a mile of road in good condition is **less than half** over time of letting a road deteriorate and then making major repairs.

According to the American Association of State Highway and Transportation Officials (AASHTO), every dollar spent on road maintenance avoids **\$6 to \$14** needed later to rebuild a road that has irreparably deteriorated.

Our transportation infrastructure needs to be protected and maintained as an essential component for the **economic strength** of our country, individual states and local municipalities.

Taking a proactive preservation approach to preserving our paved infrastructure creates more road construction employment than does the reactive "worst first" reconstruction approach.

State and federal leaders can **encourage fiscal responsibility and stretch tax dollars** by allocating more money to pavement preservation and policies that focus on sustainability.

A program that promotes road sustainability consists of three components: preventive maintenance, minor rehabilitation (nonstructural) and some routine maintenance activities.

For additional information, please contact Larry Galehouse, Director, National Center for Pavement Preservation, 517-432-8220 or galehou3@msu.edu.

“Our nation’s public road systems are facing **serious deterioration and funding problems** due to ill-advised policies that are primarily reactive, rather than proactive.

As a result of misplaced spending priorities, the nation’s roads are getting worse. In 2009, the **American Society of Civil Engineers** graded the nation’s roads a D-, down from a D in 2005.”

News Release Template



For Immediate Release
October, 25, 2011

Contact: John Smith
123-4567

Coalition urges county to preserve roads

The nation's vast highway system, a vital component of U.S. economic strength, is steadily deteriorating and a national coalition is urging a change in policy to reverse transportation system failure nationwide. The Coalition to Preserve America's Roads (CPAR), an organization of highway groups working to stop the decline and spiraling reconstruction costs, urges a significant change geared to preserve the system.

"States and municipalities are disproportionately devoting their transportation budgets to expanding or rebuilding roads rather than on preventive maintenance that would preserve and extend their life and save money in the long run," explains Larry Galehouse, CPAR president and director of the National Center for Pavement Preservation (NCPP). "Preserving the highway system is vital to our country's future but we need to change course now."

CPAR was formed in 2011 to promote road, bridge and highway sustainability. Organizing groups include NCPP and the American Association of State Highway and Transportation Officials (AASHTO), along with many industry and related groups concerned about the highway system and its impact on commerce.

As a result of misplaced spending priorities, the nation's roads decline every year, the Federal Highway Administration charges. In 2009, the American Society of Civil Engineers (ASCE) graded the nation's roads a D-, down from a D in 2005. According to FHWA, more than half of US major roads are rated in "fair" or "poor" condition as of 2008.

"The nation's vast highway system, a vital component of U.S. economic strength, is steadily deteriorating and a national coalition is urging a change in policy to reverse transportation system failure nationwide. The **Coalition to Preserve America's Roads (CPAR)**, an organization of highway groups working to stop the decline and spiraling reconstruction costs, urges a significant change geared to preserve the system."

Letter to the Editor Template



Letter to the Editor (292 words)

A simple, yet significant, change in transportation policy would reduce deterioration of our roads and bridges and begin to bring a halt to spiraling, taxpayer-funded reconstruction costs.

For decades, elected officials have cut ribbons to new roads and bridges with much fanfare and then placed them on the back budget burner. Years of neglect prematurely shorten their lifespan and force them into an expensive and disruptive rebuild or major rehabilitation, causing budget shortfalls and more neglected maintenance on other roads. Such a "worst first" approach is bankrupting state and local road budgets and keeping tax dollars from stretching as far as they should to ensure a safe, smooth ride for drivers. Instead, officials should plan ahead to responsibly maintain and preserve a road's service life, a process that ideally begins soon after the ribbon cutting. The longer road agencies defer essential preservation treatments, the greater the cost burden shouldered by taxpayers and the less likely governments will be able to afford to fix the ever-escalating miles that need repair.

Like major surgery compared to preventive medicine, road rehabilitation costs exponentially more than preventive maintenance. The American Association of State Highway and Transportation Officials says every dollar spent on maintenance avoids \$6 to \$14 spent later for reconstruction, ensuring less disruption of traffic and commerce across cities and states.

Continually allocating dollars to rebuild deteriorated roadways is not a sustainable strategy. At some point, the number of miles to repair will escalate beyond a governmental unit's ability to pay. The smarter strategy, although it provides no "photo opp" for public officials, is to budget first for proactive preservation and maintenance and keep good roads off the rehab list.

John Smith
Coalition to Preserve America's Roads

“A simple, yet significant, change in transportation policy would reduce deterioration of our roads and bridges and begin to bring a halt to spiraling, taxpayer-funded reconstruction costs.”

Letter to the Editor Example

CRAIN'S DETROIT BUSINESS

LETTERS

Preserve, don't just patch, roads

Editor:

Thanks for Keith Crain's July 18 column, "Maybe we just don't have the money," regarding the state of our roads and your questions as to why we can't seem to match the world-class quality of Germany's roads.

Although there are many factors, one reason is key. Here in the U.S., we have not sufficiently embraced "pavement preservation," which assures roads are properly maintained and treated for longevity. Instead, when budgets are tight, many cities, towns and municipalities, as well as states, forgo essential proactive maintenance because they can't afford it.

Michigan, to its credit and despite our difficult economy for the past decade, has managed to keep a majority of its roads in good condition, in part through a pavement preservation approach. In order to restore all of our roads to good condition, Michigan would essentially need twice the current road budget every year, and it is already over \$1 billion.

To use a health care analogy, not doing regular maintenance is like waiting until most of the patients are nearly dead (full of potholes) and then trying to save a paltry few with the most expensive surgery or treatment (road

Crain's Detroit Business welcomes letters to the editor. All letters will be considered for publication, provided they are signed and do not defame individuals or organizations. Letters may be edited for length and clarity.

Write: Editor, Crain's Detroit Business, 1155 Gratiot Ave., Detroit, MI 48207-2997.

E-mail: cgoodaker@crain.com

reconstruction). Neglected roads have shorter lives and must be reconstructed much sooner than those that receive the proper regular crack filling and surface treatments. For every \$1 we spend on regular maintenance, we will save \$6 to \$14 in costly reconstruction.

Governments at any level that forgo maintenance as a way to stretch their budgets actually cost taxpayers more money in the long run, not to mention sacrificing road quality from year to year.

Our highways, roads and bridges will continue to deteriorate and the financial hole will deepen. It is a crisis that impacts commerce nationwide, as well as U.S. global competitiveness.

Larry Galehouse

Director
National Center for Pavement Preservation
Michigan State University

Roads plan coming

Editor:

Regarding Keith Crain's July 18 column, "Maybe we just don't have the money": You're right. We don't have the money. At least, Michigan road agencies don't have enough to keep Michigan roads in sound condition.

The condition of Michigan local roads has been declining steadily for the past seven years (since the current system of record-keeping began). While the condition of Michigan's state highways is as good now as ever, with 90 percent of highway miles rated "good," this level of quality cannot be sustained with current revenues. Without dramatic changes in the funding structure, fewer than 50 percent of our highway miles will be considered good by 2020.

While such an outcome would greatly reduce the number of tourists flocking to experience Michigan's beautiful natural wonders, other industries would suffer, too. Infrastructure is vital to manufacturing, agriculture and the service sector. Such a decline would also diminish our quality of life.

An average Michigan auto driver pays about 2.4 cents in state and federal road-user fees (fuel and vehicle taxes) for every mile

Opinion Column Template



By Larry Galehouse, President, Coalition to Preserve America's Roads

For the US to retain its economic strength, we need to change course to stop the decline of our vast highway system and begin to reverse spiraling reconstruction costs. Deterioration of our roads and bridges worsens each year, resulting in escalating and unaffordable costs for repair. To reverse transportation system failure nationwide, a significant change in policy is urgently needed.

States and municipalities are disproportionately devoting their transportation budgets to expanding or rebuilding roads once they reach crisis stage rather than on preventive maintenance that will preserve and extend their life and save money in the long run.

In 2009, the American Society of Civil Engineers (ASCE) graded the nation's roads a "D-," down from a "D" in 2005. According to Federal Highway Administration, more than half of U.S. major roads are rated in "fair" or "poor" condition as of 2008.

CPAR urges support of legislation introduced in June to require the U.S. establish "state of good repair" standards to serve as benchmarks for states to achieve. States would be required to use an "asset management approach" to develop state system preservation and renewal plans. The American Society of Civil Engineers' 2009 [Report Card for America's Infrastructure](#) was impetus for the legislation, sponsored by Sen. Barry Cardin (D-Maryland).

The nation's highways are valued at more than \$1.75 trillion. As responsible stewards of the system, present and future generations should not allow the investment to deteriorate.

“For the US to retain its economic strength, we need to change course to stop the decline of our vast highway system and begin to reverse spiraling reconstruction costs. Deterioration of our roads and bridges worsens each year, resulting in escalating and unaffordable costs for repair. To reverse transportation system failure nationwide, a significant change in policy is urgently needed.”

Trade Publication Article Template



Commerce depends in large part on highways, roads and bridges, but the current approach to maintaining them is actually resulting in greater deterioration, charges the Coalition to Preserve America's Roads (CPAR), which is launching a campaign to educate the public and change current policies. *(Name of trade group)* has joined the coalition, and is encouraging transportation officials to focus funding on preventive maintenance, rather than deferring maintenance until the only option is reconstruction.


"The current approach to our highways, roads and bridges – often promoted by those who benefit financially from road construction – is bankrupting state and local budgets and debilitating a major component of our transportation infrastructure," contends Larry Galehouse, president of CPAR and director of the National Center for Pavement Preservation. "Ruinous short-term, 'worst-first' policies need to be replaced with sustaining, long-term approaches involving asset management and pavement preservation. Over the course of just a couple of years a state or a municipality can begin to reverse the costly cycle of rebuilding roads and bridges, which through years of neglect have no other option than total reconstruction to remain viable. Such ill-advised policies cost taxpayers too much money and are inefficient and wasteful."

The coalition was formed by the National Center for Pavement Preservation, the American Association of State Highway and Transportation Officials (AASHTO), the Foundation for Pavement Preservation (FP2) and other groups whose members depend on a sustainable highway network.


(Add quote from specific trade group whose publication this will appear in about why it supports the effort. Include some stats if possible.)

“Commerce depends in large part on highways, roads and bridges, but the current approach to maintaining them is actually resulting in greater deterioration, charges the **Coalition to Preserve America's Roads (CPAR)**, which is launching a campaign to educate the public and change current policies.”

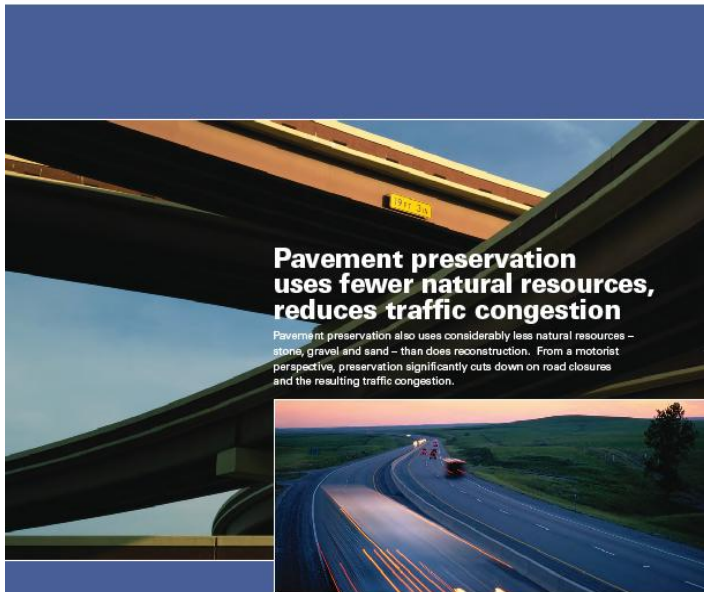
Campaign Brochure



Changing course to preserve America's roads




To reverse transportation system failure nationwide, a significant change in policy is urgently needed.



Pavement preservation uses fewer natural resources, reduces traffic congestion


Pavement preservation also uses considerably less natural resources – stone, gravel and sand – than does reconstruction. From a motorist perspective, preservation significantly cuts down on road closures and the resulting traffic congestion.



CPAR calls for change at all levels of road ownership

Here in the US, we have come to accept a reactive system as “normal” for our roads, in which we wait until road deficiencies become evident even to the untrained eye and major rehabilitation or complete reconstruction are the only options.

CPAR urges public officials charged with the responsibility for our roads and bridges to change course, stop wasting road assets and use road budgets responsibly – to protect our long-term investment.



2857 Jolly Road
Okemos, Michigan 48864
www.preserveroads.com

Campaign brochure (Continued)

Crumbling roads put US on path to economic decline

Our transportation infrastructure is an essential component for the **security and economic strength** of our country, individual states and local municipalities. Infrastructure is, however, at serious risk and must be protected and maintained.

Commerce depends in large part on highways, roads and bridges, but ironically the current approach to maintaining them is actually resulting in greater deterioration.

We must change course to stop the decline of our vast highway system and begin to reverse spiraling reconstruction costs and retain US economic strength.

The Coalition to Preserve America's Roads (CPAR) is coordinating a campaign to educate public officials, the media and all stakeholders, in an effort to change current policies.

The nation's highways are valued at more than \$3 trillion. As responsible stewards of the system, present and future generations should not allow the investment to deteriorate.



Spending money to keep good roads in good condition is the most cost-effective way to save America's highways.



Widespread road deterioration, inadequate budgets threaten system

Deterioration of our roads and bridges worsens each year, resulting in escalating and unaffordable costs for repair. To reverse transportation system deterioration nationwide, a significant change in policy is urgently needed.

As a result of misplaced spending priorities, the nation's roads are getting worse. In 2009, the American Society of Civil Engineers graded the nation's roads a D-, down from a D in 2005.

Spending on capital projects (new roads) continues to exceed spending on operations and maintenance. In 2008, all levels of government spent more than twice as much on capital projects as on operations and maintenance.

We continue to build new miles of roads but we are not making the necessary investment in preserving them.



Preservation helps stretch tight road budgets

Unfortunately, federal, state and local transportation agencies for too long have been reactive, rather than proactive, in funding necessary maintenance. As a result, too many roads are entirely rebuilt far sooner than would have been necessary if they had received regular, proper maintenance – the most efficient use of tax dollars. Rehabilitating a road that has fallen into disrepair costs substantially more than keeping the road in good condition in the first place.

The cost of keeping a mile of road in good condition is less than half over time of letting a road deteriorate and then making major repairs. According to the American Association of State Highway and Transportation Officials (AASHTO), every dollar spent on road maintenance avoids \$6 to \$14 needed later to rebuild a road that has irreparably deteriorated.

State and federal leaders can encourage fiscal responsibility and stretch tax dollars by allocating more money to pavement preservation and policies that focus on sustainability.



"Worst first" not best policy

States, counties and municipalities are disproportionately devoting their transportation budgets to addressing the worst roads too late, rather than on preventive maintenance that would preserve and extend the life of roads and save money in the long run. By focusing on the worst roads, agencies are waiting until their roads have become the most expensive to fix before taking action.

Preservation approach puts more people to work

Taking a proactive preservation approach to sustaining our roads and bridges creates more employment in the road construction industry than does the reactive "worst first" reconstruction approach. More people are employed in a preservation approach than a reconstruction approach, because preservation requires more frequent, although less costly, and disruptive road treatments.

Speech/Power Point Presentation

Changing Course to Preserve America's Roads



A campaign to educate public officials, the media and all stakeholders on the need for pavement preservation.

Campaign Video





Coalition Website

For use by media, other external audiences



Issue Background

- General position papers
- Spokesperson bios
- Cost comparisons
- Charts
- Legislative history
- Key facts
- TRIP data
- Research

Coalition Background

- Regional partnerships
- Supportive organizations
- Supportive statements

Media Newsroom

- Coalition news release
- Relevant media coverage
- Supportive media editorials
- Media fact sheet
- “*At the Crossroads*” PDF
- Cartoons/artwork for media use
- Informational video

Attracting Media Coverage

- Obtain editorial support
- Generate news and feature articles
- Respond to related news coverage
- Create news opportunities





Today's media has changed

- **News staffs and news space have shrunk**
- **Focused on crises, controversy, conflict**
- **Competition drives news decisions**
- **Proactive approach essential**
- **Outside experts provide valuable insight**

Media needs to hear coalition's message

Tampa Tribune 9-18-2011



THE ASSOCIATED PRESS

Traffic backs up on U.S. Highway 93 in Boulder City, Nev. The road leading to the Hoover Dam cannot accommodate the tourist traffic, which spills into Boulder City.

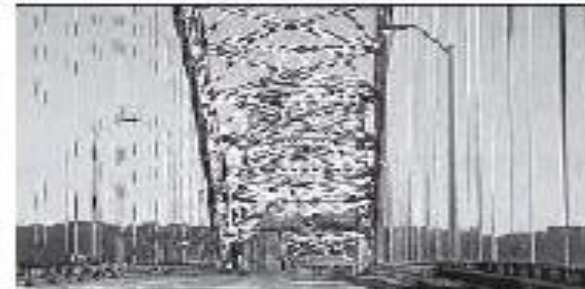
States struggle to fix aging infrastructure

Tight budgets, lack of political will leading to decline

The Associated Press

LAS VEGAS — The Hoover Dam, one of the world's great engineering feats, is limited by road with traffic so jammed along the Nevada-Arizona border that it tells officials just stay about the political will to maintain 21st-century infrastructure.

The road leading to the dam cannot accommodate the record of tourists



The Sherman-Minton Bridge, spanning the Ohio River between New Albany, Ind., and Louisville, Ky., is closed following the discovery of a structural crack.



Campaign Goals

- **Create a “chorus of voices” for pavement preservation**
- **Educate media to carry our message**
- **Educate stakeholders who can influence others**
- **Educate the public to hold road agencies accountable**

Coalition to Preserve America's Roads

A National Public Education Campaign



***Changing Course to Preserve
our Highway Investment***

Q & A



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