Coalition to Preserve America’s Roads
A National Public Education Campaign

Changing Course to Preserve our Highway Investment
Attracting Media

- Obtain editorial support
- Generate news/feature articles
- Respond to related news coverage
- Create news opportunities
Coalition to Preserve America’s Roads
A National Public Education Campaign

Changing Course to Preserve our Highway Investment
Public education is key to advancing policy change

The campaign is being launched on national, regional and state levels to educate key target audiences who make decisions that impact highway, road and bridge construction, maintenance and education.
Media Strategy

1. Good spokespeople
2. Effective communication tools
3. Constant public education
Attracting Media

- Obtain editorial support
- Generate news/feature articles
- Respond to related news coverage
- Create news opportunities
Increasing Media Coverage

News staffs and news space have shrunk

The news cycle is much quicker

Competition drives news decisions

A proactive approach essential

Outside experts provide the most valuable insight
Target Audiences

Stakeholders/Potential Allies

- American Association of State Highway and Transportation Officials
- Federal Highway Administration
- Smart Growth America
- Taxpayers for Common Sense
- American Society of Civil Engineers
- State transportation agency administrators
- National/Statewide business associations
- Chambers of commerce
- Small business associations
- Associations of counties, townships
- Associations of municipalities, towns, parishes, etc.
- Manufacturing and trucking associations
- Law enforcement associations
- Car insurance associations (AAA)
- Transportation engineers, planners
Target Audiences
(Continued)

Media

- Business editors/reporters
- Broadcast news directors
- Editorial page editors
- Trade publications
Target Audiences
(Continued)

Public officials/Candidates/Activists

- National level political candidates
- Candidates for other major public offices
- Local and state public officials
- Local community advocates, activists
Regional Campaign Overview

- Long term strategic effort of stakeholders
- Aggressive media contact
- Frequent repetition of consistent message

Step 1: Identifying key issues by regions/states
Step 2: Communicating strategically
Step 3: Identifying and preparing spokespersons
Step 4: Building a coalition of supporters
Step 5: Accessing and using campaign communication tools
Step 6: Engaging the media
Step 7: Tracking media coverage
Step 8: Evaluating progress
Identifying & Preparing Spokespersons

Campaign spokespersons should be:

- Well versed in all aspects of the roads coalition/pavement preservation message
- Familiar with all the campaign tools provided
- Credible, prepared, accessible, effective communicators
Campaign Toolkit
Resources

For use by coalition members only.

- **General Campaign Strategy:** National/Regional campaign plans, background on partnerships, coalition members, statements

- **Latest Media Coverage:** Editorials, letters to the editor, relevant news articles

- **Campaign Resources:** Logo, news release template, issue background, letter to the editor template, media fact sheet, article for trade publications, spokesperson training guide, campaign brochure, video, artwork for media use

- **Pavement Preservation Background:** Cost comparisons, charts, legislative history, research reports
Accessing & Using Campaign Communication Tools

- Spokesperson Training Guide
- News Release Templates
- Media Fact Sheet
- Spokesperson Talking Points
- Campaign Brochure
- Campaign Billboard
- Templates for opinion columns
- Templates for Letters to the Editor
- Speech/Presentation
- Campaign video
Coalition Website

- **Issue Background**
  General position papers, spokesperson bios, cost comparisons, charts, legislative history, key facts, TRIP website, 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