

**Strategic Communications Forum**  
**Earned Media Session**  
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- ✓ Colorado Background
  - Ø Media landscape – 3 main media markets. Pool cameras and loss of major daily newspaper
  - Ø Minimum of 12 high-visibility DUI enforcement periods mandated by legislature, 3 CIOT enforcement periods, other safety initiatives
- ✓ Importance of Strategic Planning so you don't burn out the media
- ✓ Earned Media Tactics
  - Ø Unique visuals ( I will show *tons* of examples and ideas used in Colorado)
  - Ø Targeted pitching (not just typical beat reporters... weather anchor, sports reporters.... More examples)
  - Ø Localize!
  - Ø Developing relationships by supplying story ideas and unique interviews
- ✓ "Other" Earned Media options
  - Ø Social media (examples: BAC app, Denver Broncos)
  - Ø Media "tours" (DNC in Denver during DUI crackdown)
  - Ø Guest Columns/Op Eds
  - Ø More examples - Motorcycle Skill Rating map (KOA radio, trade publications)
- ✓ Summary and Questions