

NHTSA/GHSA National Strategic  
Communications Forum  
2011

*Earned* Media

“To get in return for one’s labor or service”

Heather Halpape  
Public Relations Manager  
Colorado Department of Transportation



Colorado Media Landscape



3 Media Markets

- Denver – #17 with 5 TV stations
  - 1 major newspaper – *Denver Post*
- Colorado Springs – #92
- Grand Junction – #184



## Colorado's High-Visibility Enforcement

### Seat Belts –Click It or Ticket

- 3 enforcement periods
  - April – rural
  - May – statewide
  - July – nighttime



### DUI – “Heat is On!” Campaign

- Minimum of 12 enforcement periods required by state statute



2011 Strategic  
Communications  
Forum  
ATLANTA, GA

## Tactics for Getting Earned Media *Unique “Visuals”*

### DUI “Heat Is On” Media Events

- Flaming hoop



2011 Strategic  
Communications  
Forum  
ATLANTA, GA

## Unique “Visuals” for Earned Media

- Amphicar – “Roads to Reservoirs” DUI Crackdown



2011 Strategic  
Communications  
Forum  
ATLANTA, GA

## More “Visuals” for Earned Media Make Numbers *REAL*

Baseballs represent  
DUI arrests over  
Fourth of July



Cost of a DUI: \$10,270  
shredded cash box

2011 Strategic  
Communications  
Forum  
ATLANTA, GA

## **More “Visuals” for Earned Media Make Numbers *REAL***

259 Roses – Average number of Coloradans killed each year in alcohol-related crashes



2011 Strategic Communications Forum  
ATLANTA, GA

## **More “Visuals” for Earned Media Make Numbers *REAL***



Shredded giant check and driver's license in chipper

Cost of DUI vs. Gifts



2011 Strategic Communications Forum  
ATLANTA, GA

## Click It or Ticket Media Events

- Seat belt display to represent unbuckled fatalities in the state.



2011 Strategic  
Communications  
Forum  
ATLANTA, GA

## Click It or Ticket Media Events

- Volunteers wore t-shirts representing unbuckled victims in county
- Crashed car displays



2011 Strategic  
Communications  
Forum  
ATLANTA, GA



## ***Targeted Media Pitching***

- Offer unique story angles
- Consider pitching weather anchors, sports reporters, business beat
- Media Challenge to “Strike Out Drunk Driving”



2011 Strategic  
Communications  
Forum  
ATLANTA, GA

## **Other Earned Media Options**

- Guest Commentary (Op Ed) sent to newspapers statewide
- Media Tours
  - On the road
  - On the phone
- Localize!



2011 Strategic  
Communications  
Forum  
ATLANTA, GA

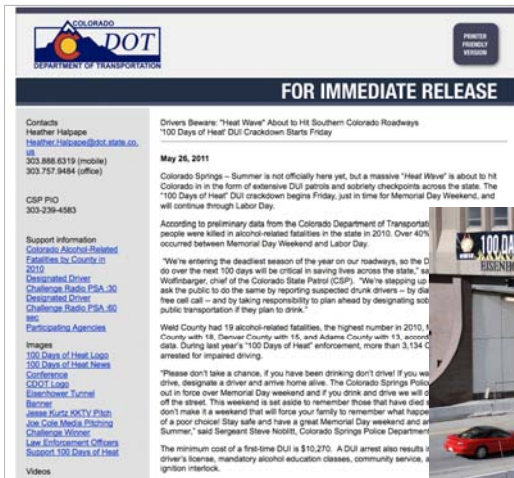
# Other Earned Media Options

- ▶ R U Buzzed? iPhone App
- ▶ Colorado Motorcycle Skill Rating Map



# Make It Easy For Them!

- ▶ Images
- ▶ Quotes
- ▶ Interviews
- ▶ Data





# Questions?

Heather Halpape  
Public Relations Manager  
for Safety Programs  
Colorado Department of Transportation  
303-757-9484  
[Heather.halpape@dot.state.co.us](mailto:Heather.halpape@dot.state.co.us)

