

# Pavement Preservation National Media Campaign Proposal

May 2011

Larry Galehouse, PE, PS  
Director, National Center for Pavement Preservation



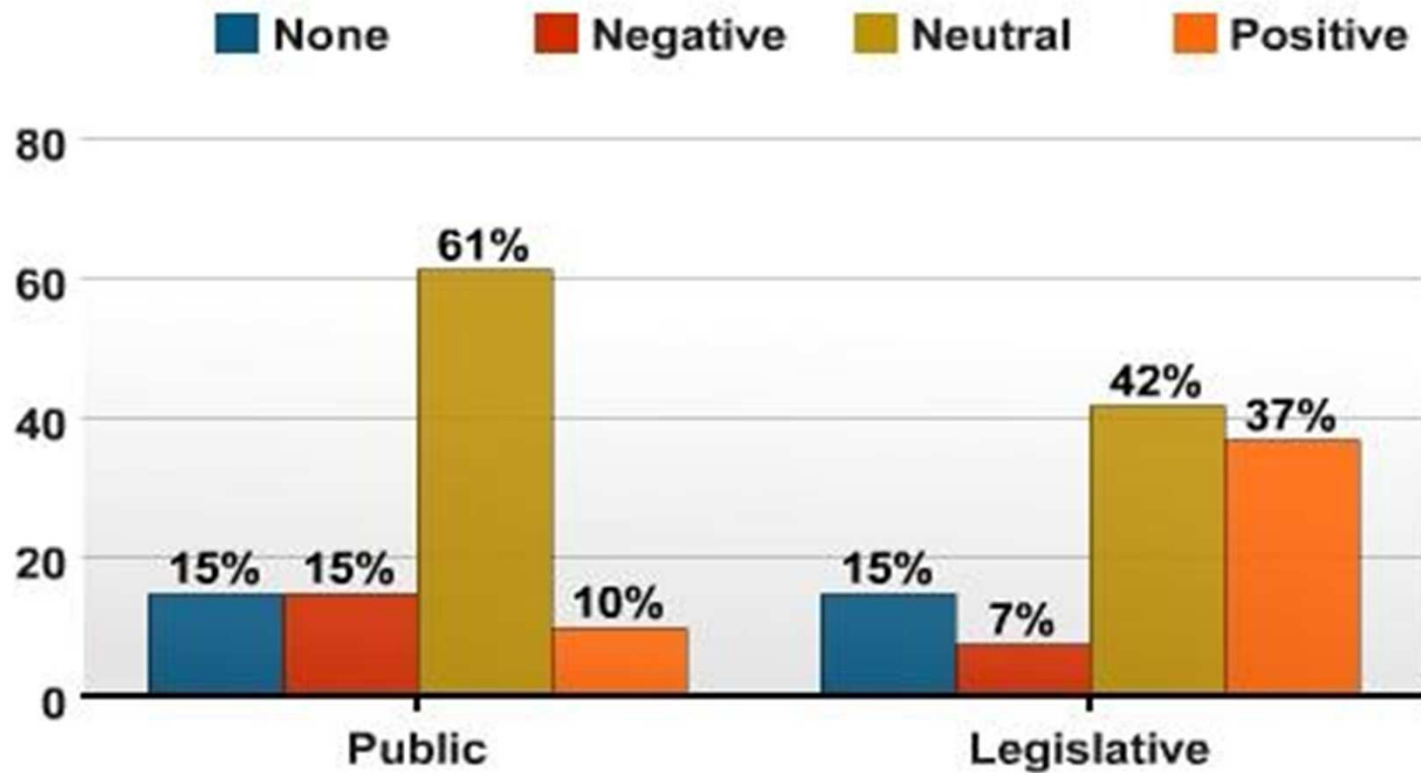
How well do we promote pavement preservation?

What is an effective media message?

How do we measure success with the media?



## What are the public and legislative perceptions of implementing a pavement preservation program?



## How has the Pavement Preservation message resonated with the agency's staff, management, and public?

\*In the following table, **Not Applicable** includes groups not yet exposed to the Pavement Preservation concept.

Click the column headers to view comments for this question

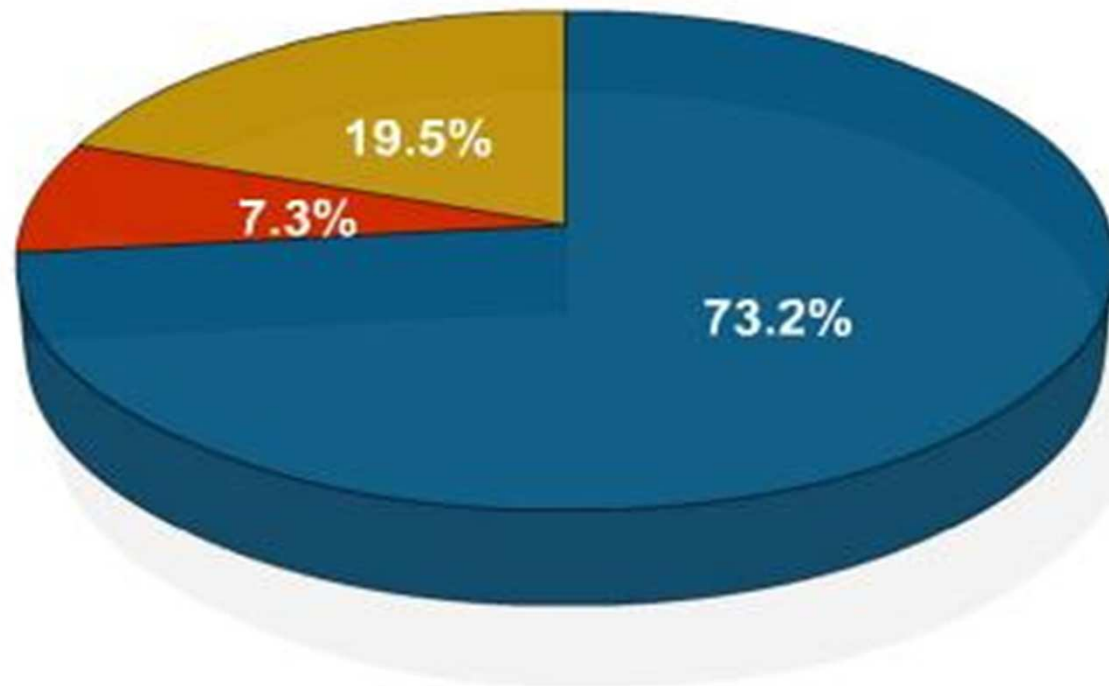
	<a href="#">Agency Staff</a>	<a href="#">Agency Management</a>	<a href="#">Public</a>
Positive	56.1%	75.6%	14.6%
Neutral	24.4%	14.6%	34.1%
Poorly	17.1%	9.8%	7.3%
Not Applicable	2.4%	0%	43.9%

From the agency's viewpoint, how receptive are the media (newspaper, radio and television) to bringing the preservation message to the public?:

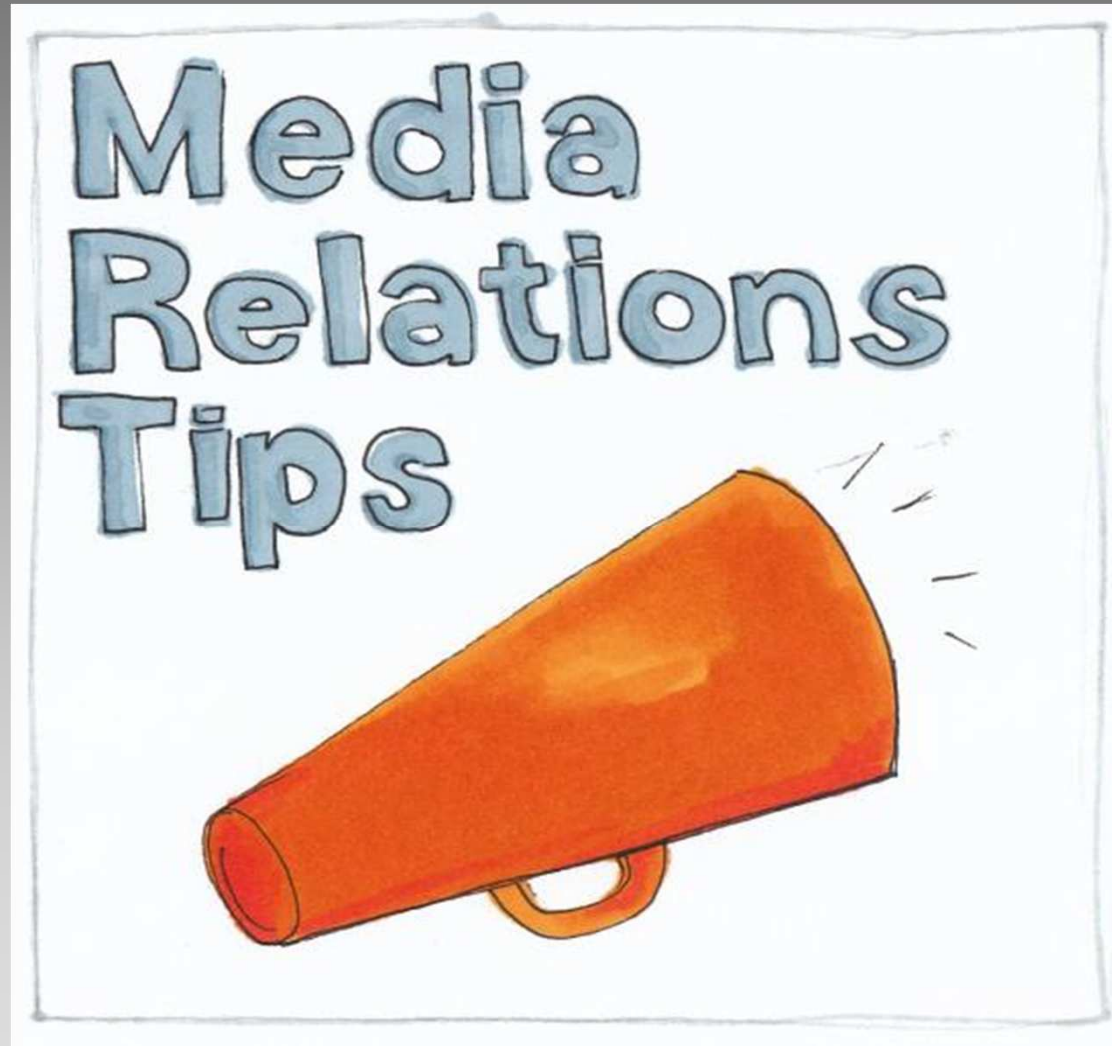
■ Unaware

■ Negative

■ Positive



**We need help getting the message out!**



# We need.....

- Media campaign template
- Guidelines for spokespersons
- Website newsroom
- General news releases
- Fact sheet
- Sample opinion column
- Sample letter to editors
- Sample articles
- Sample brochure
- Video materials
- Video news releases

# We also need a formal campaign to:

- Disseminate pavement preservation position papers
- Make editorial board visits
- Distribute regular news releases on the benefits of pavement preservation
- Continually update media resources and news releases
- Write opinion columns (opeds) and letters to the editor
- Drive non-proprietary marketing



# We have an opportunity to.....

Redirect national thinking on infrastructure policy with an “unbiased voice” for the pavement preservation community.

Establish a national campaign to show the benefits of pavement preservation to the:

- Economy
- Environment
- Society

# Our First Step

The NCPP has solicited a proposal from a **nationally accredited** firm to lead a Public Relations and Media campaign.

The proposal will be discussed at the **Southeast PPP Business Meeting.**



# QUESTIONS

**Enjoy your Day!**

