



## **Governor's Council on Impaired Driving**

### **Public Education and Advocacy Campaigns**

*A Template for Success*

#### **Public Education**

Use of free media

- Local media interviews
  - Who will you contact?
  - When will the contacts be made?
  - Who will make each of the contacts?
- Radio talk shows
  - Who will you contact?
  - When will the contacts be made?
  - Who will make each of the contacts?
- Letters to the editor
  - Who will write the letter?
  - When will the letter be completed?
  - To whom will the letter be submitted?
- Op-ed pieces
  - Who will write the piece?
  - When will the piece be completed?
  - To whom will the op ed piece be submitted?

Presentations to local and statewide groups and organizations

- To whom will you present?
- Who will do each presentation?
- When will each presentation be done?

Educational brochures

- Will you develop new brochures?
- How will they be distributed?

#### **Advocacy**

Identify other constituency groups interested in your issue

- Which groups will you contact?
- What will you ask of them?
- When will the contacts be made?
- Who will make each of the contacts?

Identify bill sponsor(s)

Develop a portfolio of support

- From whom will you ask for letters of support?
- When will the letters be due and who will make sure they have been received?
- Who will create the portfolio?
- Who will distribute the portfolio?