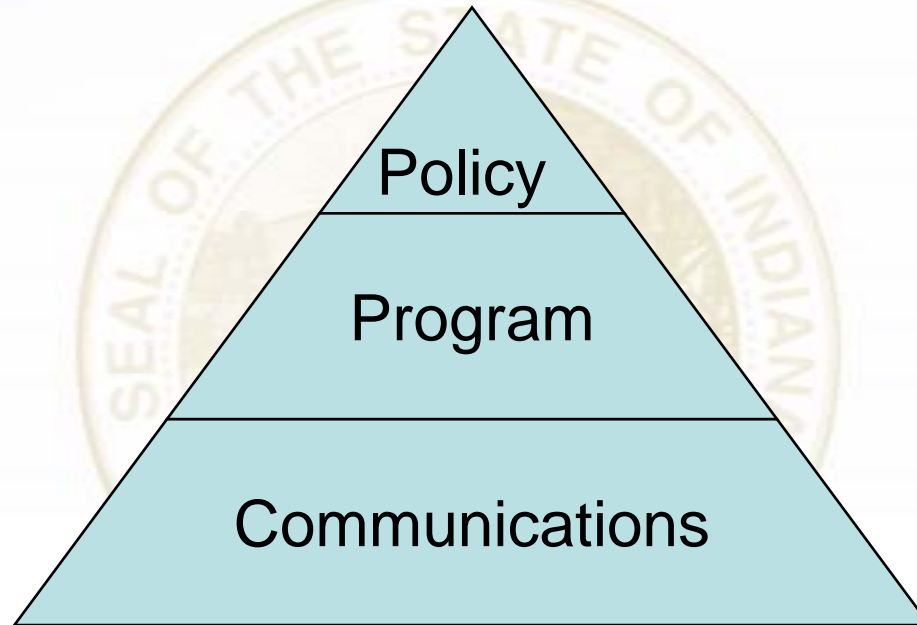


Marketing Traffic Safety

**USING COMMUNICATIONS
AS A COUNTERMEASURE**

The Process

Strategic Communications



In order to be effective, it has to have a purpose.

Earned Media


favorable publicity gained through promotional efforts other than advertising.

- **Make Connections
Media Relations**
- **Get Online
Social Media**
- **Get Personal
Community Outreach**

Communicate directly with your target audiences by using mediums that appeal to those specific groups – demography.

YOU'RE THE EXPERT!

**The public
especially the media
wants to hear
what you have to say.**



PIO TRAINING

- **Currently under development**
- **Regional training sessions**





Communications Questions?

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