



Developing a Financial Responsibility Public Relations Campaign

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Preface

Jurisdictions often do not have sufficient funding to organize a full-scale public relations campaign related to financial responsibility (FR). Cooperation with the jurisdiction's communications department and possibly an outside publisher is not always possible. There is, nonetheless, a desire to reach out to groups affected by FR laws and programs by using informative campaigns.

The FR Public Relations Campaign Working Group has created a tool to help FR jurisdiction personnel: guidelines for a public relations campaign. These guidelines are useful for any public relations effort, but the committee wishes to encourage jurisdictions to use them particularly for communicating about financial responsibility.

Developing and Delivering a Campaign

Follow these eight steps for delivering an effective public relations campaign.

1. **Identify the problem.**

Data or information should be used to provide validation that a problem exists. This data, which should be statistical in nature, could come from a customer survey to identify what your customers feel the "problem" is.

2. **Set expectatons for results.**

Determine the expected result of the campaign. For instance, an expected result may be to raise awareness on a certain issue.

3. **Determine who the audience for the campaign is.**

The audience might include the public, law enforcement, DMV employees, insurance agencies, media, legislators, and driving instructors/training schools.

4. **Define goals.**

What do you want to happen as a result of the campaign. Some goals may be to empower motorists to deal with a particular issue, improve the image of the DMV, reduce employee time spent on a particular issue (for instance, fewer phone calls), raise awareness of the issue to the legislators, and raise awareness for law enforcement. ? Be certain that you have mechanisms to measure the success of the campaign; without measures you cannot know whether you have reached your goals. For example, if your goal is to reduce employee time spent on a particular issue, the measure might be monitoring the number of phone calls to see if they decrease.

5. **Determine the medium you want to use.**

When looking for different vehicles to communicate your message, look for ways to partner with people/organizations that can share your cause and cost, and consider what vehicles might be most effective

Some examples include:

- ? DMV Web sites
- ? Pamphlets or Bookmarks
- ? Videos
- ? Public service announcements (PSAs)
- ? Posters
- ? Brochures
- ? Registration insurance pouches
- ? Keychains
- ? Billboards
- ? Public speaking
- ? Banners
- ? Recorded telephone messages for when callers are on hold
- ? Commercials
- ? Editorials by commissioners/insurance companies
- ? Reminders in existing jurisdictional materials
- ? Web site (module, links Web template)
- ? Articles in employee newsletters
- ? Radio
- ? Public access television
- ? Reminders in driver's manuals

- ? Special events, such as fairs and child safety checks

6. **Determine which public relations activities will be pursued and create a public relations framework.**

Develop a production schedule and a budget. Each activity will need its own production schedule. Identify the players and make a list of resources available. The production schedule and budget could be an action plan including due dates, responsible person, financial impact, etc.

7. **Determine the tone of the campaign.**

Some examples of different tones include:

- ? Serious
- ? Humorous
- ? Strictly informational
- ? Threatening or challenging (For example, police officers who appear as if they are “about to get you.”)
- ? Informative/public service (“You should know...” “We want you to know...” The idea is to show government reaching out to the public to make sure they are protecting themselves.)
- ? Attention grabbing (Humor can be effective in getting attention.)

8. **Evaluate effectiveness of the campaign.**

Evaluate the campaign’s success, because your jurisdiction is accountable to customers (taxpayers). The only way to show that the use of public monies for these efforts is worthwhile is to show measurable results.

- ? Did the campaign reach the audience?
- ? Was the campaign effective in giving the audience the information they needed? Consider a customer service satisfaction survey or comment cards attached to publications to solicit feedback.

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