



February 5, 2008

Dear Chief/Sheriff:

Enclosed with this letter you will find a press release for the upcoming Avenue of the Saints Enforcement project prepared by Jim Saunders, DPS Public Information Bureau and Jim Meyerdirk, DPS GTSB. After much discussion between Jim S, Jim M. and me, we felt that the best avenue to get the “biggest bang for law enforcement’s buck” from the media was to send a media release to all media outlets in the affected area from one source. Our reasons for this decision are outlined below in an internal DPS memo that Jim Saunders prepared prior to our decision. I wanted to share this information with you prior to the release so you would know the reasoning behind our decision to proceed this way:

#### MEDIA PROPOSAL FOR GTSB SPONSORED ENFORCEMENT PROGRAMS

One of the most effective tools to increasing traffic safety is to heighten public awareness. With any traffic safety initiative the goal is prevention. Public awareness coupled with enforcement is key to prevention.

Historically, when the GTSB collaborates with Iowa law enforcement on a variety of special enforcement projects, (i.e. sTEP or Corridor Enforcement), the GTSB will draft a press release and disseminate the release to all contract agencies to disseminate to their local press. While this does afford the local agency the ability to issue their own press release regarding involvement in a specific multi-agency project, there is an inherent problem with this process and the Department of Public Safety's Public Information Bureau would propose a solution to this problem.

First, let me describe the problem as identified by local media outlets. With the process that is currently in place, the problem begins when several agencies in a geographical area issue the same or similar press release, about their agencies participation in a multi-agency enforcement project. The first agency issuing the release will usually be the only agency identified in a story as being involved. While it is recognized that the current process allows all press releases to communicate the same message, the current process creates some unintended problems that are described below:

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- The general public does not get a complete picture as to the scope of the enforcement project;
- Citizens in some parts of the project area do not know the project is going to take place;
- Several agencies miss the opportunity of being identified as a participant in the enforcement project and;
- Local media do not pick up subsequent releases issued by participating agencies because a story has already run based on the previous release.

The DPS Public Information Bureau proposes the following process as a solution to the above-described problem, which they believe, will greatly enhance media exposure to GTSB-sponsored enforcement projects:

In coordination with the GTSB and the participating agencies, a single press release would be issued regarding a specific enforcement project. This press release would explain the focus of the intended enforcement project and the expected outcome. The DPS Public Information Bureau, via its media email notification system, on behalf of the participating agencies, would then disseminate the press release. This release can be issued to local media outlets on a regional basis and can include contact information for the local agencies participating in the project. This would allow for a more efficient means of communicating a consistent message about the enforcement project while at the same time identify all the agencies who intend to participate. Also it would identify a local point of contact for media outlets to call to discuss the project at the local level.

Jim Meyerdirk has included a Fax Back Form in the packet for your use so he will know who to include on the media release information.

We appreciate you partnership to make Iowa roadways safer for all who travel them. If you have any questions please do not hesitate to contact Jim Meyerdirk or me.

Very truly yours,

LARRY D. SAUER, Chief  
Governor's Traffic Safety Bureau

LDS/sb  
Enclosures  
cc: J. Meyerdirk  
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