

Public Affairs Team





What is Our Role

- Manage and draft responses online and offline to media and public inquiries
 - Create talking points to provide a consistent message
- Develop and evaluate communications plans
- Establish public outreach/educational campaigns
- Reinforce DOTD brand and message





Who We Are



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Who We Are

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Communication is Key



1,000
notices



668
media inquiries



17,248
calls



3.5 million
visitors





Facebook Efforts

- More than 8,600 likes
- Digital campaigns
 - #SafetyMonday
 - #TransportationTuesday
 - #ThrowbackThursday
 - #FactoidFriday





The End Result

- DOTD is recognized as an honest and professional organization in the eyes of the public and media





I-10 Corridor Study

- Nearly 13,000 surveys completed
- Mississippi River Bridge traffic has grown from 88,500 in 2010 to 102,500 in 2013
- DOTD/contractors plan to present ideas for enhancements to I-10 in the fall



Take the survey!
I10br.com





Handling Media Calls

- Direct all media calls to the Public Affairs Office
 - Get reporter's name, affiliation and reason for call
- Do not confirm or deny any information during the initial call
- Do not confirm an interview
- Notify the Public Affairs Office of the request



What Becomes News



Not Newsworthy



What Becomes News



Newsworthy



Frequent Media Questions

- Why haven't you done something yet?
- What are you going to do about this?
- Who do you blame?
- What can we expect?
- Why wasn't this prevented?
- Why did this happen?
- Me. Me. Me



Interview Tips: The DOs

- Be prepared
- Provide facts along with materials
- Use short sentences
- Admit when you don't have the answer, but tell what you do know
- Stay on message





Interview Tips: The DON'Ts

- Answer hypothetical questions
- Speculate
- Give exact figure unless you can back it
- Be too technical
 - Get your message across in easy-to-understand language





Plainly Speaking

- Keep your audience in mind when giving information:
 - Don't use jargon or industry terminology
 - Don't use acronyms
 - Provide needed info but don't add more info than is needed





Technical vs Straightforward

TWELFTH RACE		Probable Post 6:15 EDT			
1 3/16 Miles. 3-Year-Olds. Preaknes (Grade 1). Purse: \$1,000,000					
PP	HORSE	PR. RIDER	WT.	COMMENTS	M. L.
2	Borrego	Espinoza V	126	Toss Derby try	15-1
7	Smarty Jones	Elliott S	126	Exact same trip?	8-5
1	Lion Heart	Smith M E	126	Target for all	3-1
8	Imperialism	Desormeaux K J	126	Courageous run last	5-1
10	Rock Hard Ten	Stevens G L	126	Stevens crossed pond	6-1
4	The Cliff's Edge	Sellers S J	126	Status questionable	8-1
9	Eddington	Bailey J D	126	Draws poorly here	8-1
5	Song of the Sword	Chavez J F	126	Big run 3 back	30-1
6	Sir Shackleton	Bejarano R	126	Fights with Lion	30-1
11	Water Cannon	Fogelsonger R	126	The house horse	30-1
3	Little Matth Man	Migliore R	126	Do the math	50-1
Blinkers Off: Little Matth Man					





Speak the correct language

 **State of Louisiana**
Department of Environmental Quality

Kathleen Babineaux Blanco
For Immediate Release
December 29, 2004

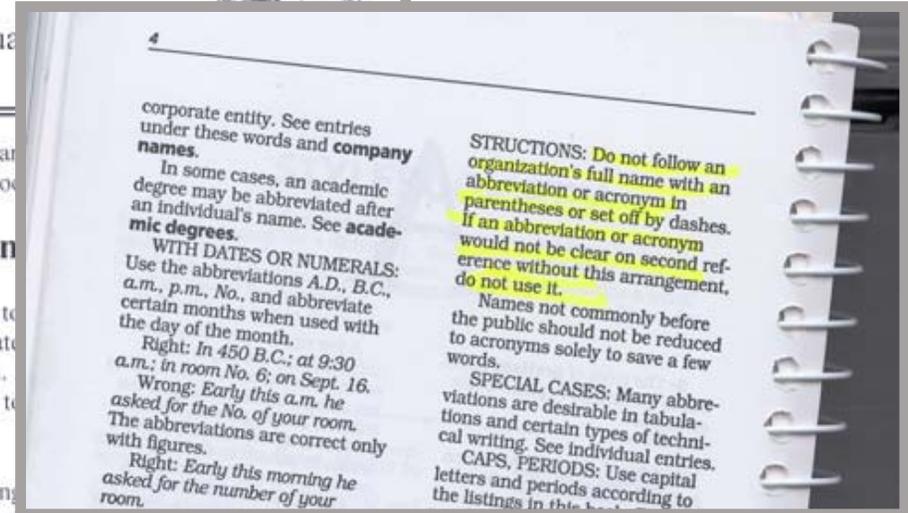
Contact: Dan
Ros

DEQ maintains authority over water perm

BATON ROUGE – The U.S. Environmental Protection Agency announced that the Department of Environmental Quality will continue to have authority over the state's water quality as the Louisiana Pollutant Discharge Elimination System (LPDES) program. This announcement is in reference to petitions filed by several environmental groups that asked EPA to take over the LPDES program.

EPA conducted an independent investigation to ensure the program was being managed properly. DEQ successfully completed the seven performance measures that were jointly established between EPA and DEQ. Those procedures were implemented to improve DEQ's management of its water-permitting program.

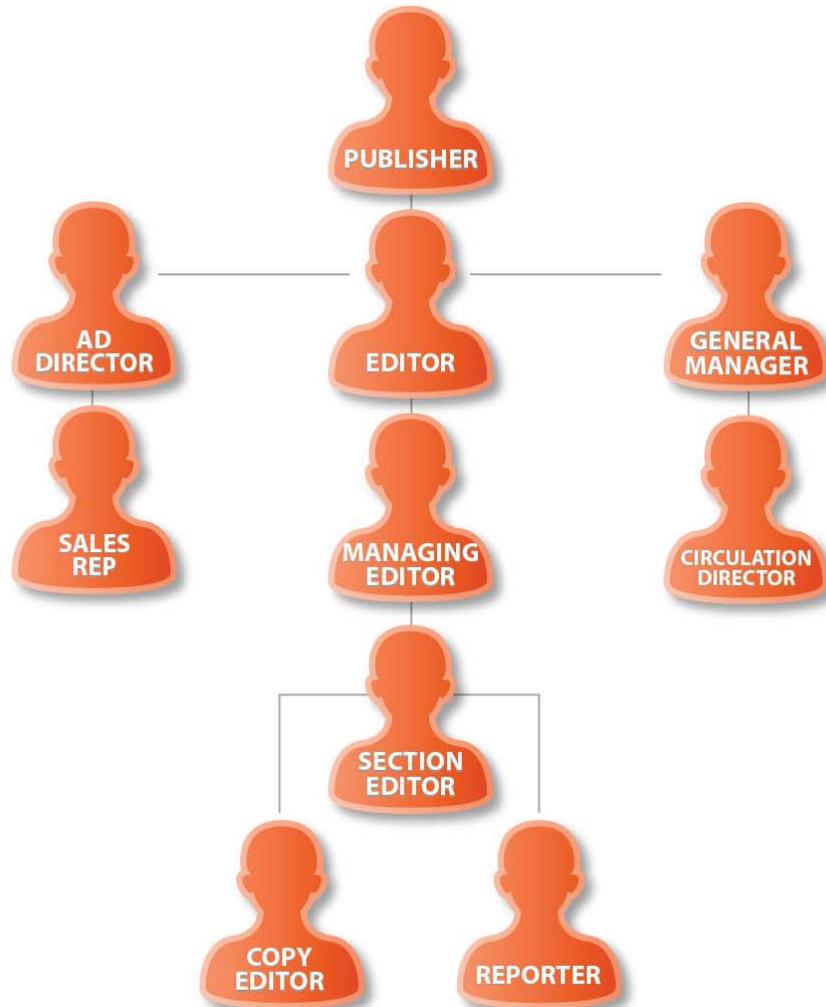
A Memorandum of Agreement (MOA) was signed by both agencies solidifying the recommended changes to the LPDES program. **The MOA completes EPA's review of DEQ's LPDES program.**



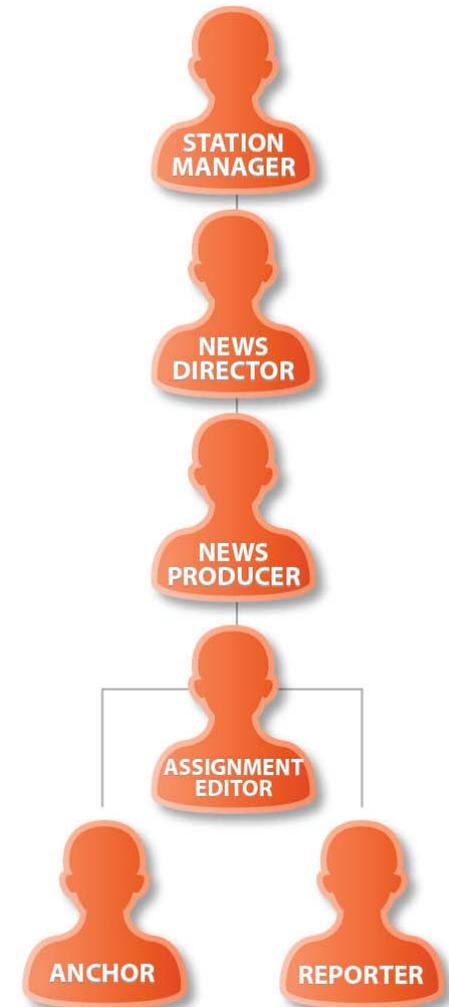


Understanding the Chain of Commands

Newspaper



TV and Radio



News Coverage has Value



The Times Picayune

- Front page in Metro Section
- 4 columns x 12", 4 columns x 8"
- Estimated value: \$10,000
- Circulation is 180,000, Reach is 250,000-300,000
- It was picked up by several newspapers with a range \$300-\$800.

Installation of ramp signals could happen this fall

PROJECT, from B-1

be less than one minute — which is shorter than drivers currently wait on long crawls up to the expressway, Lambert said. "People are experiencing much more than that with the commutes today because the traffic spilling back down the ramp to a crawl's pace on the surface streets," he said.

To ensure that traffic does not affect downtown, monitors will be installed to turn the signals off entirely if traffic backs up behind a ramp meter. "We have no intention to hold cars back to benefit the highway. The queue of cars will never get past the ramp to the streets," he said. "In our mind it's kind of a do-no-harm philosophy."

The installation of ramp signals is expected to come as early as this fall, and will not require

shutting down any streets, Lambert said, as the construction will be done outside of peak driving hours.

The ramp meters would only be turned on between 6:30 and 9 a.m. and between 3 and 7 p.m. They will be installed for drivers heading lakebound who enter on ramps at Annunciation Street, Baronne Street, Loyola Avenue and Claiborne Avenue. They would be installed for drivers headed to the river who enter at Earhart Expressway, Baronne Street and Magazine Street.

The \$3 million project cost will be split between the Regional Planning Commission and the Department of Transportation and Development. The re-striping project for adding a third lane will cost an additional \$1 million, but may be paid for with federal funds, officials said.

In addition to the new ramp meters, improvements to the

expressway include a new ramp at the Claiborne Avenue entrance to the U.S. 90-Pontchartrain Expressway, the entrance commonly used by drivers leaving the Mercedes-Benz Superdome who head west on I-10. The change was called for by a resolution from the Regional Planning Commission, which called the area a "safety hazard" and a "bottleneck."

The new ramp will be elevated and will slope drivers down, so they can more safely see oncoming traffic. It will also provide a 420-foot long acceleration ramp, allowing drivers more time and space to merge with traffic. Its construction is anticipated to begin in January 2015 and to last for one year, said Joseph Cains, a highway engineer with Stantec Consulting.

During construction, drivers downtown seeking to enter onto I-10 west will be re-routed to

three alternate routes. He said the detours were a concern for officials at the Smoothie King Center and the Superdome who worried about traffic backup after events. "The main concern here was the Superdome and the Smoothie King Center, but we have been coordinating with them," he said. For special events, the Claiborne Avenue on-ramp to I-10 West will be reopened and police will direct commuters around the construction work.

When complete, the new on-ramp will allow for the re-striping of a third lane for a nearly one-mile stretch, said Chris Morvant, the local district administrator for the Department of Transportation and Development. The re-striping of that lane has been deemed a safety issue, and the project is eligible for \$1 million in federal funds.