
Meg Ragonese
Public Information Officer
Nevada DOT



Safety Service Patrol Idea Sharing Network – Session VI: Raising Awareness of SSPs



Media Relations

- Build a relationship
 - Answer their call
 - Provide ride-alongs
 - Invite media to TIM meetings
 - Story topics:
 - Weather-related
 - General ed

Make it easy for the media to work with you and to report on FSP



Wednesday, February 1, 2017



41°F Sunny
Las Vegas NV

SILVERTON ROOMS
FROM \$42

- Home
- News
- Local
- Sports
- Business
- Opinion
- Crime
- Entertainment
- Life
- Video
- Obits
- A
- Education
- Politics & Government
- Nation/World
- Science/Technology
- Military
- Special Features
- Columni

Posted June 25, 2016 - 10:57pm

Technicians patrol Las Vegas freeways helping stranded motorists



Chuck Gianni, left, technician for a Nevada Department of Transportation service, assists Tom Nobles with a flat tire on U.S. Highway 95 on Tuesday, June 21, 2016, in Las Vegas. (Erik Verduzco/Las Vegas Review-Journal) Follow @Erik_Verduzco



TIPS TO AVOID BEING STUCK

Chuck Gianni, a roadside technician for the Freeway Service Patrol, has some advice to help motorists avoid getting stuck on the

By BLAKE APGAR
LAS VEGAS REVIEW-JOURNAL

Chuck Gianni doesn't care much about being in the spotlight. If it were up to him, he'd just carry on with his daily routine as a roadside technician.

Press Releases

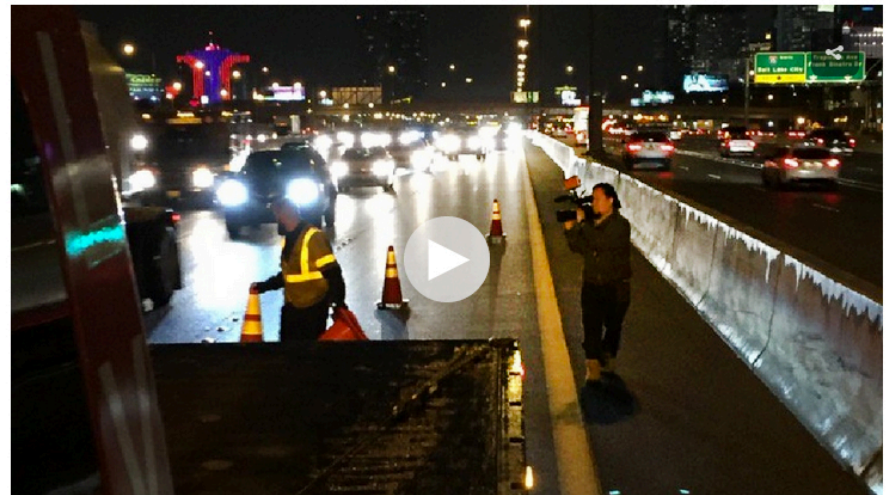
- Stay topical
 - Distribute press releases on program developments of interest to the public
 - New trucks
 - New coverage hours

Keep FSP top of mind



NDOT working to clear wrecks faster with new MRV to the rescue

by Heather Mills | Friday, January 13th 2017



VIEW PHOTO GALLERY

3 photos

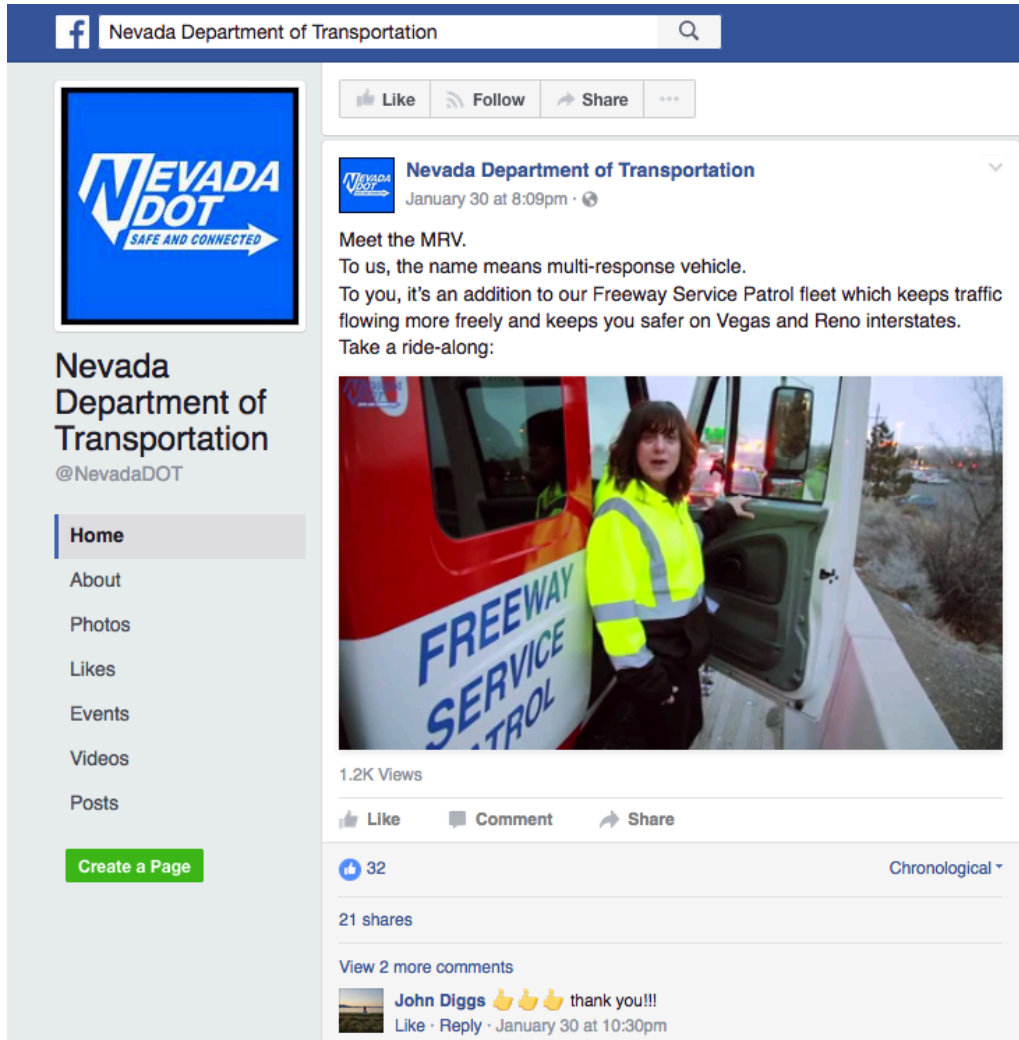


LAS VEGAS (KSNV News3LV) — Vegas drivers are no strangers to gridlock traffic, but when the wrecks pile

MORE VIDEO



Utilize Multiple Channels



- Free resource for promoting FSP
- FSP = Excellent content
- Channels:
 - Facebook
 - YouTube
 - Twitter
 - Instagram



Social Media

- Along with press release, post to social media
 - Video content
 - Photos
 - Descriptions
 - Public letters of thanks




Nevada Department of Transportation
January 27 at 5:40pm · 🌐

Heidi from Las Vegas recently sent us this:
"Last week, I drove north I-15 when one of my brand new tires blew up. It was a very shocking experience. Lucky that I drove on the right side and was able to pull over slowly....
Soon after, I looked in the rear mirror and to my surprise I saw a service car with yellow lights. A very kind gentlemen, dressed in a yellow vest approached the right window very carefully and introduced himself from the Freeway Service Patrol and said he will assist in changing the tire to the spare tire and that it will be courtesy and free of charge. WOW. That was amazing! He asked me to remain in the car and he would take care of it. His name was Nathan. Nathan, Thank you, you saved my day."
So glad we could help, Heidi!




👍 Like 💬 Comment ➦ Share

👍❤️ 35 Chronological ▾

 **Andrew Silva** The only part I couldnt understand is when he told you to stay IN the vehicle, that would be ok if the road or highway you were pulled over on wasnt one of those lets say high speed highways, but if it was, I would definitely get out of my vehicle and wait to the side of just in case there was a driver out there who may be drunk or just loose control of his/her vehicle.....
Like · Reply · 🌐 1 · January 27 at 6:13pm

➦ View 2 more replies

 **Nevada Department of Transportation** Thanks everyone- safety first!
Like · Reply · January 28 at 4:18pm

Things to Consider

- Be ready to answer media questions about taxpayer costs of FSP service
- Consider if you want to highlight the motorist assist or traffic management benefits of the service – or both
- Remember the citizens receiving assists may not wish to be filmed



Best Practices

- Keep content relevant
- Build and maintain relationships with the press
- Build and maintain relationships with PIOs
- Utilize in-house and free resources
- Make FSP accessible



Questions

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