



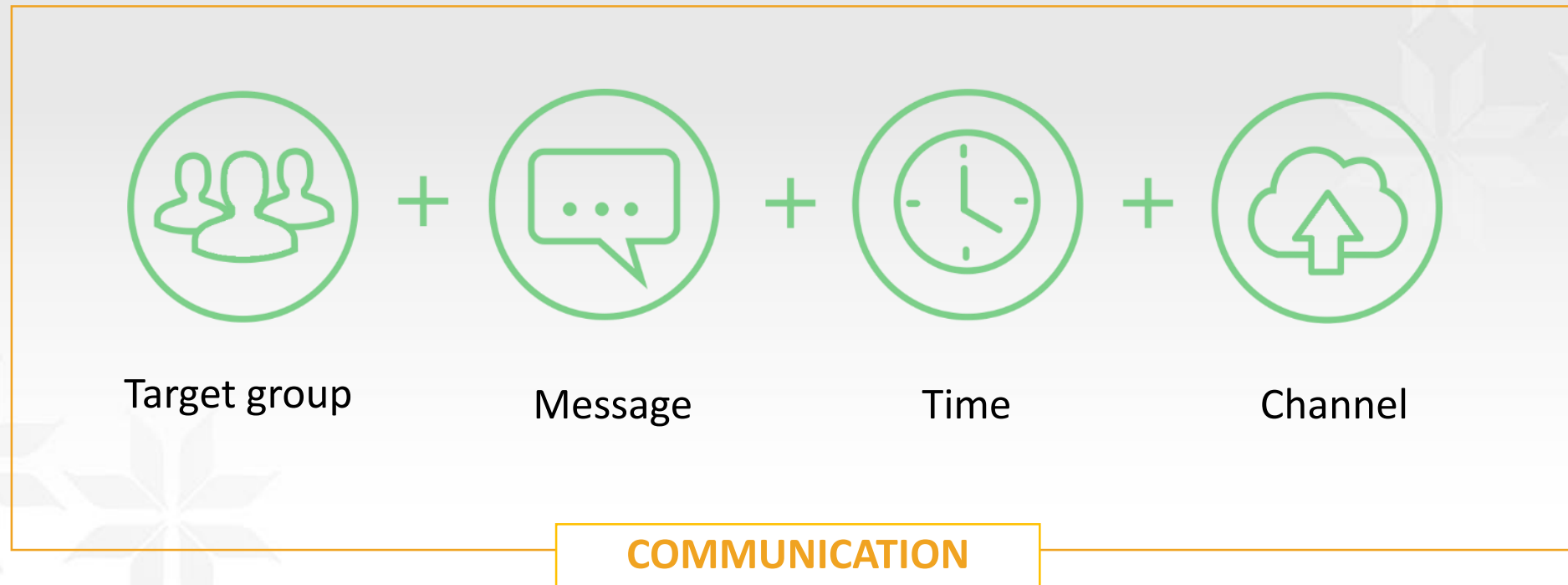
REPUBLIC OF ESTONIA
ROAD ADMINISTRATION

On cooperation of the Road Administration with media in order to give winter road maintenance a positive reputation

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Golden rule of communication



Our target groups



Drivers –

sudden changes in weather conditions, nature of different conditions, necessity.



Locals –

when will the plough get to them in the event of a snow storm?



Local government employees –

nature of winter maintenance, available options for different resources.



Pedestrians –

there aren't many left, but people still walk along roads.



1. Contractual partner of maintenance.



2. The people working in the area of road maintenance.

Road magazine „The Road Paper“

TeeLeht



Vocational skills competition



Recognition awards for road work



Experts in the media



Marko Reikop, one of the best known reporters in Estonia likes to say:

“Don't send us your top expert, send us someone who makes what they say sound interesting.”



Regular media trainings

MY MESSAGES

„It doesn't matter what the host of the programme wants to ask me, what matters is what I want to say.“

PREPARATION

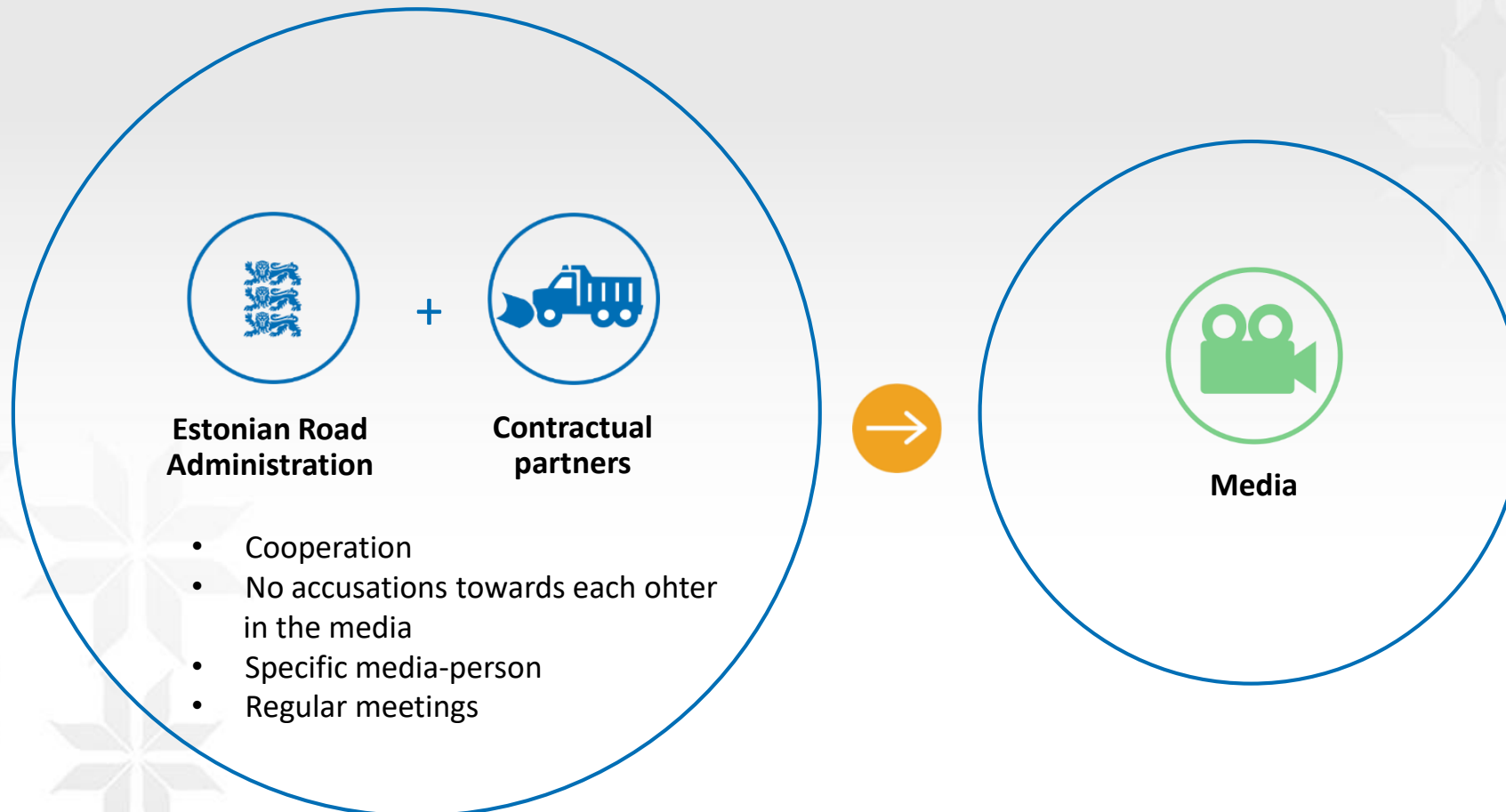
„Prepare your answers.“



**NO
IMPROVISATION**

„There is no such thing as an improvised public presentation.“

Maintenance partners and media



Representatives in the media. Two stories



There was a traffic accident in winter and a news programme asked someone to come on to explain the road conditions at the time of the accident. Executives didn't want to go. It was a prime time live show, meaning that everyone, friends, relatives, etc., would be watching. The chief specialist for the region was sent instead. The reasoning was that he would know best what really went down.



A change in traffic management was implemented to reduce the speed at which vehicles enter built-up areas. This made things more inconvenient for road users who were used to speeding in those areas. Road users were quite vocal about this issue. A news programme asked for an explanation but the executive and the manager next in line were away on a training event. It was decided that the expert who worked on the project would go on the programme.

Representatives in the media. Our lesson



Our lesson:

„Don't try to get someone else to face the cameras. Never send a boy to do a man's job or a girl to do a woman's.“

Journalists



**Media expert
Raul Rebane described
journalists work like this:**



“A sparrow is better than a reporter. Sparrows look for grains in the dirt, reporters look for dirt in the grains.”

Weather information



Keep a safe distance from other vehicles. If you can read the licence plate of the vehicle in front of you then you're too close.



Restrictions on speed limits at roadwork sites are not designed to spite drivers, but to ensure the safety of road users and road workers.



Be careful when overtaking a maintenance vehicle. Remember that the road ahead may be neglected.



Even small changes in temperature around the 0 °C mark make a big difference in traffic. Stay alert!



Speed limits are established based on summer driving conditions. Studded tyres and all-season tyres don't make things any safer if you keep driving like its summer. Winter speeds on winter roads!



Take special care if weather is on the turn. Road conditions may change rapidly even over short distances.



Campaign „Reasonable driver“



Traffic programme „Red second“

The traffic programme „Red second“ was built on reconstructions of traffic accidents. We showed and analysed accidents related to various road conditions.



Campaign „The road is slippery“



#LIBETEE

Campaign „Through the winter in one piece“



ÜHES TÜKIS LÄBI TALVE



Campaign „Good roads“



HEAD TEED!



Measurements

Informal measurements:

In the winter of 2018/19, when the editorials of three national publications said that “a slippery road kills no-one, it is the road users we have to look towards,” we counted it as a small but an important victory in our activities.

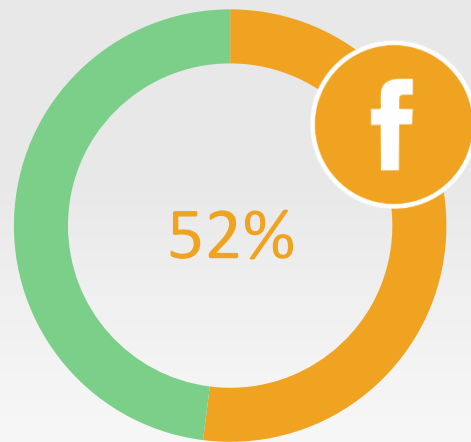
Our maintenance partners didn't need much persuading to agree to make comments and public appearances, provide explanations and participate in reflection.



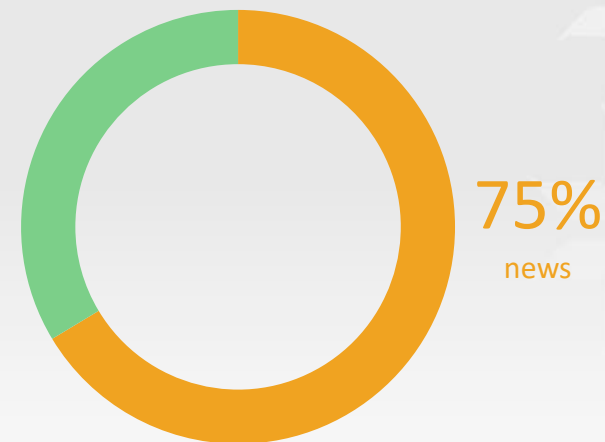
Formal measurements:

Satisfaction with winter maintenance has increased according to the driver satisfaction survey. One reason for this is that we've helped to bring drivers' expectations down to a more reasonable level again. They no longer expect to see summer roads in the winter.

Social media



38%
learning



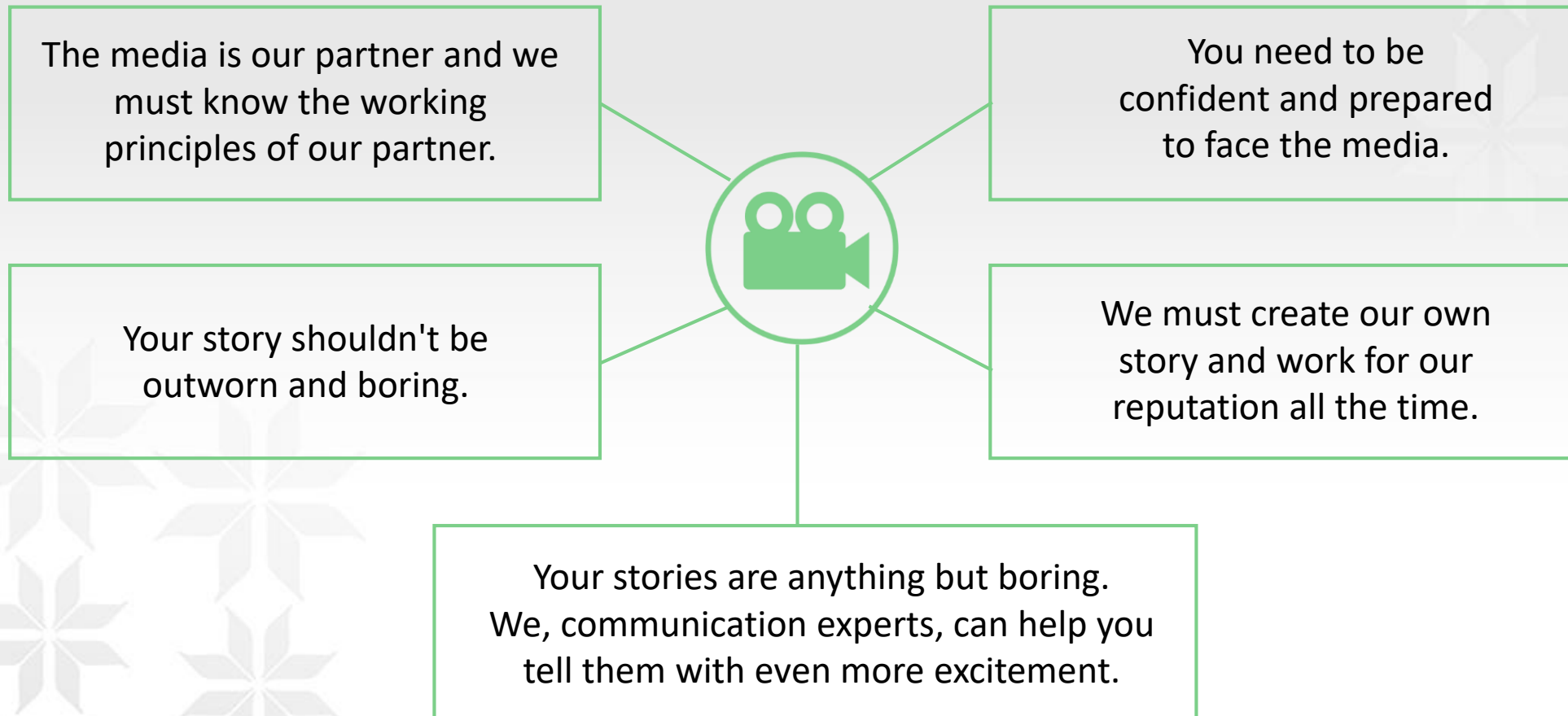
Tarmo Soomere,
President of Estonian
Academy of Sciences:

The problem: boost of misuse manipulation of social media.
If you are not there, the community of users can't find your opinion.

Classic Pareto's law: 20% of people do 80% of things. Contemporary Pareto's law: *1% of people Control 40% of nation's income (USA) *1-5% of users create 95-99% of the content in FB, Twitter etc.

Minds of people are impacted by a few. The possibilities of Facebook: enormous.

Summary



Thank You!

P.S.
Don't pass me
too close!

