

DRIVERS LICENSES FOR ALL
CO ROAD & COMMUNITY SAFETY ACT
MEDIA PLANNING

MESSAGE

Narrative: We should all feel safe driving on our roads – but in 1999, state law changed to make it too hard for immigrant Coloradans to get driver’s licenses. The Colorado Road and Community Safety Act will make us safer by allowing immigrants who pay taxes, can prove their identity, pass the driver safety test and pay a \$41 fee to get a driver’s license, register cars and buy car insurance. When the police can check the identity of residents they contact, that makes our community safer, too.

Immigrants move to Colorado to improve their lives, raise families and contribute to our shared prosperity. Having everyone be a licensed, trained, insured driver makes us all safer.

Problem: In 1999 the law changed to bar some of our taxpaying immigrant neighbors from getting driver’s licenses, leaving them without the ability to take the driver’s test, get a license, register their car and buy insurance. This is not safe. And the police have a hard time verifying their identities, too.

Solution: The Colorado Road and Community Safety Act will make us all safer by allowing taxpaying immigrant Coloradans can prove their identity and pass their driver safety test to get a driver’s license, buy car insurance, register cars and prove their identity to law enforcement officers.

Who We Are: Driver’s Licenses for All is a grassroots group that grew out of the Initiative 52 ballot campaign that collected more than 30,000 signatures with 1,200 volunteers and less than \$1,200.

BENEFITS

Safer Roads

- Drivers who are trained, know rules of the road, register their cars and are insured are safer
 - A 2012 CA study: Unlicensed drivers are three times more likely to cause a fatal crash
- Drivers likely to stay at an accident scene to help police/EMTs, exchange insurance info

Safer Communities

- Officers will be able to check identity, traffic/other records of people they contact
- Immigrant crime witnesses and victims will be more likely to trust police and report crimes
- There will be more organ donors through driver's license registration

Financial Benefits

- Save public resources in court time for driving without license/insurance
- Stimulates the economy – immigrants can better get to work, make large/small purchases[1]
- Decreased insurance rates due to fewer uninsured motorist costs
 - When NM implemented this in 2003, its rate of uninsured drivers fell from 33% to 9%
 - Up to 150,000 more Colorado drivers could join the insurance pool, bring costs down

HARDER ANSWERS

But aren't we creating a special class of people?

We're creating safe roads for all of us. We want to make sure that all drivers know the rules of the road and can drive safely. Making licenses available for our immigrant neighbors will make us all safer on the road.

You know, immigrants move to Colorado to improve their lives, raise families and contribute to our shared prosperity. Having licensed, trained, insured drivers in our communities will make us all safer.

Wouldn't it be better to deport people who are here illegally?

Hardworking, taxpaying immigrant Coloradans contribute to our economy and communities – and they're here and driving. What would be better would be to make licenses available to immigrants so they pass driver tests and our roads are safer.

Won't this make these people legal? Is it a back door way of giving them citizenship?

All the bill will do is allow Colorado immigrants – who are already here, many of whom are driving to work, school and church – to get driver's licenses so they prove they're safe drivers and can buy car insurance. Many police officers support it because it will allow them to check the identity of the people they come into contact with.

Will people be able to register or vote with their license?

Federal law says only citizens can vote. These licenses will be clearly identified non-citizen to prevent voter registration and voting. And existing law punishes anyone who tries to illegally register and vote.

Should immigrants be worried about deportation/hassles if they get licensed?

Absolutely not – the card identification will be discreet and are for all immigrants, including refugees, students and workers on visas. There will be no way to tell immigration status from the license.

PIVOTS IF YOU GET A BAD QUESTION

- Actually, this is about making our road and communities safer...
- The real issue is we have an opportunity to make our roads and communities safer...
- What's important to remember is we want to make our roads and communities safer...
- I don't know about that but I do know making our roads and communities safer is a priority...

PERSONAL STORIES

Story of Self

Family is driving for work/kids/health – wants to be responsible but can't buy insurance

Story of Us

We aren't the only ones – thousands of drivers just like us driving without insurance

Story of Now

We have an opportunity to make our roads and communities safer with Community and Road Safety Act – we can prove we're safe drivers, buy insurance and cooperate with police officers

MEDIA BASICS

ALL MEDIA

Timely: Call reporters back ASAP – within an hour, if possible

Repeat: Average newspaper quote = 12 words, TV interview clip = 7 seconds – make it our message

Short: Remember 12 words/7 seconds – we want to stay on topic so our message shines through

Conversational: No “lingo” or stats; 1 in 4 is okay, “thousands of Coloradans” or 10,000+ (not 4,527)

Don’t Know: If you don’t know an answer, just pivot: “I don’t know about that but I do know...”

Stay Calm: If you’re nervous – smile, breathe, focus nervousness by curling your toes in your shoes

Practice!: Repeat it over and over, outloud – to yourself and family members – will become natural

NEWSPAPER/ONLINE...on phone (usually) or via email

Notes: Put your talking points/notes in front of you to keep you focused on our message

RADIO...on phone (usually) or in studio

Landline: You must use a landline because cell phones cut in and out, sound bad

Quiet!: Turn off ringers, beepers, blowing heat/AC – no fidgeting which can get picked up

Verbal Answers: Head nods and “uh-huhs” can’t be seen on radio

Voice: Smiling helps you sound energetic, sips of water will combat dry mouth

TV...in person (usually, unless they’re getting background)

Clothes: Comfortable (no tugging, cleavage), non-white solid colors, no patterns, small jewelry

Gaze: Always look at the interviewer, never at the camera – just a conversation with the reporter

Posture: Sit/stand up straight, try to stay in place so camera doesn’t have to “chase” you

Gestures: If you normally talk with your hands, keep it closer to your body

Taped: Most interviews will be taped; you can ask for a “do over” if you don’t like what you say

Live: If you mess up, just keep going and get back on message – no one will obsess on it like you will

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SPOKESPEOPLE

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OTHERS HERE

ENGLISH LANGUAGE MEDIA TARGETS

- AP
- Denver Post
- Denver Business Journal
- Westword
- CO Statesman
- Fox 31
- CBS-4
- 7News

- 9News
- Colorado Public Radio
- Rocky Mountain Community Radio
- Clear Channel
- KUVO
- Colorado Pols
- CS Gazette
- CS Independent
- UCCS radio
- Coloradoan
- GJ Sentinel
- Pueblo Chieftain
- Durango Herald

SPANISH LANGUAGE MEDIA TARGETS

- Univision
- Telemundo
- Azteca
- KBNO
- Onda 1150 AM
- Radio TriColor
- KJJD in Windsor/Longmont
- KGRE in Greeley

- KPVE in Aspen
- El Montanes in Carbondale
- El Semanario
- El Pueblo Catolico

EDITORIAL BOARD/EDITOR MEMOS & MEETINGS

- Denver Post
- CS Gazette
- Coloradoan
- Pueblo Chieftain
- GJ Sentinel
- Greeley Tribune
- Catholic Register

MARCH 29: PRE-INTRODUCTION

- Press release out to targeted reporters/outlets

APRIL 1-2: INTRODUCTION

- Start Editor/Ed Board outreach
- Start writing op-eds for papers who won't editorialize first, then possibly others (later in the week)

APRIL 8: SENATE HEARING

- Advisory out April 5th & 8th mornings
- Spokespeople prepped
 - List here
- Release out after hearing April 8 afternoon

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our blog!  on facebook! 

Coloradans For Immigrant Rights (CFIR), a project of the AFSC

"Organizing Citizens to Support the Human Rights of Immigrants!"

[1] OR Department of Transportation study, 2011

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