

Communication Competition

Communication Competition Analysis Methodology

A look at Public Relations & Enforcement



Observations, Considerations, & Recommendations

Observing Internal Communication

What is the press saying about US enforcement agencies?

Well, it isn't good.



Improving Public Relations around VA ABC Enforcement

Case Study: How the TSA was accepted as a partner

Transportation
Security
Administration

When the TSA was first established, director Admiral James Loy was quoted as saying he felt like he was “building the car while driving down the highway at full speed.” However, with PR specialists and internal training, they innovated on how to bring more convenience to the screening process while keeping it effective. News of these innovations moved the public’s perception of them from enforcers of the law to partners in safety.

Communications Consideration

**How can VA ABC innovate to build
good will with the citizens of VA and
better ensure public safety?**

Communications Recommendation

Evolve the conversation from enforcement to partnership.

Innovate ways to form new partnerships with serving establishments, transportation companies, and Universities that allow VA ABC to best utilize technology and resources to combat alcohol abuse without force (when possible) while focusing on PR efforts to communicate these innovations and partnerships to the public.

Appendix

- **TSA PR**

<http://www.prweek.com/article/1248999/organization-case-study-tsa-convys-its-relevance-mobilized-pr-effort>

- **Wikipedia Enforcement agencies**

- **TSA Training and extensions/partnerships**

<https://www.usatoday.com/story/news/2016/12/16/tsa-proposes-security-training-rail-bus-workers/95522844/>

- **Justice Department response to brutality in enforcement**

<https://www.justice.gov/opa/pr/justice-department-issues-guidance-identifying-and-preventing-gender-bias-law-enforcement>

- **Articles on problems with brutality in enforcement**

<http://www.washingtontimes.com/news/2015/jan/13/police-brutality-solutions-are-training-community-/>

<http://time.com/police-shootings-justice-department-civil-rights-investigations/>