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Does Media Matter?

MARK RIECK, IRWA EXECUTIVE VICE PRESIDENT

Over the last several years, more and more IRWA members have asked that we reach out to a broader range of external audiences and build awareness of right of way professionals and their role in overseeing today's major infrastructure projects.

The fact is, so many policy-makers and users of right of way services are unaware of the specialized skills and knowledge that our members bring to a project. In addition, they are likely unaware of the significant savings in time and money that result from involving right of way professionals early on in the project.

However, creating a business advantage for members and influencing the direction of the profession is a tall order to achieve with individual contacts and group meetings. That's where the media comes in.

This October, IRWA launched its annual media campaign designed to publicize our Top 10 Infrastructure Projects of the Year and acknowledge the important role that right of way professionals play in the success of those vital projects in the United States,

Canada and South Africa. As in previous years, we capitalized on electronic placements with business publications and news agencies, positioning IRWA as front and center with a strong internet presence. In addition to major news sources, we also targeted the utilities industry and policy-makers for maximum impact, given that this year's project winner was submitted by an electric company.

Yes, media does matter. It has become essential if we are to properly serve the profession, informing policy-makers and users of right of way services of the role IRWA members play in getting major infrastructure projects started on time, implemented without delays and completed on budget, all very critical issues in today's economy.

So while IRWA is keenly focused on enhancing our educational course offerings and maintaining the highest quality services, we are also listening to the evolving needs of our members. IRWA is your professional association, and we work hard every day to make sure members are recognized for making a difference with the audiences who matter most.

MEDIA COVERAGE

Here is a sampling of the more than 300 electronic media outlets that published the IRWA news release, as well as some of the specialty sectors and governmental representatives that were targeted.

