

Clean land, safe water, healthy lives.



# Today, We Want To...

- Kick off the campaign
- Discuss how to reach individual communities
- Identify available resources as well as needs
- Validate communications approach
- Begin to determine appropriate metrics for each community
- Outline next steps and initial timeline

# The Campaign Needs to...

- Engage stakeholders and local businesses
- Secure partnership with universities and youth organizations
- Make use of interactive channels and tools
- Create visibility through earned media
- Connect with community leaders
- Leverage existing resources (e.g. newsletters, community websites, local radio and news broadcasts, media buys)

# Stakeholder Interviews

- RF interviewed individuals from stakeholder audiences including:
  - Local government officials
  - National Park Service's representatives
  - Third party advocates
  - Media

# What We Learned

- Campaign should personally connect for people that what they do has an impact on friends, families, others around you.
- Although there may not be a single icon that appeals to all areas of Watershed, finding an image that resonates with most people is important.
- Campaign message need to use powerful imagery.

***“We need a message that tugs at the heart, makes a personal connection to people, not just a theoretical impact down the road... ‘Why would it benefit me not to trash?’”***

# What We Learned: Media

- When asked if their readers found keeping trash out of the Potomac important, the responses were as follows:



Absolutely yes. Our readers are inherently aware of the environment. With the Potomac running through our town, this is very important.



Yes, but I think many need to be reminded why trash is important as a pollutant, as opposed to being just an eyesore.

# Implementation Goals

**2011-** Message reaches 50% of residents in the D.C. metro area

**2012-** Message reaches 75% of residents in the Potomac watershed

**2013-** Message reaches 100% of residents in the Potomac watershed

**How will this be accomplished?**

# How Will This Be Accomplished?

- **Multi faceted strategy**
  - Integrate campaign into existing government jurisdictions operations (i.e. WMATA, WSSC, WASA)
  - Integrate campaign into existing business community operations (i.e. retail stores displays)
  - Engage citizens: schools, watershed associations, churches, community outreach)

**Make it easy! Incorporate it into what you are already doing.**

# Campaign Strategy

- Roll out a steady stream of integrated communications at the umbrella, cross-jurisdictional level, including:
  - Earned media
  - Thought leadership (e.g. bylined articles, letter-to-the-editors)
  - Social media (e.g. blogs, Facebook, Twitter)
  - Public Service Announcements (PSAs)
  - Speaking engagements

# Existing Tools to Leverage

- Based on stakeholder interviews, tools exist within each jurisdiction that can be leveraged for the campaign:
  - E-newsletters
  - Blogs
  - Social media (Facebook, Twitter)
  - Cable news stations that cover environmental issues
  - Print newsletters
  - Websites

# How We Will Support this Effort

Campaign communications toolkits include:

- Template articles and letters-to-the-editor
- Suggested earned media targets
- Media outreach tips
- Regularly updated pitch angles and draft pitch emails
- E-blast copy
- Template web copy
- Recommendations, suggestions and guidelines for social media outreach
- Template presentations for speaking engagements/meetings
- Posters, ads, flyers, point-of-purchase signage, etc.

RF can also be a resource for jurisdictions providing counsel on how to customize the toolkit to fit your needs.

# What Success Looks Like

- For the 2010 Annual Potomac River Watershed Cleanup, Ruder Finn secured 20 full feature articles. For example...

## The Washington Post

Environmental organizations are marshaling thousands of volunteers to take part in the 22nd annual Potomac River Watershed Cleanup this weekend.

The event will run from 9 a.m. to noon Saturday at more than 300 locations in Maryland, Virginia, the District, Pennsylvania and West Virginia. About 14,000 volunteers are expected to slip on gloves to collect trash from fields, forests, parking lots and other locations near the river....



Ah, springtime, and a cheapskate's fancy turns to ... trash. As Jim Carrey said in the movie The Grinch, "One man's toxic waste is another man's potpourri." Well, not really. But I've found some pretty nifty stuff scavenging through what others have cast aside...



Letter to the Editor by Tracy Bowen: A recent editorial on a Potomac Watershed cleanup at Canal Place ("It needs help: Volunteers asked to assist in cleaning up canal," March 30) is a wonderful call to action to engage volunteers in cleaning up the Potomac.

It is also an opportunity to bring attention to a broader effort; Canal Place is one of hundreds of cleanup sites simultaneously taking place on April 10....



# What Success Looks Like

- In addition to feature articles, Ruder Finn also secured event mentions in over 50 publications throughout the metro region...



# Thoughts for discussion...

- Why should your community care about this issue/how does it impact the individual?
- What form of communication is the most effective to each individual in your community?
- Who is the most influential person or group to reach out to in your community for support?
- Where can people be engaged in your community (e.g. church groups, schools, community centers)?
- What resources do you have to implement the campaign?
- What help can the TFPWI team provide you with to achieve the necessary goals?

# What's the First Step?

## Consider...

- Why should your community care about this issue?
- What form of communication is most effective in your community?
- Who are some influential people/groups to reach out to for support?
- Are there existing communications tools in which to include campaign messages?
- Who would be in charge of implementing the campaign in your jurisdiction?
- What are the key agencies with which your jurisdiction works that should be involved in campaign outreach (e.g. NOAA, NPS, DPW, DOE)?
- What resources can the central campaign team provide to help you conduct outreach?

# THANK YOU!