

## Action Plan SR-9:

### Media Support

#### SR-9 Media Support

#### OBJECTIVES

1. To utilize the local, state, national and international media to educate the public about BTNEP and estuarine issues by informing and building relationships with media representatives, so that the program and estuary receive frequent, dynamic and accurate attention.
2. To have the BTES known nationally as a valuable resource that must be safeguarded by the entire nation.

#### DESCRIPTION

This action will develop and implement a plan to establish good working relationships and informative activities with the media that will produce continuous, accurate pictures and stories about the BTES and estuary issues in local, state and national markets. This involves targeted activities and press releases that engage media attention, with careful thought to particular local, state and national tie-ins.

#### BACKGROUND/MAJOR ISSUES

Public opinion is often formed on the basis of what and how the media reports issues. It is important that the public gain an accurate picture of the work of the program. Particularly, because BTNEP is a program with a broad base of representation, it is important that the media understand and convey the unique structure of the program as well as the complex interrelationships of estuary issues that are being addressed. Locally, through ongoing efforts of the BTNEP staff, contractors and public workshops, the BTES name is gaining recognition. Still, there is a great challenge to make the BTES as well known as the "Chesapeake Bay" or the "Florida Everglades". This plan outlines key elements in a maintaining positive media attention that will greatly aid these efforts.

#### BENEFITS

Accurate portrayal of the program is important so that timely and supportive information is presented in newspapers, magazines, television and radio. The BTES will become recognized as a valuable national resource.

#### IMPLEMENTATION SCHEDULE

Short-term plans (September 1995 - 1997) are as follows:

- S 1.00 Continue current public relations and media campaign of feature and news stories in various regional and national publications, television and radio public service announcements, and publicity for public workshops series.
- S 2.00 Develop an up-to-date database of active media contacts and outlets.
- S 3.00 Develop a message strategy, including a "spokesperson" or "character", for the BTES that can be presented in a unified approach by all user groups, stakeholders, state and federal agency representatives, etc.
- S 4.00 Develop a regular media schedule for news and feature release distribution.
- S 5.00 Develop a list of issues, talking points and potential interview questions for news and public affairs broadcast shows/programming.
- S 6.00 Host editorial board meetings for specific BTES issues and CCMP actions.

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- S 7.00 Conduct field trips and events in different areas of the estuary and during different seasons for prominent leaders and media representatives.
- S 8.00 Schedule media breakfasts, press club appearances, interviews on public affairs and news shows to discuss BTES issues and CCMP actions.
- S 9.00 Follow up, nurture and expand relationships with media representatives.
- S 10.00 Coordinate informational and media campaigns with related state agencies.
- S 11.00 Establish a list of estuary residents and experts who can be used to put faces and names to news stories.
- S 12.00 Identify examples of estuary residents who have made a living from the estuary and can be featured in news stories.
- S 13.00 Cultivate experts in economics and business who can lend credence to stories; make them available to speak freely and candidly on estuary subjects.

Medium-term plans include the following:

- M 1.00 Continue to develop good working relationships with all media representatives.
- M 2.00 Develop and conduct specific media and public relations campaigns tailored for individual estuary issues and CCMP actions.
- M 3.00 Gain national recognition through having estuary issues discussed on major/national television network programming: nightly news shows, morning news programs, news magazine shows, and others.
- M 4.00 Arrange for *Haunted Waters*, *Fragile Lands* video-documentary to be televised on major/national television networks such as Discovery Channel, The Learning Channel, National Public Broadcasting, NBC, CBS, FOX, ABC, and others.
- M 5.00 Raise public awareness and gain national recognition through feature and news articles published in major regional and national publications, such as *National Geographic*, *USA Today*, *Time*, *Southern Living*, and others.
- M 6.00 Maintain, continually update and expand media contact database.
- M 7.00 Continue to hold editorial board meetings.
- M 8.00 Establish and formalize a regular media breakfast program.

Long-term plans are as follows:

- L 1.00 Continue to develop and expand on good working relationships with all media representatives.
- L 2.00 Consistently evaluate media and public relations campaigns, productivity and effectiveness of activities, and accomplishments of action plan. Care should be taken to clearly define the purpose of any evaluation so as not to create the perception that reporters are being 'graded.'
- L 3.00 Continue and expand short- and mid-term activities listed above.

### **LEAD AND SUPPORT IMPLEMENTORS**

Lead implementor for this action will be the Program Office.

Support implementors will include media and public relations consultants, the Association of Outdoor Writers, editors of the estuary-based newspapers and organizational newsletters and publications, broadcast and print reporters, university communications departments, and state agencies' public information departments/divisions.

### **COSTS AND ECONOMIC CONSIDERATIONS**

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Table SR9-1 provides estimated costs for short- and medium term activities specified in this plan. It includes lead agencies and costs for short- and medium-term activities. Costs are broken down into those considered “new” (a direct product of CCMP recommendations) and “existing” (where plans coincide with existing responsibilities/activities). Acceptance of this plan by the agencies or entities listed as lead or support implementors does not commit that agency or entity to implement the plan. At a later date, parties identified as potential plan implementors will work with the Program Office, the BTMC and other plan implementors to formalize all commitments concerning implementation.

Table SR9-1. Estimated Costs.

	ACTION DESCRIPTOR	LEAD	EXISTING/_ NEW	SUBSUME	Y1 COSTS (Short Term)	Y2-5 AVG COSTS/YR (Medium Term)
<b>SR-08</b>					<b>\$35,269</b>	<b>\$7,915</b>
<b>SR-08S1.00</b>	<i>list of friends</i>	<b>BTPO-EPS2</b>	E		<b>\$1,615</b>	<b>\$0</b>
<b>SR-08S2.00</b>	<i>identify stakeholders</i>	<b>BTPO-PD</b>			<b>\$1,615</b>	<b>\$0</b>
<b>SR-08S3.00</b>	<i>list of letter senders</i>		E		<b>\$808</b>	<b>\$0</b>
SR-08S3.01	<i>compile</i>	LCES	E		\$404	\$0
SR-08S3.02	<i>compile</i>	BTPO-EPS2	E		\$404	\$0
<b>SR-08S4.00</b>	<i>fact sheets</i>		E	<b>SR-11S6.00</b>		<b>\$0</b>
<b>SR-08S5.00</b>	<i>appointments w/legislators</i>	<b>BTPO-PD</b>	E		<b>\$2,019</b>	<b>\$0</b>
<b>SR-08S6.00</b>	<i>task force</i>				<b>\$29,212</b>	<b>\$0</b>
SR-08S6.01	<i>organization</i>	BTPO-EPS1	E		\$14,000	\$0
SR-08S6.02	<i>organization</i>	BTPO-EPS2	E		\$14,000	\$0
SR-08S6.03	<i>organization</i>	BTPO-PD	E		\$1,212	\$0
<b>SR-08S7.00</b>	<i>set date for event</i>		E	<b>SR-08S6.00</b>		<b>\$0</b>
<b>SR-08M1.00</b>	<i>hold first event</i>					<b>\$646</b>
SR-08M1.01	<i>support</i>	BTPO-EPS1	E			\$323
SR-08M1.02	<i>support</i>	BTPO-EPS2	E			\$323
<b>SR-08M2.00</b>	<i>highlight positives</i>	<b>BTPO-EPS2</b>	E			<b>\$4,846</b>
<b>SR-08M3.00</b>	<i>fund raising events</i>	<b>BTPO-EPS2</b>	E			<b>\$1,615</b>
<b>SR-08M4.00</b>	<i>calendar of events</i>	<b>BTPO-EPS1</b>	E			<b>\$808</b>

#### FUNDING STRATEGY

Total Funding Necessary (Years 1-5): \$420,900

Total Funding Existing (Years 1-5): \$420,900

Total New Funding Necessary (Years 1-5): \$0

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**Summary of funding strategy:** Existing funding for this action plan for the next five years has been identified and will come from department budgets, grants, and volunteer time. No new funding source is required.

### **EVALUATION METHODS**

The following monitoring strategies are intended to serve as a statement of the most comprehensive and effective mechanisms to assess the effectiveness of projects implemented under the action plans. These strategies should only be used as a guide, not as a requirement. It must be recognized that the monitoring strategies outlined here will be expensive to implement and that, because all levels of government and much of the private sector currently have severe funding restraints, they may not be affordable without significant modification. It must also be recognized that these strategies are not intended to suggest that regulatory agencies require a higher level of monitoring by permit applicants than is currently required. The monitoring strategies outlined here do not override or replace project monitoring that would be done by an agency related to specific agency-sponsored projects.

### **Components of Plan**

The essential component of SR-9 is the development of a media strategy. The media strategy has several sub components such as:

1. Continuance of current public relations and media campaign.
2. Develop a database of active media contacts.
3. Use of a "spokesperson" or "character."
4. Develop a regular media schedule for news releases and feature release distribution.
5. Develop a catalog of issues, discussion points, and responses to anticipated questions.
6. Host editorial board meetings.
7. Conduct field trips for media.
8. Schedule various opportunities to discuss BTES issues such as media breakfasts, press clubs, public affairs shows.
9. Coordinate media campaigns with related state agencies.
10. Establish a list of estuary residents who have made a living from the estuary to use on featured stories.
11. Cultivate experts in economics and business who can support stories.
12. Gain national attention through network programming.
13. Air "Haunted Waters, Fragile Lands" on national network television.
14. Gain national attention through regional and national publications.

### **Interrelationships Among Components**

With the list of components above, BTMC will need to employ a full time public relations expert. This person will need to work with all committees and sub-committees of the BTMC.

### **Documentation of Plan Implementation and Success**

The following criteria will be used to determine if plan implementation steps and project success were accomplished:

#### Objective 1.

1. Document effort to develop media relations through copies of letters to the media, phone logs or journals, notes on incidental meetings, press releases.
2. Document success of media relations by surveying key media personal about their knowledge base of the CCMP and their perception of the quality and timeliness of information they receive.
3. Document media attention by collecting copies of all media attention written, video, visual, or oral.

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#### Objective 2.

1. Document any national media coverage through collecting TV broadcasting schedules, video of any TV coverage, copies of any written coverage.
2. Survey members (questionnaire, phone, interview) of the Environmental and Outdoor Writers Association.

#### **Methods**

1. Measure accomplishments against time frame established in the CCMP.
2. The BTMC shall develop a self-evaluation of their media program and provide this information to the monitor.
3. The BTMC data should include documentation of efforts to develop media relations and success of these efforts by providing copies of letters, minutes of meetings, phone logs or journals, notes on incidental or informal meetings and contacts.
4. The BTMC data should include copies of all media attention.
5. The BTMC shall conduct on-line or internet searches that document BTES and CCMP media attention.
6. The monitor shall independently collect data to verify data supplied by the BTMC.
7. The monitor must show evidence of validity and reliability of data collected.
8. The monitor will survey (phone, questionnaire, & interview) the local and regional media about their perceptions of the BTES and the CCMP during scheduled events.
9. The monitor will survey the Environmental And Outdoor Writers Association members.

#### Cost estimates

Year 1	\$ 5,000
Year 2	\$ 5,000
Year 3	\$ 5,000
Year 4	\$ 5,000
Year 5	<u>\$ 5,000</u>
Total	\$25,000

#### **Recommendations and Feedback to Program/Implementor**

1. A Third Party, who can be reasonably impartial, but who is knowledgeable about the basin and the CCMP, should be employed.
2. The public relations officer for the BTMC shall provide the monitor with data necessary.
3. The monitor will independently collect data to verify supplied data.

#### **Quality Assurance/Quality Control**

##### Objective of monitoring

1. To ensure the development of a media strategy.
2. To ensure the timely development of relationships with the media.
3. To ensure the promotion of BTES and the CCMP through public media sources.

##### Identification of monitor

1. A Third Party, who can be reasonably impartial, but who is knowledgeable about the basin and the CCMP, should be employed.
2. Monitor should be familiar with public relation strategies and media relations.
3. The BTMC should develop a self-evaluation strategy that would assist the monitor in data collection.

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## Data collection

1. Collection of documents such as memos, letters, phone logs or journals related to media strategy.
2. Collection of minutes of BTMC meetings where the media strategies are discussed.
3. Copies of press releases.
4. Newspaper clippings, video footage, and audio recordings where the media discusses the BTES.
5. Documentation of media events such as announcements, lists of participants, photographs or video of the event.

## Data evaluation

1. The BTMC shall develop a procedure for reviewing data that will inform the council about its ongoing media strategy.
2. The monitor must show evidence of validity and reliability of data collected.

## Review of monitoring documents

1. BTMC shall review draft reports from the monitor on a semiannual (twice per year) basis.
2. The monitor shall present the semiannual report to the BTMC meeting.

## Presentation of problems and proposed actions

The monitoring document shall identify the causes of problems observed during the reporting period, describing the short- and long-term consequences of these problems, recommend action to address the problems, and identify possible parties to implement these actions. The monitoring document shall also propose a schedule for accomplishing the recommendations.

## Schedule

A semiannual report shall be prepared for the BTMC. The monitoring reports should be called a mid-year report and end-of-year report. The end-of-year report will also be written as an annual report.

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### **EVALUATION METHODS**

#### **Components of Plan**

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- Host editorial board meetings.
- Conduct field trips for media.
- Schedule various opportunities to discuss BTE issues such as media breakfasts, press clubs, public affairs shows.
- Coordinate media campaigns with related state agencies.
- Establish a list of estuary residents who have made a living from the estuary to use on featured stories.
- Cultivate experts in economics and business who can support stories.
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#### **QA/QC**

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