

# Lessard-Sams Outdoor Heritage Council

## Agenda Item Memo

DATE                      March 18, 2011

SUBJECT:                 Communication Plan

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### Background

At several meetings members discussed the need for more active communication and public outreach on the accomplishments of the Outdoor Heritage Fund.

Staff began working on a draft of a request for proposal (RFP) from organizations and companies to submit a proposal to write such a plan. During that time, staff was approached by Matt Kucharski, who offered his personal time to organize a group of volunteer communication professionals to complete a communication plan. Staff met with Matt Kucharski to discuss the details and the Communicating for Action model (attached). Although Mr. Kucharski is a Senior Vice President at Padilla Speer Beardsley, he is volunteering his time as a private citizen to this effort.

Staff sought an opinion from the Campaign Finance and Public Disclosure Board on the acceptance of this pro bono work. It was determined that no conflict exists.

Mr. Kucharski is present to give details on the plan.

### Suggested Motion

“Motion to approve working with Mr. Kucharski on a pro bono communication plan and authorize up to \$8,000 for out-of-pocket expenses related to the completion of the plan, e.g. meeting expenses, survey, media scan or other necessary expenses”.

## Sandy Smith

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**From:** Kucharski, Matt [MKucharski@psbpr.com]  
**Sent:** Tuesday, February 01, 2011 2:48 PM  
**To:** Bill Becker; Sandy Smith  
**Cc:** Bob St. Pierre  
**Subject:** Thank you and Communicating for Action background  
**Attachments:** C4A Diagram from PPT slide.pdf; C4A\_FINAL\_Jul10.pdf

**Categories:** Red Category

Hello, Bill and Sandy – it was a pleasure meeting the two of you earlier today to discuss the need for the Lessard Sams Outdoor Heritage Council to more effectively educate and inform the public on the use of the Legacy Amendment dollars directed at wildlife habitat. You're absolutely correct in that a communications plan would be an important and valuable first step in this effort.

Instead of issuing an RFI for \$10,000, I believe that a handful of like-minded volunteer communications professionals (including yours truly) would be able to effectively complete this effort with the only costs being out-of-pocket expenses. We could use Padilla Speer Beardsley's Communicating for Action model (description attached), which has been successfully applied to more than 300 businesses, non-profits and government initiatives in a way that closely ties organization objectives to communications strategies and tactics. While we would use Padilla Speer Beardsley's model, this would be conducted as a personal pro bono project and not a sponsored project from our firm. Once the plan is completed, LSHOC staff would be able to execute using in-house and other resources.

Please let me know if this is of interest to the LSOHC. If so, I can work to identify professional peers who would be willing to participate. If, however, LSOHC believes that an RFI is the best option, I will be happy to recommend freelance professionals who can give you the most value for the dollar.

Thanks very much for your consideration, and good luck with your efforts.

Matt

**MATT KUCHARSKI** | Senior Vice President  
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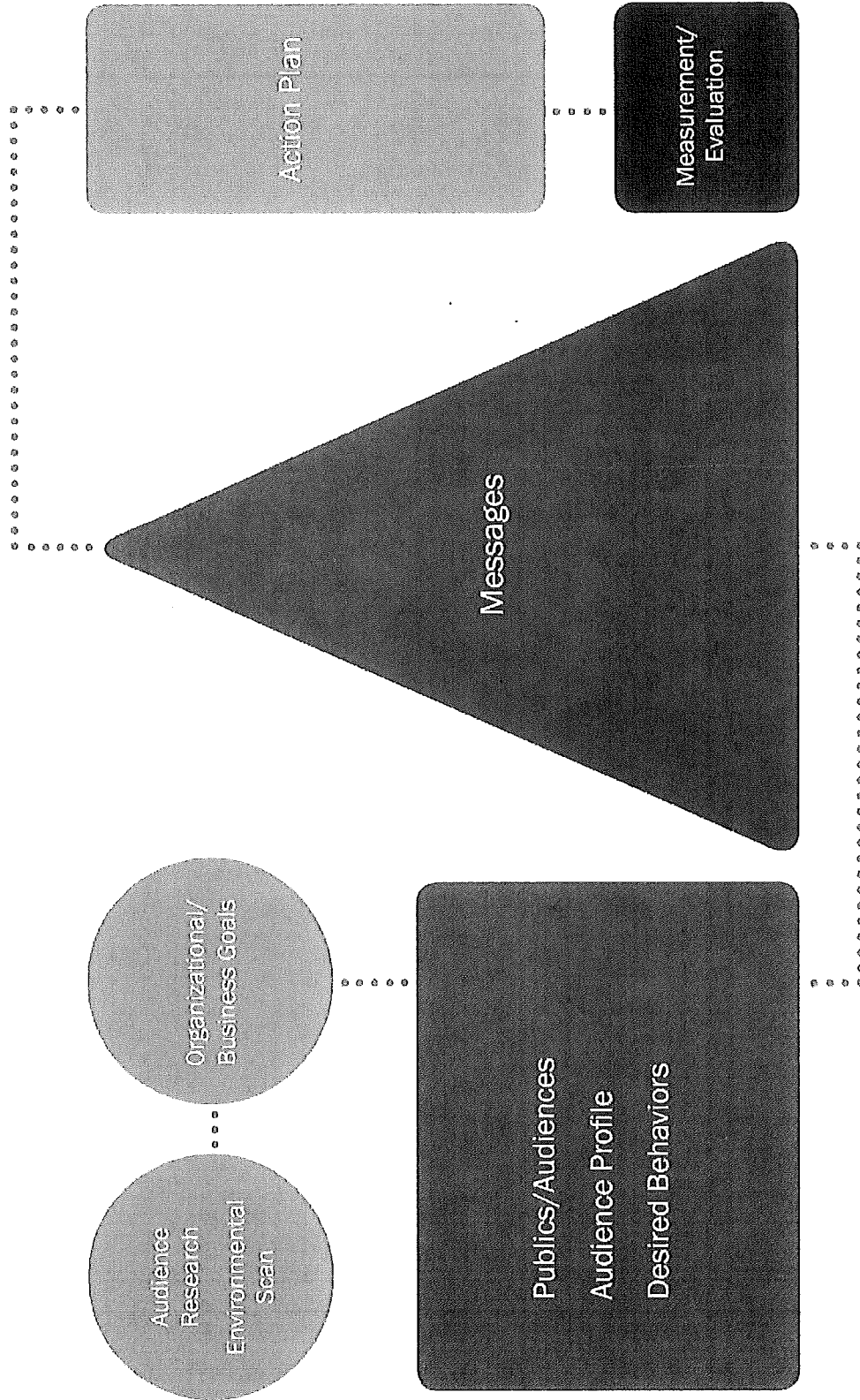
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# COMMUNICATING FOR ACTION®

## Planning Model



# COMMUNICATING FOR ACTION<sup>SM</sup>

Something unexpected. No surprises.

## EXPERIENCE

Padilla has completed more than 250 Communicating for Action<sup>SM</sup> sessions for leading organizations, including:

American Express Financial Services  
Artesyn Technologies  
BASF  
CNS  
CNT  
Decision Systems  
Digital Biometrics  
Ellerbe Becket  
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Lawson Software  
Lifetouch National School Studios  
Montana Dakota Utilities  
Net Perceptions  
RayMedica, Inc.  
Rehabicare  
Retek  
Rockwell Automation  
Search401k  
SurModics, Inc.

In the modern marketplace, a company's reputation depends on the quality of its communications — with customers and potential customers, the media, investors and employees. But many campaigns fall short of supporting business goals because messaging based on perceptions — rather than research-based insights — misses the mark. Padilla Speer Beardsley's proprietary Communicating For Action<sup>SM</sup> methodology helps clients develop comprehensive, strategic communication plans by focusing first on the desired business outcome. We then collaborate with you to develop the right tactics to help reach your goals, using our exceptional communications tools and talent to tackle everything from an enterprise-wide challenge to a single issue.

## What's Your Goal?

Perhaps you want to increase product sales by 30 percent. Or you want to change the reputation of your entire organization. Communicating For Action<sup>SM</sup> engages you and your team in establishing a clear path to success. We employ advanced research tools to reveal the facts about your standing with key audiences. Based on the data, we develop the messaging, strategies and tactics that will help you not only influence opinions, but change behavior.

## The PADILLA DIFFERENCE

Communicating For Action<sup>SM</sup> bridges the gap that commonly exists between building awareness and actually influencing action. Padilla's process:

- Identifies and clarifies the complexities that hinder communication planning.
- Relies on research and stakeholder input to define objectives and identify barriers.
- Builds consensus among internal departments/interests.
- Provides a clear, comprehensive road map for reaching goals.
- Establishes measurable outcomes.



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