

## Lessard-Sams Outdoor Heritage Council

**MEMO:** Agenda Item #8  
**DATE:** August 3, 2018  
**SUBJECT:** Action: Communications Plan Information and Discussion  
Sandy Smith, Project Analyst Manager

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At the June 28, 2018 Council meeting, members brought forth the idea of communications and telling the story of the Outdoor Heritage Fund accomplishments.

### **Background**

Early in the OHF appropriations process, the Council was approached by a group of conservation communication professionals eager to assist in the process of telling the story of the OHF accomplishments. A volunteer group was formed and met under the leadership of Matt Kucharski of Padilla Speer Beardsley and a Strategic Communication Plan was developed and approved by the Council in August 2011. ([The plan](#) is attached for your review)

The challenge was that, with only two years of money out the door and nothing reported back, there was not much to communicate at that time.

Since that time, partners have fully completed and reported on 5 years (ML 2009 – ML 2013) of appropriations with many accomplishments and the development of programmatic funding.

### **Ideas for Communication / Public Information**

In reviewing the approved plan and drawing on historical knowledge, below are ideas of communications that could be achieved within the parameters of the legislative environment.

- Newsletter / Project Highlights / Annual Report
- More specific regional project based press releases
- Program Profile tear sheets – compiled and updated annually
- Citizen “Report Card” web survey targeted for specific question or habitat change “stories”
- Complete a communication audit
- Complete a professional media scan – schedule regular updates
- Communication / press guideline / Media packet for project managers
- Include articles in other publications – i.e. Conservation Volunteer
- Media Site Tour
- Crafting and release of Public Service Announcements (PSA)
- Hire an intern (temporary, part-time) to advance LSOHC’s communications enhancements

The request for an intern would not affect staff continuing to work with NGO's and agencies to continue outreach from their organizations. Outcomes would be folded into the outreach information when complete and staff and members will continue to make appearances and presentations as opportunities arise.

**Action:** Motion by Councilmember X to direct staff to work with LCC to hire a part-time temporary intern to work within the parameters outlined in the memo to achieve improved and targeted communications on the achievements of the OHF Legacy monies.