

## Lessard-Sams Outdoor Heritage Council

**MEMO:** Agenda Item #5  
**DATE:** December 10, 2019  
**SUBJECT:** **Discussion / Action:** Communications Plan Contract Extension

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### Background

As directed by the Council, after the November 15, 2018 Council meeting, staff contracted with Russel Herder last year for Communication Outreach Process Development and Implementation for a contract totaling \$76,490.

The objectives of the Communication Outreach effort were:

- a) Establish and implement a repeatable process for dissemination of OHF program accomplishments.
- b) Create & implement tools/templates for use by staff and program managers to consistently report basic accomplishment information for dissemination to local, regional, and/or statewide media and the public.
- c) Establish and maintain defined media contact lists.
- d) Design and initiate a process to monitor success of efforts and report periodically.

Each of the objectives have been initiated/accomplished. To date, the Council has received two updates from Russel Herder, first at the June 20, 2019 and more recently at the November 21, 2019 meetings. The Russell Herder contract expires on December 12, 2019.

In 2011, the Council adopted "Strategic Communication Plan" with the intent "to educate audiences on the Outdoor Heritage Fund's mission and how the funds are used." The plan was specifically "NOT intended to push any specific ideology – it is only meant to communicate that the Outdoor Heritage Fund is achieving its constitutional objectives."

Additional background is attached in the staff memo from one-year ago to provide additional historical context.

Also attached is a proposal provided by Russel Herder for potential extension of the contract. Russel Herder is open to an ala carte approach to this proposal with the option to select services and amount of time for each service.

### Discussion



## Lessard-Sams Outdoor Heritage Council

**MEMO:** Agenda Item #5  
**DATE:** November 15, 2018  
**SUBJECT:** **Action:** Communications Plan Information and Discussion  
Sandy Smith, Project Analyst Manager

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### Background

Early in the OHF appropriations process, a Strategic Communication Plan was developed and approved by the Council in August 2011.

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

August 3 Council meeting – members approved a PT Temporary position for Communication Outreach

Month of August – staff wrote and distributed the job description and met with staff from DNR and BWSR and LCC to gain feedback and insight/suggestions

September 7 – staff brought back to the Council the idea of an RFP per feedback received and concurred with LCC and thought it would be best to hire a professional to set up a repeatable communication and reporting process for an intern or PT employee to execute, rather than have the intern design from scratch.

Month of September – staff worked on RFP and sent for publication in the State Register at the end of month

October 1 – RFP was published in State Register, notices also went out to Outdoor Writers Association of America (OWAA), Association of Great Lake Outdoor Writers (AGLOW), and Professional Outdoor Media Association (POMA)

October 22 - Deadline for receipt of RFP - Staff received 6 responses, reviewed responses and interviewed 4 firms. The proposals ranged from \$40,000 – \$115,000. Staff recommends “firm #1” as they clearly seemed to understand the focus of reporting the objectives of the OHF as outlined in the Constitutional amendment and the specific and regional target of those accomplishments.

If the Council wants to move forward with communications and outreach, staff recommends contracting with “firm #1”\*\* for a contract not to exceed \$80,000.

*\*\*The name of the firm is non-public per MS 13.591, subd 3.*

### Motion

Motion by Councilmember XX directing staff to engage in a contract with “firm #1” to set up the process for Communication Outreach Process Development and Implementation for a contract not to exceed \$80,000. No motion would be to not engage with a firm for the Communication process.



## Lessard Sams Outdoor Heritage Fund Proposal for Professional Services

October 25, 2019

January 1 - December 31, 2020

### Objectives

Maintain an ongoing presence and awareness with key stake holders including the Minnesota Legislature, conservation influencers, and "outdoor" groups;

Develop and grow key influencer and partner relationships through earned and social media engagement;

Continue to inform the public regarding the positive outcomes and achievements of funding provided by the Outdoor Heritage Fund; and

Create meaningful social and video assets which promote both the Outdoor Heritage Fund and its partners.

### Scope

#### Media Relations

Continue a monthly editorial calendar that includes timely news releases on key legislative dates, project highlights and results, the annual report and feature news pitches;

Continue to develop/update targeted media lists for print, radio, television and web outlets, as well as the procedures, development and distribution of press releases regarding specific regional projects;

Continue to work with project managers to assist in developing content for project tear sheets and case studies; and

Complete ongoing media scans to monitor and make appropriate updates.

#### Social Media

Continue monthly social engagement calendars including post content, graphics and community management; continue to grow social media following;

Track and monitor partner successes in OHF-funded outreach activities;

Aggressively target industry influencers and potential partners through the use of paid social media (e.g., LinkedIn, Facebook, Twitter and Instagram); and

Report campaign and community engagement results.

#### Collateral

Continue collateral branding initiatives;

Create and update collateral material for download and printing including:

- Funding application how to
- LSOHC newsletter
- Accomplishment plan amendments
- Extension of time guidelines
- Partnership guidelines
- Restoration and management plan guidelines
- Notice of funding restriction guidelines
- Acquiring land with existing protection
- Photo and video guidelines document
- Project completed map
- Metro projects overview
- Regional projects overview

#### Video

In addition to partner video assets, capture additional video footage of strategic projects funded by OHF; and

Utilize both existing partner and new video assets to create a one to two- minute overview video as well as three :15 and :30 second social videos for use in social media and placement on the LSOHF website.

#### **Budget**

*Media Relations* \$2,760/monthly  
Monthly editorial calendar and media releases

#### *Social Media*

3,650/monthly  
Monthly social calendar including post content and graphics plus  
750/monthly  
and deployment of a target social campaign social  
target spend

*Collateral* 8,585

Design, update, provide content support and final  
downloadable and print ready files for eight to 10 branded

collateral items.  
Estimate does not include printing.

Video	21,804
Russell Herder to capture original video assets as well as utilize existing partner assets to create a one to two minute overview video and three :15 and :30 second videos.	
RH B-Corp contribution	(6,500)
<b>Total</b>	<b>\$109,809</b>

*This estimate is valid for 30 days. Your authorization is considered permission to initiate services encompassed above. Tax not included within this estimate. This estimate is subject to the terms and conditions agreed upon in our original agreement with you, unless we agree otherwise with you in writing. Stock photography utilized by Russell Herder in the development of this project falls under an exclusive license agreement with the supplier. Lessard Sams Outdoor Heritage Fund may reproduce this end product but use of these images for other projects is prohibited, unless renegotiated with photography vendor.*

**Approval**

**Name** \_\_\_\_\_ **Title** \_\_\_\_\_ **Date** \_\_\_\_\_