



STATE OF WASHINGTON

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**TO:** IAC Members and Designees  
**FROM:** Laura Johnson, Director *Laura*  
**PREPARED BY:** Susan Zemek, Communications Manager *SZ*  
**SUBJECT:** Communications Management Report  
**NOTEBOOK ITEM #1d**

**Communications Plan**

Implementation of the board's communication plan continues. Following is a recap of some of the accomplishments from January to March 2006:

**Objective 1:** Increase awareness and build support of outdoor recreation by the general public and key stakeholders.

❖ **Strategy 1: Engage the media**

In January, the agency produced seven news releases – five promoting Big Check presentation ceremonies. The other two were:

- ❑ **State Recreation Agency Seeks Volunteers for Advisory Committees**, which publicized the need for volunteers for the National Recreational Trails Program and the Land and Water Conservation Fund program. The news release generated 505,666 media impressions\* and helped bring in applications from 24 volunteers.
- ❑ **State Recreation and Conservation Grants Available**, which announced the deadline for grant applications and promoted the new riparian and farmland categories of the Washington Wildlife and Recreation Program. At the time of this report, the news clips had not arrived.

In an effort to increase media coverage, we have been adding specialty publications to our media mailing list. In March, we added snowmobile clubs to our list, as the trail news releases would be of interest to them.

\*Impressions represent the circulation for the publication and therefore the number of people who could have read the article. They do not include TV and radio broadcasts or Web site postings.



- ❖ **Strategy 2: Community appearances – Develop a recognition program that creates opportunities for agency leaders to visit communities.**

The agency implemented check presentation ceremonies. We completed ceremonies for all of the top ranked projects to which the board has awarded grants to date, with the exception of projects awarded to federal agencies.

<input type="checkbox"/> Bellingham	ALEA*	Bill Chapman
<input type="checkbox"/> Bremerton	WWRP* Local Parks	Leslie Ryan- Connelly
<input type="checkbox"/> Burien	LWCF*	Karen Daubert
<input type="checkbox"/> Olympia	WWRP* Trails	Laura Johnson
<input type="checkbox"/> DNR	NOVA*	Laura Johnson
<input type="checkbox"/> Port of Camus-Washougal	BFP*	Val Ogden
<input type="checkbox"/> Port of South Whidbey	WWRP* Water Access	Laura Johnson
<input type="checkbox"/> Franklin County	BFP*	Jeff Parsons
<input type="checkbox"/> Port of Everett	BIG*	Laura Johnson
<input type="checkbox"/> Port of Olympia	BIG*	Laura Johnson
<input type="checkbox"/> Port of Wahkiakum County	BIG*	Jim Fox
<input type="checkbox"/> Whatcom County-	FARR*	Neil Aaland

Pictures from all the events are on the agency's Web site: [www.iac.wa.gov](http://www.iac.wa.gov)

- ❖ **Strategy 3: Promote outdoor recreation and salmon recovery efforts by creating educational materials and activities.**

One of the activities under this strategy was to develop a policy for when agency staff and leadership would attend ribbon cutting and dedication ceremonies. Guidelines have been written and will be tested during the next six months.

Another activity was to update the agency trade show booth and place it at key workshops and conferences. We created a new trade show booth for the Washington Wildlife and Recreation Coalition's legislative open house.

A final activity was to create template materials for sponsors and Legislators to use in promoting local projects on their own Web sites and in their own newsletters. We created a template news release and newsletter articles for all of the Big Check events and shared them with sponsors and the congressional delegation.

\*ALEA=Aquatics Land Enhancement Account program

\*BFP=Boating Facilities Program

\*BIG=Boating Infrastructure Grant program

\*FARR=Firearms and Archery Range Recreation program

\*LWCF=Land and Water Conservation Fund program

\*NOVA=Nonhighway and Off-Road Vehicle Activities

\*WWRP=Washington Wildlife and Recreation Program

- ❖ **Strategy 4:** Increase support of the agency and its mission by effectively improving involvement of stakeholders and partners in agency decision-making.

During the development of the policies for the new grant categories (riparian, farmland) of the Washington Wildlife and Recreation Program and the other changes to overall policies (matching funds, supplanting language), I developed, and with the help of staff, implemented a communication plan to reach out to all the agency's key stakeholders.

- ❖ **Strategy 5:** Recognize partners – Help partners promote their work by assisting with events, publicity.

For the Big Check presentations, I wrote news releases and articles for newsletters and Web sites for the sponsors.

### **Objective 3: Strengthen the identity of the agency**

- ❖ **Strategy 1:** Develop a process for renaming agency

This probably needs no introduction as the Board approved a name change at its last meeting.

- ❖ **Strategy 2:** Strengthen the agency's identity by developing a unified look for the agency's publications and presentations.

One of the activities under this strategy was to develop a new logo. Draft designs have been created for a new logo to go along with the agency's new name.

- ❖ **Strategy 4:** Develop key messages that demonstrate the value of the agency.

Work also has begun on this with development of a new slogan for the agency to accompany the new logo. The new slogan is "Investing in Washington's Great Outdoors." This slogan will be used on agency publications, in speeches, and online.

### **Objective 4: Improve Staff, Board Communication Tools**

- ❖ **Strategy 3:** Ensure staff, board have materials to be good communicators

For the Big Check presentations, talking points and fact sheets were created for Board members and staff.