



STATE OF WASHINGTON

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TO: SRFB Members and Designees
FROM: Laura Johnson, Director 
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SUBJECT: Communications Management Report
NOTEBOOK ITEM #2c

Communication Plan for Grant Awards

Following the Salmon Recovery Funding Board's approval of the sixth round of grants, I drafted a communications plan for how to promote those grants. The goal was threefold:

1. Ensure that all of our partners knew which grants had been awarded and that there were materials available to help them publicize the grants.
2. Generate as much media coverage as possible so the public would be informed of what was happening in their communities, what the overall salmon recovery efforts have been, and what's coming in the future.
3. Reach out to local elected officials, legislators, and the congressional delegation so they could see how they were connected to the salmon recovery effort.

Here are the highlights of what has been accomplished to date:

Strategy 1: Inform partners and the public of the grant awards

1. **General E-mail announcement:** All lead entities, sponsors, regional recovery boards, and state agency partners were sent an e-mail list of the projects that had received grants. In the e-mail, we will let them know about template materials that were available to help generate publicity.
2. **Web Postings:** Post news release on the web site for general information. Customized the news release by county so people could see what was happening in their area.



3. **Contact Legislators and the Congressional Delegation:** Letters were sent to all legislators, informing them of the grants to their area and of the regional efforts. *(Letters are being developed for the Congressional delegation to be sent out in March.)*

Strategy 2: Engage the media to tell the SRFB story

1. **News Release:** A news release was sent to all media in the state following the board's funding meeting.
2. **Template Materials for Sponsors:** SRFB staff are creating template materials for sponsors (news releases, newsletter articles, letters to the editor, communication plans) to help them spread the word about their projects and generate increased public support. *(News release completed, remaining products yet to be done. Deadline - March)*

To be Completed

1. Reporter tours of selected projects
2. Editorial board visits or letters
3. Host events to honor partners

Media Coverage

This winter (September 2005 to February 2006), the Salmon Recovery Funding Board received media coverage accounting for more than 1.9 million impressions*, which is a 34 percent increase over the 2004 winter. I attribute this to better coverage of the grant news release. In the 2004 winter, 16 articles were the direct result of the news release and this winter that number increased to 25.

*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.