



STATE OF WASHINGTON

OFFICE OF THE INTERAGENCY COMMITTEE  
1111 Washington Street SE  
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November 21, 2006

**TO:** SRFB Members and Designees  
**FROM:** Laura Johnson, Director   
**PREPARED BY:** Susan Zemek, Communications Manager   
**SUBJECT:** Communications Strategy for Grant Award Promotion

**Communication Plan for Grant Awards**

Following is a plan for communicating the results of the Salmon Recovery Funding Board's 2006 grant awards.

The objective of the communication plan is to increase awareness and build support of salmon recovery efforts. To reach that goal, we must:

1. Generate as much media coverage as we can so that the public can be informed of what is happening in their communities, what the overall salmon recovery efforts have been, and what's coming in the future.
2. Reach out to local elected officials, legislators, and the congressional delegation so that they can see how they are connected to the salmon recovery effort.
3. Help our partners generate awareness in their communities.

**Key Stakeholders**

- Lead entities
- Sponsors
- Regional recovery boards
- Local elected officials
- Legislators
- Congressional delegation
- State agency partners
- The public, through the media



## **Key Messages**

- Salmon recovery is happening locally and involves your neighbors.
- Local efforts are part of a larger, statewide effort.
- The statewide effort is effective.
- Salmon survival is important economically and culturally. Jobs and our way of life depend on it.

It is important that we use the once-a-year grant awards as a way to highlight the overall salmon recovery efforts and note the work ahead. It's the one time a year when we have good news that affects a broad array of communities and can be a springboard for discussing the larger salmon recovery efforts.

## **The Plan**

**Objective: To increase awareness and build support of the Salmon Recovery Funding Board and the good work done by sponsors.**

### **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 will be sent an e-mail list of the projects that had received grants following the SRFB's action in December. In the e-mail, we will let them know about template materials they may use to help generate publicity.  
(*Deadline: Dec. 11*)
2. **Web Postings:** Post news release on the Web site for general information. Customize the news release by county so folks can see what is happening in their area. (*Deadline: Dec. 11*)
3. **Contact Legislators and the Congressional Delegation:** Prepare letters, to be signed by Chair Ruckelshaus, to legislators and the Congressional delegation, and their staffs. The letters will inform them of the grants to their local area and of the regional efforts. The letter also will offer them some practical tools, such as a tour of local projects and an article for their constituent newsletter or their Web site.  
(*Deadline: Jan. 30*)

### **Strategy 2: Engage the media to tell the SRFB story**

1. **News Release:** SRFB staff will prepare a news release, sent by the Governor, to all media in the state on the Monday following the board's funding meeting. The news release will focus on the grant awards but also tell the larger story of salmon recovery. The release will be followed with telephone calls to key environmental reporters at the state's largest daily newspapers and National Public radio to encourage articles. (*Deadline: Dec. 11*)

2. **Reporter Tours:** Staff will select five key projects and work with sponsors to arrange reporter tours of the projects. We will be looking for significant projects in the key media outlets of Seattle, Tacoma, Vancouver, and Yakima. (*Deadline: Stories to run throughout the year*)
  
3. **Template Materials for Sponsors:** SRFB staff will create template materials for sponsors (news releases, newsletter articles) to help them spread the word about their projects and generate increased public support. *Deadline: (December-March)*

Interagency Committee for Outdoor Recreation

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November 27, 2006

**TO:** SRFB Members and Designees

**FROM:** Laura E. Johnson, Director *(LJ)*

**PREPARED BY:** Mark Jarasitis, Financial Manager *MJ*

**SUBJECT:** Financial Management Services Report

The attached financial reports reflect SRFB activities as of October 31, 2006. The available balance for salmon grants or programmatic funds is \$17,588,991. The federal balance is at \$13,309,600 and the state balance is at \$4,279,391.

This represents the entire amount currently estimated as available for the remainder of the biennium. This includes any funds previously held for board decision for possible contingent use, and recent "closed short" (unused) grant funds. The \$17.588 million balance also reflects previous board commitments and decisions, including support to the areas developing as regions (Coast and NE).

For your December 2006 meeting, the requests for use of these funds are for the regions' project requests (at least \$16.73 million) and for programmatic items such as the smolt monitoring interim funding request by WDFW (about \$0.27 million, see agenda item # 7.)

If you have any questions on the materials, please call Mark Jarasitis at (360) 902-3006 or inquire at the meeting.

Attachments



## Salmon Recovery Funding Board

For the Period of July 1, 2005 - June 30, 2007, actuals through 11/13/2006 (fm16)

Percentage of biennium reported: 66.7%

	BUDGET	COMMITTED		TO BE COMMITTED		EXPENDITURES	
	new and reapp. 2005-2007	Dollars	% of budget	Dollars	% of budget	Dollars	% of comm
<b>Grant Programs</b>							
State Funded Activities	\$4,903,872	\$4,730,996	96%			\$2,051,168	43%
State Funded Projects	31,393,154	25,760,272	82%			6,686,857	26%
State Funded Total	38,260,862	33,981,472	89%	4,279,391	11%	8,895,482	26%
Federal Funded Activities	10,967,335	10,967,335	100%			7,602,421	69%
Federal Funded Projects	72,422,243	59,885,510	83%			22,466,035	38%
Federal Funded Total	91,843,995	78,534,395	86%	13,309,600	14%	32,491,880	41%
Lead Entities	3,275,000	3,275,000	100%	-	0%	1,563,519	48%
Forest & Fish	10,928,647	10,928,647	100%	-	0%	2,327,750	21%
<b>Sub Total Grant Programs</b>	<b>144,308,504</b>	<b>126,719,513</b>	<b>88%</b>	<b>17,588,991</b>	<b>12%</b>	<b>45,278,631</b>	<b>36%</b>
<b>Administration</b>							
SRFB General	3,551,896	3,551,896	100%	-	0%	1,849,406	52%
Monitoring Strategy	591,000	591,000	100%	-	0%	309,768	52%
Technical Panel	200,000	200,000	100%	-	0%	195,210	98%
Family Forest Fish Pass Prog	5,551,389	4,399,289	79%	1,152,100	21%	1,727,830	39%
<b>Sub Total Administration</b>	<b>9,894,285</b>	<b>8,742,185</b>	<b>88%</b>	<b>1,152,100</b>	<b>12%</b>	<b>4,082,214</b>	<b>47%</b>
<b>Grant and Administration Total</b>	<b>\$154,202,789</b>	<b>\$135,461,698</b>	<b>88%</b>	<b>\$18,741,091</b>	<b>12%</b>	<b>\$49,360,845</b>	<b>36%</b>

note: Includes federal awards thru FFY 2006

