

Upper Grand River Watershed Communications Plan

Marketing Campaign

Goal: To reduce non-point source pollution to the Upper Grand Watershed by seeking to reinforce and/or change target audiences behaviors as indicated below:

1. Target audiences and behaviors

The Upper Grand River Watershed marketing campaign will target household residents. The determination to target households was based on both the impact this audience has on non-point source pollution and on the high probability of successfully reaching this audience through a marketing campaign. Other target audiences - agricultural producers, businesses, land developers, and local decision-makers - may be targeted through parallel outreach efforts.

- **Urban residents**
 1. Increase awareness of the Grand River Watershed community and the water cycle within in it
 2. Reduce the irresponsible use of and increase the responsible use of fertilizers and pesticides
- **Rural residents**
 1. Increase awareness of the Grand River Watershed community and the water cycle within in it
 2. Reduce the irresponsible use of and increase the responsible use of fertilizers and pesticides
 3. Proper septic system maintenance
- **Riparian residents**
 1. Increase awareness of the Grand River Watershed community and the water cycle within in it
 2. Reduce the irresponsible use of and increase the responsible use of fertilizers and pesticides
 3. Installation and maintenance of buffer strips along water bodies and changing mowing practices that will result in increased water quality

2. Tactical approach:

This campaign will consist of a program utilizing the following media channels:

- Print advertising
- Direct mail
- Radio advertising
- Point of contact
- Publicity

3. Materials required:

The following materials will be required in support of this campaign:

- Print advertising pieces aimed at
 1. Increasing the awareness of the Grand River Watershed community and the water cycle within in it
 2. Reducing fertilizer use as well as increasing the proper use of fertilizer (for example, not fertilizing right before a rain, sweeping up and disposing of fertilizer spread on hard surfaces, applying the proper amount, finding out what fertilizer is needed by testing soil before application)
 3. Proper septic system maintenance
 4. Installation and maintenance of buffer strips along water bodies and changing mowing practices that will result in increased water quality
- Direct mail pieces aimed at:
 1. Increasing the awareness of the Grand River Watershed community and the water cycle within in it
 2. Reducing fertilizer use as well as increasing the proper use of fertilizer (for example, not fertilizing right before a rain, sweeping up and disposing of fertilizer spread on hard surfaces, applying the proper amount, finding out what fertilizer is needed by testing soil before application)
 3. Proper septic system maintenance
 4. Installation and maintenance of buffer strips along water bodies and changing mowing practices that will result in increased water quality
- Radio advertising aimed at:
 1. Increasing the awareness of the Grand River Watershed community and the water cycle within in it
 2. Reducing fertilizer use as well as increasing the proper use of fertilizer (for example, not fertilizing right before a rain, sweeping up and disposing of fertilizer spread on hard surfaces, applying the proper amount, finding out what fertilizer is needed by testing soil before application)
 3. Proper septic system maintenance
- Point of contact

Opportunities exist to further the reach of the campaign by implementing a point of contact campaign. This effort would target audiences at various locales where the above mentioned behaviors are realized. Examples include, a soil testing promotion done in conjunction with Michigan State University Extension (MSUE) and local retailers and supported by print and radio advertising pieces as well as direct mail and watershed/creek crossing signs.
- Website

The website will be an invaluable method of supporting, reinforcing, and evaluating the marketing campaign. A website should be developed that supports the information delivered through the above approaches. It can also contain a short survey that can be used for evaluation – As the webpage opens, a survey appears that asks how did you hear about this web page – a newspaper ad, a brochure I received in the mail, ...?

All material developed should include a contact phone number and web site address for further information.

- **Publicity***
Publicity is press that you don't pay for, but there is a "cost" in terms of your time. Public service announcements (PSAs) and press releases are the main avenues of seeking publicity. (Publicity also comes when a media outlet – newspaper, radio, etc. – covers your activities without your using PSAs or press releases.) You can use PSAs and press releases to further your message. Time these so that they will drop when your paid pieces are in the media. This furthers the reach of your message. In order to successfully get publicity spend some time getting to know the reporters at the papers and the radio station managers. Ask them in what format they prefer to receive information (email is often preferred), and suggest that you can provide photos, maps, and/or photo opportunities (such as notice of one of your events). Developing these relationships up front will save you a lot of time in the future and will help to ensure that your information is given to the public.

4. Services needed

- **Professional graphic artist**
An individual or firm will need to be contracted to handle the creation of the materials as required by this campaign. Ideally it will be someone who can both handle the design and the writing or editing of all materials. This person will deal with the production process through delivery of print-ready materials. If this person/firm can only handle graphic design you will need to contract with a copywriter as well.
- **Photography**
A professional photographer should be contracted to provide photographs for use in the various advertising and collateral pieces. Fees for one-time use of a photograph will be less than those for blanket use of a photograph. For example, a photographer will charge less to shoot a photograph and have it used in a specific print ad. This same photographer will charge more to have this photograph used in print ads as well as direct mail pieces and/or a newsletter.
- **Mail house**
A mail house should be contracted to address, post, and mail the direct mail pieces for this campaign. Considering the quantities of the pieces the campaign will be mailing it really is more cost effective to contract out this service. They will be able to help you take advantage of the lowest postage rate (for example, bulk rate with bar coded labels).
- **Web designer and master**
A web designer will need to be contracted to design the web site. A webmaster will also need to be designated (whether that is a staff person or someone with whom you contract) to maintain the web site.
- **Additional contractual personnel**
Additional contracting of specific personnel may be required depending on the expertise of the campaign staff. For example, staff may be able to write radio

* from the Huron River Watershed Council

advertising material and then seek feedback on it from radio station managers or this may need to be contracted out to a professional.

5. Evaluation

Evaluation will take place on many levels.

- Pre and post survey re: direct mail
- Tracking responses to phone number listed on pieces
- Tracking hits on web site
- Follow-up on point of contact (e.g., number of people participating in soil test promo)
- Focus groups
- Photo monitoring points along water bodies that have been targeted for buffer installation

6. Budget Allocation

The following budget is for the first year of the campaign. It is anticipated that this campaign will be ongoing and that the while budget may be adjusted from year to year it will be similar to the annual budget below.

Staffing/Benefits	\$24,960
(20 hours/week @\$20/hr + 20% fringe)	
Contractual	
Copy, Design	\$11,000
Photography	\$2,500
Web design	\$10,000
Evaluation	\$10,000
Travel	\$300
Print Ad Materials	\$500
Mailers/Newsletters	\$15,000
Point of Contact	\$7,000
Media Buys	\$45,000
Other direct (phone, mtgs, etc.)	\$3,500
Total	\$129,760

Detail on budget allocation by item:

Staffing/Benefits

This line item allows for an individual to coordinate the implementation of this marketing campaign. This person's primary responsibilities include media negotiation and placement of ad material; management of the media schedule; coordination of the development of all materials required to implement and evaluate the program; coordination with any program partners such as retail operations and other agencies/groups; and development and maintenance of targeted mailing lists. This staff

person should have significant marketing experience and be familiar with the concept of social marketing.

Contractual

Individuals will need to be contracted to handle the creation of materials as required by the campaign, as well as the implementation of evaluation mechanisms (focus groups, surveys, etc.). It will be imperative that materials are pre-tested with the target audience. The feedback provided will be invaluable to the development of your materials, the effectiveness of the campaign, and the wise use of budget resources. Do not spend money to produce materials that have not been tested at least informally with the target audience!

Travel

This is an allocation for traveling to coordinate the implementation of this marketing strategy.

Print Ad Materials

The development of ad “slicks” or other camera-ready print advertising materials will need to be developed throughout the duration of the campaign and provided to the print publications.

Mailers/Newsletters

Direct mail pieces will be developed and printed for direct mail to targeted households.

Point of Contact

Graphic material and signs may be developed for the point of contact portion of this campaign. For example, in store displays promoting and explaining the soil test offer may be developed for placement in local retail outlets. Signs carrying the marketing campaign logo and creek/river/watershed names may be developed and placed at road crossings so as to increase the awareness of the Upper Grand River Watershed community.

Media Buys

This line item is set aside to pay for the cost of placing print ads and mailing direct mail pieces. If paid radio spots are part of this campaign (as well as radio PSAs) these will come out of this line item as well. The placement cost is expected to be negotiated. For example, you should rarely pay the listed price for an ad placement. Print publications often have nonprofit and government rates, as well as a bulk rate (a discounted price for purchasing a certain amount of space over a designated time). A nonprofit bulk mail account should be set up by the nonprofit administering this campaign. Partners should be developed who participate in paying for media buys. For example, many communities will have to provide stormwater education under their Phase II NPDES permits. These communities can make use of the material developed as part of this campaign and can pay for the mailing of brochures or the placement of ads. The total under this line item is meant to be supplemented through the use of partners.

Other direct

This figure is set aside to cover office expenses necessary to administer this marketing campaign. For example, phone and photocopy costs would fall under this line item.

7. Media Schedule

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Evaluation In one sense evaluation is ongoing (responses tracked, etc.), but a pre- and post-survey is conducted regarding the effectiveness of the spring marketing campaign.												
Print Advertising Ad placement begins end of March and continues through beginning of May to address fertilizer & pesticide issues. In the fall an ad campaign is begun to target septic & watershed awareness.												
Radio Advertising Radio PSAs re: fertilizer /pesticides run from the end of March and continue through beginning of May. A September campaign of PSAs target septic & watershed awareness.												
Direct Mail Direct mail pieces drop in March and again in May to target fertilizer /pesticide and buffer issues. A fall campaign is begun to target septic systems & watershed awareness.												
Point of Contact A soil test promotion is run in March and April. Watershed boundary and river/stream crossing signs are installed in the fall.												
Publicity Press releases are sent regarding the soil test promotion and the installation of signs.												

Appendix A General market data

Further market research will need to be undertaken to:

- Further focus target audiences
- Determine target audience preferred outlet

This research can be built into the pre- and post-survey re: the effectiveness of the spring marketing strategy.

Population Statistics

From Census 2000

Note: racial or ethnic origin percentages may not always add up to 100% due to the fact that people may have more than one racial or ethnic origin.

Municipality	County	total pop	%female	%male	%white	%african amer	%asian	% hispanic/ latino	%amer indian	avg age	%home owners	#owner occupied units
City of Leslie	Ingham	2,044			96	<1	<1	3.4	<1	32	77	565
Aurelius Twp.	Ingham	3,318			98	<1	<1	3.6	<1	38	93.5	1,056
Bunker-Hill Twp.	Ingham	1,979			96	<1	<1	2	<1	35	91.4	631
Ingham Twp.	Ingham	2,061			96	<1	<1	1.4	<1	37	94	679
Leslie Twp.	Ingham	2,327			96	<1	<1	2	<1	38	88.2	754
Onadaga Twp.	Ingham	2,958			95	<1	<1	3	<1	35	89	884
Stockbridge Twp.	Ingham	3,435			96	<1	<1	1.5	<1	37	81.6	995
Vevay Twp.	Ingham	3,614			96	1	<1	2	<1	38	94.1	1,189
Brookfield Twp.	Eaton	1,429			96.5	<1	<1	2.4	<1	39	90	484
Eaton Twp.	Eaton	4,278			95.2	<1	1	2.6	<1	38	93.5	1,432
Eaton Rapids Twp.	Eaton	3,821			95.3	1	<1	2.5	1	38	91.9	1,220
Hamlin Twp.	Eaton	2,953			96	<1	<1	1.8	<1	37	92.5	967
City of Eaton Rapids	Eaton	5,330			94.4	<1	1	3	<1	32	68.7	1,421

Municipality	County	total pop	%female	%male	%white	%african amer	%asian	% hispanic/ latino	%amer indian	avg age	%home owners	#owner occupied units
Clarene Twp.	Calhoun											
Somerset Twp.	Hillsdale	4,277	49.6	50.4	97.9	0.4	0.2	1.4	0.2	42.2	93.5	1,578
Moscow Twp.	Hillsdale	1,445	51.1	48.9	98.4	0.6	0.3	1	0.1	37	86.6	452
City of Grass Lake	Jackson	1,082	50.6	49.4	98.8	0.3	0.2	0.6	0.4	34.6	70.8	298
City of Jackson	Jackson	36,316	52.3	47.7	73.9	19.7	0.5	4	0.6	31.3	57.6	8,181
City of Parma	Jackson	907	48.8	51.2	96.1	0.6	0.9	1.7	0.9	32.7	75.8	235
Blackman Twp.	Jackson	22,800	36.8	63.2	79.5	17.2	0.4	2.5	0.4	37.7	67.3	4,483
Columbia Twp.	Jackson	7,234	50.5	49.5	97.8	0.1	0.4	1.4	0.3	41.5	85.3	2,470
Grass Lake Twp.	Jackson	4,586	50.9	49.1	99.2	0.5	0.1	1.1	0.3			
Hanover Twp.	Jackson	3,792	49.5	50.5	98	0.3	0.2	0.9	0.2	37.7	90.2	1,240
Henrietta Twp.	Jackson	4,483	49.1	50.9	97.5	0.4	0.1	1.9	0.5	36.1	90	1,453
Leoni Twp.	Jackson	13,459	50.4	49.6	97	0.8	0.3	1.6	0.3	37.7	86.2	4,518
Liberty Twp.	Jackson	2,903	49.2	50.8	98	0.1	0.4	1.1	0.3	40.4	92.7	995
Napoleon Twp.	Jackson	6,962	50	50	96.6	0.9	0.4	1.6	0.3	37.2	84.1	2,180
Norvel Twp.	Jackson	2,922	48.3	51.7	97.3	0.6	0.1	0.7	0.5	41.2	92.7	1,052
Parma Twp.	Jackson	2,696	49.7	50.3	93.6	3.6	0.1	1.9	0.9	37.5	87	820
Rives Twp.	Jackson	4,725	50.7	49.3	97.1	0.2	0.1	1.8	0.6	36.4	93.7	1,571
Sand Stone Twp.	Jackson	3,801	50	50	97.4	0.5	0.4	1	0.4	37.5	87.6	1,157
Spring Arbor Twp.	Jackson	7,577	52.2	47.8	97	0.8	0.5	1.7	0.4	35	80.5	2,070
Springport Twp.	Jackson	2,182	48.5	51.5	97.7	0.3	0.1	1.1	0.5	35.3	79	608
Summit Twp.	Jackson	21,534	52.2	47.8	91.7	4.2	1.5	1.8	0.3	40	80.8	7,018
Tompkins Twp.	Jackson	2,758	50.3	49.7	96.7	0.5	0.1	1.3	0.2	37.2	89.8	885
Waterloo Twp.	Jackson	3,069	47.1	52.9	95.5	2.9	0.1	0.7	0.4	35.9	91.4	990

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Appendix B Media Mix

Community newspapers:

Dailies:

Publication	Ad deadline	Column width/number/pg	Circulation
Albion Recorder 111 West Center Street Albion, MI 49224 517/629-3984 Fax 517/629-5790	Noon day before publication	2-1/16" 6 columns per page	2,000
Jackson Citizen Patriot 214 South Jackson Jackson, MI 49201-2282 517/787-2300 Fax 517/789-1249	8:30am same day, Sunday: 5pm Friday	2-1/16" 6 columns per page	40,920 daily 35,936 Sun
Lansing State Journal 120 East Lenawee Street Lansing, MI 48919 517/377-1000 Fax 517/377-1298	4 days prior	2-1/16" 6 columns per page	70,453 daily 93,295 Sun
Marshall Chronicle 115 South Grand Marshall, MI 49068 616/781-3943 Fax 616/781-4012	2 days prior to publication	2-1/16" 6 columns per page	1,550

Weeklies:

Publication	Ad deadline	Circulation
Blazer News 235 West Prospect Street Jackson, MI 49203 517/788-4600 Fax 517/788-5300	Monday, tabloid paper is published on Wednesday	2,200 mailed
Community News/Town Courier 2111 Haslett Road, Suite C Haslett, MI 48840 517/339-1177 Fax 517/339-6177	5pm Wednesday, tabloid paper is published on Sunday	24,068

The County Press P.O. Box 279, 123 West Main Street Parma, MI 49269 517/531-4542 Fax 517/531-3576	4:30pm Friday, tabloid paper is published on Wednesday	1,500
The Exponent 160 South Main Brooklyn, MI 49230 517/592-2122 Fax 517/592-3241	5pm Friday, tabloid paper is published on Tuesday	6,000
Leslie Local Independent P.O. Box 617 Leslie, MI 49251 517/589-8228 Fax 517/589-8526	5pm Tuesday, tabloid paper is published Thursday	7,500 (includes shopper)
Springport Signal 144 East Main, P.O. Box 157 Springport, MI 49824 517/857-2500 Fax 517/857-2887	Noon Monday, paper published Thursday	1,200
The Town Crier P.O. Box 548 Stockbridge, MI 49285 517/851-7833 Fax 517/851-4641	2pm Thursday, tabloid paper is published Tuesday	9,950 (includes shopper)

Press releases should also be sent to groups with similar target audiences (e.g., lakefront homeowners) and similar missions (e.g., G.R.E.A.T. and Michigan Lakes and Streams).

Direct Mail

To directly reach members of households in the target communities, a direct mail campaign to area homes will enable us to put a specific behavioral message into individual's hands at the optimum point of impact. The mailer could be a more detailed piece or could be a flighted campaign of postcards which impart an awareness and behavioral message. For example, a "It begins here!" postcard series featuring the many ways that homeowners can begin to change behaviors can be sent and then followed with a more detailed piece.

Mailing lists:

Your list may come from a professional mailing list company (such as Burnett Direct in Southfield, Michigan 248/932-7100). Professional mailing list companies can provide you with counts of how many addresses exist in a zip code or a census block tract. This

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can help determine how many direct mail pieces to print. Professional mailing list companies can also help you target your mailing list even further. For example, you could request mailing labels for a specific zip code to target homeowners who have lived in the area for more than 15 years. Because the cost of mailing is expensive, targeting mailings to those individual with whom we will have the most impact will be more cost-effective.

Your list may also come from a municipal database. Municipal databases may not be able to accommodate the mailing label format that a mail house requests and so may result in a higher postage rate than would result from a professional list serve mailing list.

Wherever your list comes from the label should say to “Mr. Walter Body or current resident” or “To the homeowner at” so as to prevent returned mail. Under the bulk mail rate, you need to pay for each piece of returned mail.

Local radio:

Radio provides the communication plan with a reinforcement channel; it has the ability to reach a very broad number of people within the target communities and provide additional impact to the message they are receiving through other media. While highly detailed information is not effective through radio, the broadcast media will attract mass awareness to the campaign. Each time you contact a station about a paid piece or a public service announcement (PSA) you should check the information regarding its format and audience as ownership of radio stations change frequently. The information below is from the year 2000 Finder Binder.

Stations

Station	Frequency	Format
WABJ-AM WQTE-FM 121 West Maumee Street Adrian, MI 49221 517/265-1500 Fax 517/263-4525	1490 AM 95.3 FM	AM – News/Talk Host John Sebastian interviews in-studio and telephone guests from 6-10am Monday – Friday. Live. FM – Contemporary Country Host/producer Joanas Meyers and Tami Wass conduct interviews with a variety of guests at 6:30am Saturday. Taped.
WCRS-AM/FM 170 North West Street Hillsdale, MI 49242 517/437-4444 Fax 517/437-7461 Email wcsr@radiohillsdale.com	1340 AM 92.1FM	Adult Contemporary, Information

WFMK-FM P.O. Box 991 East Lansing, MI 48826 517/394-3999 Fax 517/394-9910 Email wfmk@voyager.net	99.1	Adult contemporary
WGUV 301 West Fulton Street Grand Rapids, MI 49504-6492 800/442-2771 martinof@gvsu.edu	1480 AM & 88.5 FM 850 AM & 95.3 FM	Public Radio
WITL-FM P.O. Box 303084 Lansing, MI 48909 517/393-1010 Fax 517/393-3650 Email witl@acd.com	100.7	Country Scott Miller and Stephanie McCoy conduct interviews and discuss topics of local interest. Monday – Friday 6-10am Live.
WJIM-AM/FM 3420 Pinetree Road Lansing, MI 48911 517/394-7272 Fax 517/394-3391 Email WJIM-AM wjim@voyager.net WJIM-FM oldies975@voyager.net	1240 AM 97.5 FM	AM - ? FM - Oldies
WJKN-AM 1092 Jackson Crossing Jackson, MI 49202 517/784-1510 Fax 517/782-2234	1510	News-Talk Frequent interviews during the day.
WJXQ-FM P.O. Box 26007 Lansing, MI 48909 517/699-0111 Fax 517/699-1880	106.1	Rock and Roll

<p>WKAR-FM/AM 283 Communication Arts Michigan State University East Lansing, MI 48824-1212 517/432-wkar (9529) mail@wkar.org</p>	<p>90.5 FM 870 AM</p>	<p>Public Radio</p>
<p>WKHM-AM/FM 1700 Glenshire Drive Jackson, MI 49201 517/787-9546 Fax 517/787-7517</p>	<p>970 AM 105.3 FM</p>	<p>AM – News-Talk Jackson Today – News and current affairs Monday – Friday from 6-9am Midday Jackson – Host/producer Christine Ferrell discusses news and current affairs Monday – Friday 11am – noon PM Jackson – Host/producer Mike Krompf discusses news and current affairs Monday-Friday 5-6pm FM – Adult Contemporary</p>
<p>WMMQ-FM P.O. Box 30384 Lansing, MI 48910 517/393-1010 Fax 517/394-3391 Email wmmq@voyager.net</p>	<p>94.9</p>	<p>Classic rock “Tim and Deb” conduct interviews with a variety of guests from 6-10am Monday – Friday. Live.</p>
<p>WMUK-FM Western Michigan University 1903 West Michigan Ave Kalamazoo, MI 49008 616/387-5715 psa@wmuk.org</p>	<p>102.1 FM</p>	<p>Public Radio</p>
<p>WMXE-FM P.O. Box 275 Hillsdale, MI 49242 517/437-1025 Fax 517/437-0243</p>	<p>102.5</p>	<p>Adult Contemporary Interviews - Mix of topics Sunday 9am</p>

WUNN-AM WUFN-FM 13799 Donovan Road Albion, MI 49224 517/531-4478 800/776-1020 Fax 517/531-5009 Email wunn@flc.org	1110 AM 96.7 FM	AM/FM – Inspirational FM – Host/producer David Jones discusses community affairs. Saturday. Taped.
WUOM-FM 5000 LSA Building 500 South State Street Ann Arbor, MI 48109- 1382 734/764-9210 Michigan.radio@umich.edu	91.7 FM Ann Arbor /Detroit 104.1 FM West MI 91.1 FM Flint	Public Radio
WXIK-FM P.O. Box 26007 Lansing, MI 48909 517/699-0111	94.1	Country

Point of contact:

Materials should be placed in venues which directly correspond to the message being communicated to the audience. For example, once adequate household hazardous waste drop-off facilities are established, to achieve a behavioral change in the way households dispose of hazardous products establish a partnership with local retailers that would allow you to place stickers in their stores that can be placed on household hazardous items that indicate how to dispose of the product when the time comes. These stickers could be available at registers and whenever someone buys a product that should be disposed of at a household hazardous materials drop-off facility the cashier could ask if they would like to take a sticker to place on this product to remind them how to dispose of it. Another example of a point of contact effort is to increase awareness of the watershed in general you may place signs on all tributaries and the watershed boundaries at road crossings. This effort should be paralleled with a publicity effort to inform residents about the new signs and the signs should have a graphic appearance that links them to this campaign.

Television:

While television is not a part of the media mix identified in this campaign (due to financial constraints and the potential effectiveness of the campaign without television) there was a request to include television contact information as a part of this appendix.

Station	Public Service Anncts	Local news
WILX-TV 10 500 American Road	Prefer typed copy or 1” tape two weeks in	Monday – Friday 5-7am, 5,6, and 11pm

Lansing, MI 48911 517/393-0110 Fax 517/393-8555	advance.	Saturday and Sunday 1/2 hour at 6 and 11pm; 1 hour 7-8am
WLAJ-TV 53 5815 South Pennsylvania Lansing, MI 48911 517/394-5300 Fax 517/887-0077	Send Beta videotapes, 30-60 seconds in length, 2-3 weeks in advance.	6 and 11pm
WSYM-TV 47 600 West Joseph St., Suite 47 Lansing, MI 48933 517/484-7747 Fax 517/484-3144	3 weeks in advance, 1” or 3/4” tape or Beta.	10-10:37pm Sunday – Thursday, 10-10:30pm Friday - Saturday

Upper Grand River Watershed Communications Plan:

Outreach Campaign

Goal: To reduce non-point source pollution to the Upper Grand Watershed by seeking to reinforce and/or change target audiences behaviors.

An outreach campaign will be developed with the same goal as the marketing campaign. In all likelihood this campaign will target agricultural producers, businesses, land developers, local decision-makers, and watershed residents.

The education subcommittee of the Upper Grand River Watershed Steering Committee will identify target behaviors and prioritize the list as we did for the marketing campaign. The outreach campaign will seek to open a dialogue with the target audiences and work with them to change and reinforce the identified behaviors. The outreach program may make use of:

- Community talks and a speakers network;
- The adopt-a-stream program developed as part of the Upper Grand River Watershed planning initiative;
- Training and networking sessions;
- Needs assessments;
- Development of household hazardous waste drop-off days; and
- Event attendance.

Evaluation and assessment will be a critical component for the continual improvement of this program. The outreach strategy will need to include elements that examine the impact the campaign is having on behavior change and track the physical resources used to achieve the goal. It will be important to track information regarding activities; participation; reaction; the change in knowledge, skills, attitudes, and aspiration of the target audience; and the change in behaviors.