



STATE OF WASHINGTON

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Nov. 1, 2005

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

Communications Plan

Implementation of the board's communication plan continued through the summer. Following is a recap of some of the accomplishments from June to September:

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

- Strategy 1: Engage the media
 - From June to August, the agency produced no news releases. However, the agency received media coverage statewide, accounting for more than 1 million impressions*. To date, the agency has received nearly 4 million media impressions, which is a nearly 20 percent increase from the same time in 2004.
- Strategy 2: Community appearances -- Develop a recognition program that creates opportunities for agency leaders to visit communities.
 - The agency implemented check presentation ceremonies. These ceremonies were designed to recognize the top performing grant applicants, increase awareness and build support for IAC, and generate media coverage.

A total of five ceremonies have been completed. Board Chair Val Ogden attended the Port of Camus-Washougal commission meeting, Laura Johnson attended the Port of South Whidbey Island commission and the Olympia City Council meetings, Board member Bill Chapman

*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.



attended the Bellingham City Council meeting, and staff member Leslie Ryan-Connelly attended a groundbreaking ceremony in Bremerton. A query of some of the folks who participated suggested that IAC continue these events with only minor modifications. One concern that will be addressed is media coverage. There was only minimal coverage (two articles) so there will be increased work with reporters in advance of the events and more followup work to get the resulting pictures and articles posted on various Web sites.

- **Strategy 3: Create educational materials -- Improve information that shows the benefits of our work and highlight our accomplishments on the Web.**
 - With this new emphasis in mind, the agency's home page was revised. You'll now find more pictures and messages about our accomplishments.
- **Strategy 4: Improve stakeholder involvement in decision-making -- Ensure adequate time for stakeholders to comment on policy changes and post board agenda items on Web in advance of meetings.**
 - Board agenda items are posted as the board notebooks are mailed out, two weeks before each meeting.
- **Strategy 5: Recognize partners --Help partners promote their work by assisting with events, publicity.**
 - For the check presentation ceremony at the City of Olympia, I wrote a media release for city staff to send to local media.

Objective 3: Strengthen the identity of the agency

- **Strategy 1: Develop a process for renaming agency**
 - Interviews of nearly 40 stakeholders have been completed as well as a staff workshop. The board will hear a proposal for a new name and logo at the November meeting.

Objective 4: Improve Staff, Board Communication Tools

- **Strategy 1: Increase the level of staff awareness, involvement in decisions**
 - After every board meeting, Neil Aaland hosts a debrief to inform staff who could not attend board meetings of decisions made and to recap assignments.
- **Strategy 3: Ensure staff, board have materials to be good communicators**
 - For the check presentation ceremonies, talking points and fact sheets were created for Board members and staff.