



Now we know better!

Toolkit Reference Guide

The Eastern Washington Stormwater Outreach Toolkit is a set of educational and outreach materials developed as part of the Stormwater Grants of Regional or Statewide Significance between the State of Washington Department of Ecology and Asotin County.

The toolkit includes the following materials for residents, community and civic groups, educators, municipalities and public agencies:

- Logos and slogans
- Print advertisements, web banner ads, billboards, posters, collateral materials, radio PSAs, television PSAs for increasing awareness and changing behaviors across each of the targeted topics (general education, lawn/garden care, pet care, motor vehicle care)
- Links to resources for Teachers/Educators to use in the classroom
- Links to activities for kids
- Guidelines for use of materials

Planning an Outreach Campaign

With the outreach materials in the online toolkit (www.onlyraindownthedrain.com), you are ready to start planning your campaign. Provided are some tips and suggestions for you to get the most out of your campaign budget. A mix of media that delivers the same message over time is the most effective.

Recommended Steps:

1. Gather Baseline Data
 - a. What is the current behavior of your target audience? If you know this information, you can better determine the success of your campaign and whether audience behavior has changed as a result.
2. Connect and Interact with the Media and the Community
 - a. Distribute press releases, feature article ideas
 - b. Schedule presentations at community meetings, attend community fairs and events
3. Create a budget and campaign plan
4. Launch campaign
5. Periodically evaluate the effectiveness through formal or informal surveys
6. Make adjustments as necessary



Now we know better!

Media Choices

All media choices come with benefits and costs. Begin by determining who your target market is. Are they 25-55 years of age? Mostly male demographic? Select a radio station that fits your demographic. Select programming on television that is popular with your demographic. Your radio/television station's advertising representative should be able to help you select programming that fits your target market. You can even target groups in the newspaper by placing car care ads in the auto parts section, pet waste ads in the classified pets section or lawn/yard care ads in home and garden sections.

Media Options

- Newspaper
- Television
- Radio
- Outdoor (Billboard/Transit)
- Collateral (Brochures, Direct Mail, Posters, Flyers)
- Electronic (Web Banner Ads)

Campaign Costs

Because so many communities are required to educate on the same topic, economies of scale are available by collaborating on media purchases. Many of the television stations in our region reach duplicate geographic markets. Collaborate with a community near you to stretch your budget and reach both of your communities at the same time.

Purchasing Media

The more you know about your audience, the better you can reach them. Prioritize what you want to accomplish. Limited budgets might be best served by:

Newspapers _ Ask your local newspaper for a non-profit rate. Negotiate a lower rate by signing a 12-month contract based on the amount of advertising you plan to purchase over that period. Ask them if they will match your spending since it is a public service campaign.

Billboards _ Produce several vinyl billboards and negotiate a year-long contract to rotate space to different boards in your area. This maximizes your exposure to different routes and drive markets.



Now we know better!

Radio/Television – Radio is a fairly inexpensive method of advertising. Don't try to advertise on all your local stations unless you have a budget that allows you to do so. Select one or two stations that best reach your audience and gives you the most exposure. Some radio and television stations may run these spots as Public Service Announcements (PSAs) for free to fill unsold space. Don't be afraid to negotiate or ask for their best rate for a non-profit or municipal entity. Let your sales representative know what kind of dollar commitment you are willing to make. Often, they are willing to negotiate a lower rate if you commit to 13- or 26-weeks, or a year. Radio and television have lower rates for Run of Station (ROS) or Best Time Available (BTA). These can work to your budget's advantage but make sure all your advertising isn't being run when there are only a few people listening.

Free Media

Municipal entities have special status as nonprofit entities. This special status is a tremendous advantage when seeking free media mention. Many media outlets (television, radio, billboards and sometimes newspaper) will run spots for free to fill unsold time/space if you provide the spot/ad and/or pay for the billboard paper production). Most media will match an ad for an ad, if you request it. Some radio/television stations will match in the same time of day as the ads you purchased, others run it in what they call Best Time Available (BTA), often in the wee hours of the morning/night and the audience isn't what you might like it to be. Make sure you ask your advertising representative what their policy is.

Networking

Many community organizations (Rotary, Chamber, parent groups, volunteer groups) are willing to have you present your program to their members. Call your local business groups and ask if you can have time to present your stormwater education materials at one of their upcoming meetings. It's a perfect opportunity to network, educate, ask questions about the effectiveness of your campaign and answer questions the community has about your program.

Media Planning

A year-long plan is recommended. Begin with an initial 13-week period of advertising. If your budget doesn't allow year-round advertising, follow up with three more 4-week promotions. Also select a message that would have the biggest impact on your area. If over-fertilization is a local problem, run PSAs during peak lawn fertilizing times. Limit car wash and poop scooping messages to summer months. It is better to run an effective campaign for a few months than to run one commercial per month over a year.



Now we know better!

Media Priorities

Face-to-face or word-of-mouth is the most effective advertising. Start by networking (above). Send press releases or feature article ideas to your local news editors at the newspaper, radio and television. Ask organizations to include an article or ad in their printed or online newsletter. Reserve space at your community's farmers market, county fair, home and garden show, etc. Have materials ready to hand out and be prepared to answer questions and interact with attendees. An in-depth Environmental Protection Agency (EPA) survey shows that individuals prefer to get environmental information from TV, radio and outdoor sources, many Phase II communities should consider their use strongly. Despite the high costs associated with broadcast media, it appears, to be both an effective and preferred source for many community residents.

Campaign Measurement

You have chosen your message, decided on a budget, planned your campaign and now it is being delivered. How do you know if the message went through? Ask yourself why you are conducting this measurement. Is it to fulfill a grant requirement, secure continued funding or determine whether changes in the message and method delivered are necessary?

It's important to start with a baseline of information. There are paid professionals who can conduct pre- and post-surveys for you. However, it doesn't have to be an expensive and laborious process. Before you begin your campaign, do an informal survey of your target audience. If the issue of focus in your community is general awareness, solicit input from the general public at a community fair or expo. If over-fertilization of lawns is the focus, conduct a survey at a home and garden show. Go where your target market is. Utilize questions that match your goals. Do you want to assess campaign awareness, change in behavior or change in behavior intent?

Conduct the same survey during the campaign implementation period. Make adjustments in your methods depending on the outcome of your surveys.

Conduct the same survey post-campaign to evaluate more long-term effectiveness.

Most importantly, don't get discouraged! Studies show that when we want to develop a relatively simple habit, like getting 10 minutes of exercise, it could take over two months of daily repetitions before the behavior becomes a habit. Keep putting the same message out long enough and people will remember it and act accordingly.