

# PUBLIC OUTREACH SUPPORT FROM THE DNR



One of the most important parts of a watershed project is public outreach, also called an information and education (I&E) campaign – you need a way to reach landowners and participants. After all, you wouldn't have a project without them. The DNR can help you with individual pieces – a news release, flyer or postcard, for example – or help you determine an overall plan for best reaching landowners in your watershed. Read on for assistance available to watershed project coordinators through the DNR.

## How the DNR can help

Jessie Brown is the DNR Information Specialist that works closely with the Watershed Improvement Program, including project coordinators. Contact her for assistance on:

### *Creating campaigns and plans*

Discuss planning options for the project as a whole or how to best promote an event, like a field day. How do you best get the word out, and what materials and events will help you?

### *Review materials for content, style and design*

The DNR can't write each news release or presentation for you - after all, you know the project best. But help is available to review these pieces for content, style and design before you distribute them.

### *Basic layout of flyers, posters, displays*

Just provide the basic information and how the piece will be used. Before they're designed, it's always best to discuss if these materials are the best ways to get the word out for a specific event.

### *Logos*

One of the DNR's graphic designers may be able to design a logo to give your project an identity and to give your letterheads, posters, etc. a professional look.

### *Newsletter templates*

Templates and a how-to booklet are available to

make the regular task of creating newsletters easy. Review of newsletters before you send them out is also available.

### *Project websites*

Any project receiving Section 319 funding can have a project website as part of the DNR's website. Use this as your main site or as a supplement to an existing one. Work with the DNR regularly to make sure info is up-to-date. The website is also a great place to share successes.

### *I&E Guidebook*

The DNR also offers the "I&E Guidebook," which gives project coordinators help on creating communications plans and developing individual pieces, including examples from existing watershed projects. The latest version of the guidebook was distributed electronically; contact the DNR if you don't have a copy.

### *Other projects*

Just because it's not listed here doesn't mean you shouldn't ask. The DNR encourages any questions about any aspect of a project's I&E effort. Our job is to help you get the word out in the best, most effective way to help you have the best project possible.

### *Service goals*

When you send an e-mail or phone call, expect a response to your request within 48 hours to discuss needs and timelines. Please give a few weeks' notice for requests for larger projects.

## FOR HELP WITH PUBLIC OUTREACH:

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