PUBLIC OUTREACH *for* WATERSHED PROJECTS

INFORMATION AND EDUCATION *guidebook*

IOWA DEPARTMENT OF NATURAL RESOURCES

Public Outreach for Iowa Watershed Projects
INFORMATION & EDUCATION GUIDEBOOK

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Developed by:
Iowa Department of Natural Resources

Author:
Jessie Rolph Brown

Design:
Kati Bainter
Justine LePore

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Authors:
Kim Coulter
Ross Harrison
Ubbo Agena

clean water
starts with you.
IOWA DNR WATERSHED IMPROVEMENT

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Why use outreach efforts?

Public outreach – including information and education (I&E) – plays an integral part in a water quality project's success. An outreach program is not one isolated set of activities; it is a plan that includes a number of large and small activities supporting the overall project. Whether you have two participants in your project or 200, you need outreach activities to meet your project's goals. If you do not have people willing to participate, you have no project. Reaching people and moving them to action is critical to your project's success. Effective outreach activities move an audience from unawareness through awareness, knowledge, understanding, ability and desire to participate. Outreach is not just public awareness; that is only the beginning.

Your job is more than just sending out information or trying to sell a product; your goal is to convince people to change their behavior for the greater good. Perhaps a landowner has plowed his fields the same way for 50 years, and that's the way his father did it – and you need to convince him to do it differently. Outreach plans that work to change someone's behavior use concepts and tactics commonly called "social marketing."

You've seen these campaigns every day, whether it's asking you to buckle your seat belt or to stop smoking. More information on using social marketing is included on page 3.

Outreach activities have been essential to producer participation in many water quality projects, convincing producers to use management-intensive conservation practices. Outreach also informs the public about project activities. The focus of outreach efforts often change over time from initially developing general awareness of the water quality problem and public support, to informing producers about conservation practices and why they should use them, and finally assisting farmers in the management and maintenance of the implemented practices.

Many excellent references can help you design and carry out outreach programs, including those listed in this manual. (See Appendix H-2, Credits.) Whichever you choose, make sure that your outreach program has:

- specific goals and actions;
- clearly defined target audiences for each action;
- messages that can be communicated simply in the language of your audience;
- personal, honest and interactive contacts with each audience.

Project coordinators have learned these lessons from previous water quality projects:

1. Outreach efforts increase producer participation.
2. The most effective approach to gaining participation is one-to-one contact.
3. Although one-to-one contact appears to be a necessary condition for project success, it is not sufficient if producers do not support the objectives and goals of the project.
4. Because of their importance as a means of encouraging producers to participate, outreach

strategies must be developed along with a project's main goals and outreach efforts must start in advance of project implementation of conservation practices.

5. Research plots and field demonstrations in the project are important sources of information.
6. In many projects, it is essential that trusted local community members help conduct outreach efforts.
7. Practices that are management-intensive, or structural practices that involve storage and land application of manure, require a greater amount and a more continuous outreach effort than do practices that are constructed and maintained only annually.
8. A a well-defined work plan, good inter-agency cooperation and communication, and stable funding are important to a the success of an outreach effort.
9. Outreach efforts are not as effective when agencies stop communicating on those efforts, conflicting messages are sent from the agencies to farmers, or funding for outreach activities is insufficient.
10. Non-governmental organizations may carry out useful components of an outreach program.
11. Specific services provided through outreach programs can encourage producer participation and enhance technology transfer.
12. Outreach programs should continue to use many information delivery methods, such as letters, newsletters, radio spots, videos and newspaper articles, which in themselves may not be the most effective methods of promoting the project, but do serve as a continual reminder of project activities. However, these should not be your main focus.

Implementing Social Marketing

GOING BEYOND AWARENESS TO FOSTER BEHAVIOR CHANGE

Social marketing techniques are a natural fit for watershed improvement projects. While we want to inform people of water quality issues and raise their awareness, our projects go nowhere if we do not convince people to change their current behavior. It may be getting people to stop a behavior, such as to stop dumping trash down a storm drain, or to adopt a new behavior, such as installing terraces. Or could it involve both, such as a move from traditional tillage to no-till farming. But it's not as simple as flipping a switch; there's a lot of convincing to do to get people to change their habits. Social marketing uses marketing principles to influence an audience to adopt, reject or modify a behavior for the common good.

If you want people to change their behavior, you need to understand why people do (or do not do) things a certain way. You need to understand what barriers keep that audience from changing their behavior. Often, people do not take part in a behavior because they are unaware of it or its benefits, they perceive difficulties in participating or feel they benefit more from their current behavior. Those difficulties can fall into a range of categories, including social pressure (other people in the community will think I'm odd for installing this practice) and financial issues (costs of installing conservation practices). By knowing what keeps a person from doing our preferred action, we can better target our messages and delivery methods to help them overcome those barriers.

People naturally move to actions that have high benefits and low barriers. For example, why put a low-phosphorus fertilizer on my lakefront lawn when I can get a green lawn with a less expensive fertilizer? To change behaviors, you may need to increase the benefits of and decrease the barriers to the target behavior. Or, you could increase the barriers to and decrease the benefits of the undesired behavior. For example, working with the local nursery or lawn care service to provide coupons on low-phosphorus fertilizer may decrease a barrier to a homeowner using more lake-friendly fertilizer.

However, realize that what one person perceives as a benefit may be a barrier to another, and it is important to consider social and cultural influences on our audiences' behaviors. A landowner may shy away from a new conservation practice because no one else in the farming community uses that practice, and he feels he may be seen as odd or a bad farmer by his neighbors. Some landowners have avoided no-till farming because it looks "sloppy" and would not be appreciated by neighbors, but found numerous benefits when they eventually applied the practice. A good way to learn your audiences' perceived barriers and benefits, including social ones, to various behaviors is to ask questions in a pre-project survey. (See Appendix G-5, Surveys, on page G-11.)

When working on behavior change, asking for a person's commitment to the project may help keep them active in the project and help others change their behavior. Many watershed projects already ask landowners participating in the project to place a large sign in their yard or next to the road, proclaiming them a project participant. With a sign like this, landowners feel compelled to keep up their terraces or grassed waterways. Urban projects use similar lawn signs, and printing participating landowners' names in a "thank-you" newspaper ad also holds them accountable in the community. And in Iowa, being seen by others as consistent, or "keeping your word," is a highly valued trait.

Unfortunately, only a few people will participate in a practice or behavior simply because it's "the right thing to do." People will often behave a certain way to receive an award, to get a favorable reaction from others, or to avoid punishment or a negative reaction from others.

As you create your outreach plan based on these social marketing concepts, please keep the following in mind:

- Learn all you can about your audiences, their barriers to change and perceived benefits, and model your campaign and messages accordingly.
- Avoid "the sky is falling" messages – gloom and doom messages and threats tend not to be effective.
- If you use incentives of some type, such as prizes, understand that some people may revert to their old behavior when that incentive is removed.
- Keep track of your marketing efforts and evaluate them as you go. The lessons you learn from each effort will help you improve future campaigns and will help other project coordinators as they develop marketing and outreach efforts.

Developing Your Public Outreach Program

INCLUDING OUTREACH IN YOUR WATER QUALITY PROJECT WORKPLAN

Outreach goals do not exist independent of your project goals – actually, your project goals should drive your outreach strategies and goals. As you're developing your outreach plan, creating short- and long-term outreach goals makes your outreach program more manageable and prevents you from losing sight of overall objectives by directing too much attention to one type of activity or another. That's why it's important to start planning from the onset of your project – outreach is not effective when it's an afterthought or created separately from your project goals and plan. Prepare realistic goals; do not expect results to come quickly. The outreach program is an important tool to focus your efforts and evaluate progress. (See the Plan of Operations - I&E Program sample on page 19.) It should set a course for the program by ranking activities and helping you see that goals are achieved in a timely manner.

Watershed projects use a wide variety of outreach activities to reach their audiences. Providing tips on how you can use these same activities and others in your project is a primary purpose of this guide. This information is covered in the following pages.

Here are a few activities you may want to consider for your project's outreach program:

• using a project advisory committee or team, comprised of persons representing the major interests found in the project area, to inform residents about the project and to seek their participation. The committee typically includes farmers located in the project area, local governmental agencies and organizations, farm commodity groups, and the public;

• holding one-on-one or small public meetings with persons living in the project area for purposes of explaining the project and soliciting support and participation;

• preparing and distributing printed materials (discussing the need for and scope of the project, listing cooperating agencies/organizations, and identifying opportunities for individual citizen participation). Distribution may either be limited to residents of the project area or cover a greater area (community or countywide, etc.);

• holding workshops or demonstrations on specific programs or practices—commonly used to inform and educate farmers and other persons on specific practices, such as conservation tillage, nutrient and pest management, etc.;

• developing and using audio-visual materials, such as slide show presentations (such as PowerPoint), photos, videos

WHO AM I?

Project coordinators work in partnership with so many agencies and organizations that it's sometime difficult for the public to distinguish who you "work for."

It's important to always identify yourself to landowners, the public and media as the coordinator of your watershed project, first and foremost. Be consistent.

When you have the opportunity, explain how the watershed project is a partnership between landowners and the DNR, DSC, NRCS and your local SWCD. Make sure all your partners get recognition for their role in the project.

and DVDs, and the media to inform residents of the project area and other local or regional audiences regarding such topics as the need for and the scope of the project; the practices being used in the project; and the benefits resulting from the project. Audiences may include public officials, schools, service and farm organizations, etc.;

• developing news articles and reports for newspapers, radio or television;

• developing a volunteer monitoring program or involving project participants and the general public in other water quality activities that support the project. Volunteer monitoring could also be used as an outreach tool for area schools or groups such as 4-H, science clubs, Future Farmers of America, Scout troops or environmental organizations;

• developing a series of self-guided tour sites within the project area, with each site being used to demonstrate one or more of the practices being implemented under the project. Each site should be clearly marked and brochures, signs, or other outreach materials should be available to explain conservation practices found at that site.

As these examples show, a public outreach program is more than the occasional news release or brochure. It is working with the media to ensure your message is communicated effectively and meeting face-to-face with your watershed's landowners. A 2007 survey of Iowans' perceptions of water quality by the Heartland Regional Water Coordination Initiative asked what resulted in a person changing his or her mind on environmental issues. For most respondents (57 percent), it was news coverage, but also first-hand observations and experiences (49 percent), and conversations with other people (40 percent). Compare this to less than 10 percent of people saying financial considerations changed their mind on an environmental issue.

Your public outreach effort should use the project activities and accomplishments to make people within and outside of the immediate project area aware of the problem(s) being addressed, the practices or other methods used to control or prevent the problem(s), and the project's success in controlling nonpoint source pollution. The following six steps are important in creating an outreach plan for your project.

1. USE PUBLIC OUTREACH TO MEET PROJECT GOALS

While it is easy to jump immediately to planning activities, you first need to identify the problem your project is addressing; the audiences you need to reach in order to solve that problem; and how best to reach those audiences and move them to action. It is important to focus on the problem(s) your water quality project is addressing and develop outreach strategies to meet the specific goals and objectives of your project. Clearly identify the problem to set specific and realistic objectives for the outreach program in terms of changes in public knowledge, attitudes and behavior. Developing a detailed outreach program from the start can assist in the overall project development.

The ultimate goal of the outreach effort is to encourage voluntary adoption of your project's practices to help meet water quality goals, and to create a sense of responsibility and ownership among landowners and the community. Your outreach effort should be aimed at identifying and overcoming obstacles to behavior change and could include the following:

- increase understanding of water quality problems and associated costs;
- increase voluntary use of conservation practices by landusers;
- improve understanding of types and sources of assistance and information on water quality issues;
- increase requests for assistance on water quality issues;
- increase appreciation for the benefits of using practices;
- build the prestige of practices with farm operators and producers.

You will need to develop specific, measurable objectives. For example, problems should be listed, then the goal to solve the problem should be established, followed by developing individual objectives to achieve the goal.

If the problem is gully erosion, and the goal is to reduce the sediment load coming from the gully area, objectives of the outreach component could range from taking photos to document the before and after differences in the gully to giving tours of the gully before and after installation of a conservation practice.

- establish a realistic timetable, considering time frames of the funding programs supporting the project
- use specific action items and remember to identify types and sources of resources necessary to accomplish those items;
- list in your outreach plan a clear description of the responsibilities that various groups and individuals have to complete specific activities. (See the Plan of Operations - I&E Program sample on page 19.)

When starting a project, you should announce its beginning to the public in the watershed and to nearby areas which may be interested in it. Who, what, where, when, why and how are important to increase public knowledge of the project.

2. DETERMINE YOUR TARGET AUDIENCES

The first part of any successful watershed project or outreach effort is to know and understand your audiences. Who is the primary audience? Are there additional audiences you'd like to target? You must adapt your messages to their characteristics, attitudes and values, working to identify and overcome barriers that keep these people from participating in your project. The "general public" should never be your main audience for an overall outreach plan.

The type of strategies and materials you will use is determined by the target audiences to which you need to reach. It is important to identify the primary audience and avoid trying to reach *all* of the possible target groups at once. You will not have the time or the funds to reach everyone, so focus on those who can make the largest impact in your project. It's like a targeted watershed approach; why spend all your funding to install practices on land where it will have a minimal impact on water quality, when you could install practices in a priority area? When deciding upon your target audiences, consider the following list.

Watershed community

- farm operators:
  - type of farm operation, major crop, livestock enterprises
  - personal characteristics, education, financial resources
  - natural resource base (highly erodible land, wetlands, etc.)
- landowners and users, including absentee owners and tenants
- agricultural finance banks, associations, agencies
- land management agencies, farm managers
- watershed advisory committee

Other community groups

- state and local lawmakers
- local and regional media
- agriculture service businesses
- environmental organizations, including outdoor sports enthusiasts
- water users (drinking water and/or recreational interests)
- youth, students and teachers
- community leaders
- special interest groups
- civic organizers
- local government agencies
- technical specialists

3. RESEARCH YOUR TARGET AUDIENCES

Currently, what do your audiences know and what behaviors do they exhibit about your project? About water quality in general? What do you want them to know? What attitudes do you want them to have? What degree of change in attitude do you want them to make? What keeps them from making changes in how they manage their fields, yards, businesses or homes?

The content of your messages should depend on the needs of the specific target audiences and your project goals. For example, some messages may focus on the costs of erosion problems and benefits of soil conservation. Other messages could be aimed at explaining conservation programs and policies, including their relevance to the target audiences. A pre-project survey to gauge your audiences' awareness, knowledge, technical understanding and attitudes can help you best focus your outreach efforts. For example, a 2007 survey of Iowans found that 30 to 50 percent of respondents didn't know if specific pollutants (nitrates, pesticides, animal waste, etc.) affected their local water quality. (See Appendix G-5, Surveys) A number of studies have found that most people, especially urbanites, don't know what a "watershed" is (although they tend to guess it's that big thing you store drinking water in - a water tower).

Some efforts concentrate on the more progressive farm operators who tend to be more innovative and willing to change practices. The challenge will be to motivate the harder-to-reach audiences of farm operators who are less likely to implement water quality practices, because they also must participate for the project to be successful – especially if their land is a targeted priority area for practices. You will want to focus on targeting landowners, whether quick to volunteer or harder to reach, in priority areas in the watershed that would benefit most from conservation practices.

For example, you may need to target part-time farm operators with smaller operations who generally are less likely to practice conservation. Farm operators with less formal education and less contact with local agencies also will be harder to reach with traditional outreach efforts. In addition, absentee landlords often are difficult to reach, but they play an important role in conservation management decisions. In some watersheds it may be necessary to place more emphasis on educating landlords, farm management firms, and other organizations that increasingly make management decisions about agricultural land.

LOCAL LEADERS

A landowner in the Coldwater and Pine Creek watershed was reluctant at first to become involved in the project. After he got involved, though, he became one of the watershed project's loudest advocates, leading project coordinator Corey Meyer to feature him in a project newsletter.

"After we published an article on that landowner in our newsletter, interest and participation in the project has risen dramatically in his neighborhood," says Meyer. "He has gone out of his way to relate his success story, and is now an advisory board member."

Members of the larger nonfarm public also are important target audiences for many conservation messages. Certain nonfarm groups and individuals can play an important role in supporting the project. (See Appendix H-1, Networking with Resources.)

Yet, all this information is anecdotal. To have the most effective outreach, you need to research the landowners and other audiences in your watershed. In a small watershed, it could be interviewing each of the landowners. In other cases, it may be surveys of your audiences - landowners, business owners, watershed residents, lake users, homeowners. It could be focus groups. Whatever your method, you will want to explore:

- Barriers to participation in the project (generally adopting conservation practices)
- What incentives may encourage them to participate
- How they would like to receive information regarding the watershed project and/or waterbody
- How they make decisions regarding their land, water quality, business/farming operations
- Knowledge of and feelings about water quality and conservation in your watershed

Ask farm operators and members of other target audience(s) what channels of information they rely on. Include questions on media use in your pre- and post-project surveys to better target your messages. An advisory committee including one or two individuals from your target audiences may have valuable ideas that will fit your unique local situation. Identify and recruit individuals and organizations that should be involved with the outreach program. Encourage local "opinion leaders" to serve as credible channels for your messages. When you have this information, you can better strategize and focus your outreach messages and activities.

4. USE RESEARCH TO STRATEGIZE OUTREACH

What would you like them to do? What could they be doing to improve water quality? Your message should motivate your target audience to take action. Some of the most important motivations include money, convenience, family needs, resource ethics, community acceptance and a sense of accomplishment. Use the results of your audience research to craft messages to help your different audiences commit to conservation.

Once you have your messages crafted, you'll need to brainstorm ways to deliver those messages. Some different delivery methods are listed later in this section and explained in detail in the appendices.

As you work, it may be helpful to organize your outreach plan by each of your project goals. For each goal, use your audience research to list barriers to participation and ways to help that audience

ORGANIZING YOUR OUTREACH PLAN

(Layout your outreach plan for each project goal. The following is an example of one goal with two audiences.)

GOAL 2: Reduce sediment delivered to the streams by 30 percent.

Audience 1: Urban residents in targeted areas with property along stream

Known barriers (based on research results):

- Belief that taxpayer money, not individual landowners, should pay for/make improvements
- Majority of survey respondents (63 percent) interested in only minimal project participation
- 25 percent believe regulations protecting the watershed limit their choices and personal freedom
- More than 50 percent of landowners are not sure if water quality is declining in the creek

Assumed barriers (research needed to verify):

- Cost
- May be unsure who owns or is responsible for maintaining streambank
- Concerns of drawing wildlife undesirable to homeowner
- Limited or no knowledge of water quality problems, homeowner impact, solutions
- Weak ties or lack of a sense of ownership in creek

Possible solutions:

- Show benefits of streambank stabilization practices to creek and homeowner's yard
- Show homeowner what city is doing and explain why additional work on private land is needed
- Emphasize financial (cost-share and grant funding) and technical assistance available
- Help residents develop a feeling of ownership in the creek

Messages:

- Financial and technical assistance is available to help you shore up your streambank.
- We have a responsibility to take care of the stream in our backyards for the good of our community.
- The health of Dry Run Creek depends on individuals.
- Protect Dry Run Creek for our kids that splash and play there

Message delivery:

- Neighborhood-level meetings in targeted areas
- Annual workshop on urban practices and issues (create a plan to promote this)
- Find local "block leaders" – respected and trusted neighbors who serve as examples and spokespersons for project
- Direct mail pieces
- Incentive program (earn participator yard sign and prizes, etc. from local businesses) (create a plan to promote this)
- Run simple "thank you" ads highlighting outstanding landowners or participating neighborhoods in newspaper

Audience 2: Rural residents (streambank, sheet and rill erosion)

Known barriers (based on research results):

- Only 16 percent of survey respondents were rural landowners – difficult to determine needs specific to ag audience based on this info

Assumed barriers (research needed to verify):

- Cost
- Conservation tillage seen as "sloppy farming"
- Perceived concern of attracting "undesirable" wildlife
- Loss of farmable ground

Possible solutions:

- Show benefits of conservation tillage, grassed waterways and filter strips to farming operations
- Emphasize financial and technical assistance available
- Promote wildlife benefits to interested landowners
- Conduct follow-up survey among only rural landowners

Messages:

- Conservation tillage can save you soil, time and money
- Keep soil on the land and out of the water with grassed waterways and filter strips
- The watershed project can help get practices on the ground with financial and technical assistance

Message delivery:

- Letters to targeted rural landowners explaining practices available, benefits to their farming operation, and how the project can help (financial, technical)
- Follow-up phone calls and one-on-one meetings to landowners in targeted areas
- Annual workshop focused solely on agricultural and rural practices and issues (create promotion plan)
- Partner with local agriculture organizations and businesses
- Submit articles to local ag groups, publications
- Field days highlighting conservation tillage, grassed waterways and filter strips
- Find local "field leaders" – respected and trusted individuals in the farming community who can serve as an example and spokesperson for project in his/her area.
- Have information on practices and financial and technical assistance available, and benefits of practices to farmers, available at co-op and seed dealers

OUT IN THE FIELD

The selection of a field day site and discussion topics can have a large influence on the number of people that attend, according to Eric Palas, coordinator of the Ensign Hollow watershed project.

The project sponsored a forestry field day at the St. Sebald church property that covered both forestry topics and the history of the church, which was founded by missionaries in the 1800s.

"Although November temperatures were below 30, the field day was well attended, and the church auxiliary served up hot chocolate and cookies," Palas said.

In addition, the project expands on field day audiences by following up each event with news releases and project newsletter articles. Palas also carries extra copies of field day newsletter articles to use as handouts.

overcome those barriers. Then list possible messages to that audience and ways to deliver that message. If you have multiple audiences to reach regarding one project goal, it may help to break these out by audience. An example follows on the next page.

Also keep in mind that outreach efforts should not come just from the project coordinator. Seek out staff of local sponsoring agencies and other project supporters, like your project advisory committee or team. Respected farmers in the community or residents in a neighborhood can be great informal or formal spokespeople for your project, delivering the messages one-on-one in their everyday interactions with their neighbors. They all need to be part of your outreach efforts. They can help develop and refine these messages. In particular, tap the expertise of the mass media, project coordinators and others to develop clear, concise messages, written in a popular, nonthreatening style. Other coordinators can tell you what has worked for them, what hasn't, and what might work in your area. (See Appendix A, Designating Target Audiences and Their Goals.)

Message Delivery Options

How can you best reach your audience? What is the most effective way to reach them? Which media fit their lifestyles? After you've identified your audience and researched them, use those research findings to develop your messages and identify ways to get the message to your audience. Recognize the trade-offs between the effectiveness of the tool or technique and the effort it takes to use that tool.

Different approaches and delivery methods should be used for different purposes. Mass media is useful for informing a large audience or reinforcing messages with simple concepts. However, mass media cannot provide detailed answers to specific questions, and these media are not very effective at motivating people. Posters and direct mail can announce new programs or policies. Leave brochures on conservation practices with landowners after a face-to-face meeting. Farm operators rely heavily on farm suppliers, their neighbors, friends and local leaders for information. Wherever possible, you should promote informal farm operator interaction through meetings, tours and other events where you can have face-to-face interaction. In most cases, you will not want to rely on one tool only; instead, you should use multiple techniques.

It is important to understand that people have different styles of learning. For example, some people need to read about a topic before hearing from a speaker; others can only make sense of the

reading after they have heard the speaker. Because of the variation in the way people learn, the kinds of outreach activities and methods should be diverse. Explore the brief descriptions of different methods below, then turn to the appendices for more detailed explanations, examples and how-tos. You can also use the U.S. EPA's toolbox of outreach ideas at www.epa.gov/owow/nps/toolbox/

Personal Appearances

Most water quality project coordinators are called upon at some time to provide information to a public group through personal appearances. Responsibilities as a speaker will increase with responsibilities in your profession.

Public Speaking

What is your purpose in making a presentation to a group? If you want to convince your audience, the reaction you seek is agreement. If you're planning to inform the audience, the reaction you want is clear understanding. Perhaps you want to stimulate action. Whenever possible, narrow your purpose and clarify what you want to happen as a result of your presentation.

What is the purpose for public speaking?

- inform about project;
- increase awareness of conservation practices and their use;
- stimulate action (i.e. sign-up to participate in a program).

You can generate public awareness, and increase knowledge and understanding, by speaking to various groups. However, if you've been asked to speak to three groups—a farmer's group, a city business club and a homemaker's organization, it would be ineffective to give exactly the same presentation for each group. Your remarks should be slanted to reflect the particular interests and knowledge base of your audience. Any audience may be good, but with limited time available to you, select those that are the highest priority for the success of your project.

ASK PERMISSION FIRST

Your mother was right - always ask permission first. This is an important thing to remember as you put together newsletters, posters, flyers and other materials. It's often easy to take the local newspaper's story or photo and plop it in. This material is the property of the newspaper and is copyright protected - you will need to ask permission and possibly pay a fee to use it. That goes for many other publications and most things posted on the Internet. To be safe, always ask permission first if you didn't create it yourself.

You may need some coaching or training to be a good public speaker. Handouts and visual aids can reinforce your message. (See Appendix G-1, Visual Aids.) By speaking at community clubs, church groups or other public appearances you can inform and educate the public and build support for the project. (See Appendix B-1, Public Speaking.)

Public Meetings

When setting up a meeting, remember that you need a specific purpose and agenda. This is especially true for your advisory committee meetings. Otherwise, interest may fail and your attendance may drop. Also, meetings in which participants are asked to interact, such as an "open house" style meeting, are more effective than those with only one-way communication. Talk with your audience instead of talking at them. Some examples of interactive (two-way) communication include breaking a large group into small discussion groups or asking participants to indicate their water quality concerns on a watershed map.

Large public meetings often lead to posturing on both sides rather than problem-solving or meaningful dialogue. Instead of waiting until a formal meeting is necessary, consider other options for exchanging information, such as newsletters, telephone hot lines, information booths at community events, advisory committees, etc. Most importantly, attempt to hold informal meetings with interested parties and maintain contact on a routine basis. The more complex the issues, the wiser it is to meet with the affected groups frequently, separately and informally. (See Appendix B-2, Public Meetings.)

Workshops and Demonstrations

Workshops and demonstrations can be useful to reach those groups that need technology transfer to make decisions. You need to determine which of your project goals may be suitable in a workshop or demonstration situation. For example, development of a nutrient management plan can be taught in a combination of workshops, training sessions and field tours, but may be less effective shown just in a field tour.

Workshops and Training

By holding workshops or training sessions, you can increase knowledge and awareness of the use of conservation practices. Specifically invite those who are likely to use the workshop training, but also let the general public and other specific audiences know you are holding the workshop. A specialist on the topic or you could provide training on these new skills to stakeholders within and outside the watershed.

The best people to conduct your workshop may be a combination of local participating farmers and a local agency expert. Start the workshop or training session by identifying the problems of the watershed. Follow by recommending solutions that can be used on various land types. You will need to focus on informing your audience on the value and use of conservation practices, and showing them the effectiveness of the solutions that are used. This can be done by showing reductions in pollutants or economic benefits to the landuser. (See Appendix C-1, Workshops & Training.)

Demonstrations and Field Tours

Project tours can be especially effective in educating advisory committees and other interested people. Tours that are most successful are carefully planned in advance and feature knowledgeable speakers at the various stops. A demonstration or tour is one of the best ways to illustrate concepts related to watershed improvement and visually show progress being made by the project. Tour sites outside of the project area may be helpful to participants to compare similar problems with varying solutions.

Demonstration sites can exhibit new and innovative technology and should be accompanied by signs, brochures or staff at the site. Field tours can allow participants to observe resources to be protected, view those conservation practices that were installed, and learn how the conservation practices operate and impact water quality in the watershed. (See Appendix C-2, Demonstrations & Field Tours.)

NEWSLETTERS

Newsletters have been an effective tool for Elk River coordinator Leah Sweely, who has received calls from people after they've read about opportunities in her newsletter. "Several calls were from people who have not worked with NRCS for years," she said.

Special Events and Open Houses

The contribution of special events to your water quality project can be valuable. Examples include a "kickoff" open house for the startup of your watershed project activities or a special event after major conservation practices have been put in place. By holding these events near the project waterbody you provide an opportunity for a question and answer period and on-site education. Scheduled early in the project, these events set a positive tone for the rest of the project.

Consider asking for space on bulletin boards at governmental or business office buildings, community bulletin boards, and even T-shirts. It is sometimes possible to persuade a local radio station or newspaper to cosponsor an event. This partnership can provide the station or the newspaper exposure as a good corporate citizen and offer your agency expanded publicity and recognition for the project event. (See Appendix C-3, Special Events & Open Houses.)

Mass Media

It's common courtesy and a good idea to invite local media to a major project event. Numerous organizations have successfully used professional media, such as newspapers, radio and television, by convincing them to report their activities to the public. They have traditionally used the news release and special project events as means for attracting such attention. It can also be beneficial for your project if you develop working relationships with reporters and editors. Iowans who responded to a 2007 survey by the Heartland Regional Water Coordination Initiative reported that they get their information on water quality primarily from newspapers (74 percent) and television (64 percent), making these media highly valuable for outreach efforts. Methods for attracting media coverage are discussed in this section. These methods will typically reach the general public, community and civic organizations you wish to target.

Writing and Correspondence

Writing can be difficult for many people, especially if there is a deadline involved. Many beginning writers make the mistake of learning too little about their audiences. You will succeed as a writer if you know your audience's personal characteristics, occupation, educational and income level, etc. Readers fail to understand us when we fail to understand them.

Letters can have the connotations of a personal, sincere, individual message. If signed individually, the impact can be great.

One difficulty, as with anything written, is readability. The message must be simple, straightforward, accurate and concise. There are no chances for face-to-face contact and no questions can be asked. There are usually no illustrations, so their attractiveness depends completely on neatness, briefness and arrangement. Many letters are usually discarded as junk mail, so every effort must be made to stress the personal nature, the truth and the importance of a letter. Remember to use everyday language rather than jargon or technical terms (See Appendix E-1, Writing & Correspondence.)

Printed Materials

Printed materials remain a primary delivery system for outreach, even in an electronic age. Nothing has proven more user-friendly that well-written, well-designed and neatly produced publications. They give specific instructions to reach a desired result. They provide more detail than can be handled through other media, and they supply the audience with information for future reference. All this can be accomplished with relative speed, comparatively low cost per contact, and the

GET YOUR MESSAGE OUT

The Muchakinock Creek Watershed Project uses postcards for events and meeting reminders – times when extensive background on the project isn't needed. The project also sends postcards to busy people like legislators and local conservation groups. Postcards are straightforward, colorful and stand out from the normal stack of mail, and they're easy to tack up on the fridge.

expectation of a good result. Iowans that responded to a 2007 survey from the Heartland Regional Water Coordination Initiative indicated that they would most like to receive information as printed fact sheets and bulletins, followed by newspapers and TV. (See Appendix E-2, Printed Materials.) Of course, rely on your audience research to see what will work best in your watershed.

Working With the Media

Maintaining a good relationship with your local media is critical for the success of your watershed project. Get to know your local reporters and editors for newspapers and radio and television stations. Respect the local media, and they will be more likely to work with you. Make sure specific media outlets do not get special treatment; news releases and story ideas should be pitched to all your regular contacts. Respect reporters' deadlines - typically 11 a.m., 3 p.m. and 9 p.m. for daily media. Weekly newspapers generally need a two-week window. (See Appendix D-1, Working with the Media.)

News Releases

A good practice to follow is to send news releases out only when you have a story to tell. You don't want to send too many or the media may not respond to the important ones. Don't say anything you wouldn't want to hear on the news or read in print tomorrow morning. Anything in a news release is fair game – some papers will even run them verbatim. News releases are issued for a few purposes:

- to initially announce the project and/or cooperators;
- to announce an upcoming event and invite the media to cover it and the public to attend it;
- to provide background information for the purpose of educating the public about local water quality and your project's goals and activities.
- to announce major successes and funding opportunities for landowners.
- to educate your community on why they should help improve water quality and how.

Deliver your news releases to the news media or environmental newsletters covering your watershed. It can be helpful to assure your news items are published by personally delivering the news release at the newspaper office and by talking to the editor. At the very least, call the editor in addition to sending the release. (See Appendix E-4, News Releases.)

Magazine Articles and Feature Stories

Feature stories and magazine articles differ from straight news in one respect – its intent. A news story from a news release provides information about an event, idea or situation. The feature does a bit more, it may also interpret or add depth and color to the news, instruct or entertain.

Editors and reporters of magazines and newspapers are looking for something timely, unique, interesting or new. Think through how to take advantage of the maximum effect of feature coverage. If you've established a relationship with a reporter at the publication, give them the story ideas. They may just follow up on your lead.

We can learn from the people in our own community on how to get news coverage. For example, if you see a story in a magazine or newspaper similar to one you'd like to see published about your project, talk to the agency that got publicity and ask how it was accomplished. You can do the same for an appearance on radio or television. (See section on Feature Programs, on page 16.)
If your project gets publicity in a newspaper or magazine, make a point of ordering and distributing reprints to your target audience or those who may not have seen the original. (See Appendix E-5, Magazine Articles & Feature Stories.)

Project Newsletters
Unlike news media coverage of your project, with your own newsletter you control what is actually written. Make use of this opportunity to go into greater detail or more fully explain your project.

- be accurate;
- be interesting;
- be dependable;
- use everyday language.

Newsletters published two to four times a year can discuss practices being implemented in the project, financial incentives being offered for conservation practices, application requirements and deadlines for sign-ups. Make the most of a newsletter – by using certain folds, the newsletter can become a self-mailer, cutting down on the cost of envelopes and postage weight.

Newsletters should be published on a regular schedule, but at a rate where there is enough information to fill a newsletter. If you have trouble filling a newsletter every other month, consider publishing quarterly. While it may be easy to use articles from other newsletters and publications, using original content seems more credible. Make sure all your articles have a direct tie to your project and are not just filler. If you do decide to use an article or photo from another source, always consider copyright issues and ask permission first. This includes work from your local newspaper, items posted online and from other agencies. (See Appendix E-7, Project Newsletters.)

Brochures and Fact Sheets
Simple 8.5 x 11 or more complex, multi-fold brochures can do much to "document" your water quality project and give it authenticity. You might find places to distribute them in doctor's offices, agriculture chemical dealers, co-ops, science or vocational agriculture classrooms, libraries, or even grocery check-out stands. Use mailing lists you create or borrow to assure effective distribution. (See Mailings, on page 15.) Brochures can also be effective when they are left with a person after a face-to-face meeting.

You may not be limited to developing your own brochure or fact sheet. Other agencies have publications that may deal with topics of importance to your project. These publications can be distributed at your project events and they are usually available for a small fee if ordering large quantities. (See Appendix E-8, Brochures & Fact Sheets.)

Posters and Flyers
You may need to look beyond the print and broadcast media. For example, there are store bulletin boards and public building information panels. Posters and flyers can be produced quickly and cheaply and be placed in these high traffic areas, helping your efforts in several ways by:

GET ROLLING

Eric Schmechel , the coordinator of the Upper Catfish Creek watershed project, worked with a broadcasting student at a local college to produce a 26-minute documentary on the watershed. The film aired on the local public access channel, was shown to college students, used at workshops and made available to a nearby nature center.

• informing many people about an upcoming event;
• explaining your water quality project or activities;
• providing news about the long-term project plan and your agency.

As appropriate, consider asking for space on bulletin boards at schools, churches, and office buildings, on grocery bags, even on restaurant placemats. You can also insert your flyer inside other organizations' publications like the chamber of commerce, service clubs and major employee newsletters. However, don't count on posters and flyers alone to sell an event or practice. (See Appendix E-9, Posters & Flyers.)

Annual Reports & Updates

Annual reports and monthly and quarterly updates are required in most water quality projects. These normally describe all work activities and associated expenses in carrying out the project during the specified reporting period. They should also report the progress made toward achieving the overall project objectives.

Due to the specific reporting requirements of the funding agencies and technical language used, these reports may not be suitable for the media or the general public. However, they can be used as a basis to develop either a separate report or news article for use by the media or public. Whether it be a monthly update, annual or final report, it is a chance to tell your story.

Mailings

Direct mailings are used for letting people know they have the opportunity to participate in project meetings and events. Let them know about deadlines or funding opportunities. With direct mail you can make contact with a far greater number of people than you can through visits and phone calls.

Make sure you select the tool or technique best suited for the job you have in mind. If you have a message for a large audience, perhaps one of the mass media is your best channel. But if you want to pinpoint an audience, direct mail may be the logical tool to use for your printed materials. (See Appendix E-10, Mailings.)

Broadcast: Radio, Television and Cable

Many hours of free time on television and radio public affairs programs and cable systems can be used to inform the general public about your water quality project. The key to successfully promoting a story to a talk show producer or guest coordinator is to mix timeliness with consumer interest. For example, if your audience wants more information on scouting for weeds or insects, wait to promote it to the producer until right before the summer when these pests are becoming a concern. This way the information will be timely and interesting.

Feature Programs

In order to obtain a feature program on radio or television you must convince the producer or reporter that your project is newsworthy and worth reporting about. Write to them describing the feature program you would like to see and provide facts and information about your project and its

activities. Include your project's brochure or fact sheet. Close the letter by saying that you will call in a few days to discuss the feature.

When you call the producer or reporter, be courteous and helpful, not pushy. Remember it is their job to decide if the story is worthwhile. You can point out the highlights and various angles of the story to help spark their interest. If they reject the idea of a full feature, you could suggest that parts of the story be used in relation to other special events or issues. For example, your project is involved in a watershed activity that will establish a grass waterway for rain-water runoff. This activity could be tied into a story about the rainfall amounts occurring during a recent storm. You can do the same for an article in newspapers or magazines. (See section on Magazine Articles & Feature Stories, on page 14.)

It is customary to submit ideas to one station at a time. If you are rejected once, you can alter the idea or story so that it will be more attractive to a different station. If your feature is used by two different stations without the producer or reporter knowing that a second source was also covering the story, neither station may listen to you again. (See Appendix F-1, Feature Programs.)

Public Service Announcements

Radio and television public service announcements (PSAs) are another way to increase your project's outreach. PSAs can be targeted to special groups and the majority of radio and television stations provide free broadcast time. Your project may find that PSAs are an effective way to spread the word without breaking your budget. Some PSAs are broadcast in prime time, most in not-so-prime time. The cumulative effect of the messages add up. Repeated exposure and continuous effort can be effective. However, there may be added costs in producing the radio or television spot, and these may not be the most effective vehicle for every campaign. When used, PSAs should be a supplementary delivery method, not your only method. (See Appendix F-2, Public Service Announcements.)

Interviews and Talk Shows

Many radio and television stations air locally-based interview shows that frequently feature people involved in the political process or representatives of special and public interest groups in the city or state. Your appearance on one of these shows could carry your project's message to hundreds of people throughout your area. Some projects have standing spots on local radio shows. (See Appendix F-3, Interviews & Talk Shows.)

Miscellaneous

Other tools, such as awards, videos and displays can also be used to reach a variety of audiences.

Awards

Many agencies and businesses recognize the contributions of project participants, volunteers and helpful individuals in their communities. Some award certificates of appreciation or plaques, others provide scholarships or give cash prizes. Farmers, teachers, or ag-business cooperators may all deserve recognition for a job well done. If you know of an award being presented by another agency, you can nominate your participants for that award. It'll not only make your participants happy but gives your project the recognition it deserves.

Remember that public funds should not be used when purchasing awards and gifts, you may need to use private funds if they are available. If you decide to create your own awards program, it is best to double check with the DNR to make sure the landowner, business or group does not have any legal actions pending with the DNR.

At the Pine Lakes Water Quality Project, an award is given out annually to the watershed participant(s) with the most outstanding efforts. The award was originally started by the Grundy County SWCD to recognize farmers efforts to implement their resource management system plans. It has now become a cooperative effort with the commissioners from both Grundy and Hardin counties being the judges. The award winner is featured during the annual banquet along with local newspaper coverage and a special project sign is placed on the award winner's land.

Visual Aids

Take time to select good visuals that support your speech or publications text. Tools like PowerPoint slide shows, handouts and publications need good photos, drawings, graphs and charts to help the reader or listener understand your message. Use illustrations, photos, clip-art or a large subheading with decorative type. Make sure photos are clear, crisp and not stretched or pixelated. Remember to proofread everything very carefully. Clarity in the graphic is important. Otherwise, you may lose the credibility that you established in the text or speech. (See Appendix G-1, Photos, Logos and Visual Aids.)

Slide Shows

Slide show presentations (such as PowerPoint) will always have a place in education, public information and technical communication.

At their best, slide shows combine words and images to get your message across to your audience quickly and effectively. They offer image size and clarity unmatched by any other presentation medium. At their worst, slide shows are boring, visually unappealing, uninformative or underestimate the intelligence of the audience. (See Appendix G-2, Slide Shows and PowerPoint Presentations.)

Videos

When well-done and geared to the audience, videos definitely command attention. But what you do with the attention is more important. Look at a video as a part of an overall promotional strategy, never in place of one. It is difficult to get free video production, but in some cases it may be possible by contacting your local high school or college. Broadcast or public relations classes are always in need of a "real life" project to work on. Otherwise video costs are high, and in most cases, this is a luxury item and not always the best way to reach your audience.

Displays & Exhibits

Displays and exhibits are a way of communicating messages to large audiences. If properly handled, they can be easily updated and used repeatedly. There can be transportation and assembly problems but these are outweighed by the opportunity to present messages to large audiences at events such as fairs, conferences, and mall and trade shows. The most important thing to remember when designing an effective display is to make it light on text (try for under 100 words!) and with a bold, dominant image to draw in visitors. (See Appendix G-3, Displays & Exhibits.)

Websites

Websites have become a part of everyday life for many people. The Web is an easy way to access information on a whole range of topics. In the right scenarios, a website can provide a wealth of information to people in your watershed and motivate them to act.

Before building a website, consider if it is the best way to reach your audience. Is it worth the development cost and the time to keep it updated? What percentage of your landowners have Internet access and use the web for farming information? (See Appendix G-4, Websites.)

Implementing Your Outreach Program

Steps 5 and 6 of creating an outreach plan focus on putting that plan in practice. Knowing project goals and identifying audiences are essential, and so is the timing of publicity activities. Some publicity must start as soon as planning for the water quality project begins. Creating awareness of the project is a worthy goal at this early stage. The main effort may focus on ensuring good attendance at public meetings and making the community feel that it is involved in planning and making policy decisions. It is important to plan an outreach schedule throughout the life of the project: setting specific dates; outlining activities; and identifying the media, personnel, and locations involved.

5. CARRY OUT THE PLAN

Building an Advisory Committee or Team

Because of the variety of activities that can be included in an effective outreach program, local project coordinators do not have to do everything themselves. Using a teamwork approach, project coordinators can enlist outside talent, thus broadening the program's support base. The existing advisory committee or team that guides the project may also help design and carry out an outreach program. If a team does not exist, enlist representatives of county agencies or citizens located in the watershed to be part of a conservation education team. These team members can contribute knowledge, time, talent and even financial resources to enhance outreach activities.

Team members also can provide information about the needs and interests of target audiences. In this sense, local teams become an ongoing mechanism for public involvement in local program planning and implementation. This makes outreach programs more responsive to local priorities. Influential team members, such as bankers, farm business representatives and other local leaders help to increase credibility and visibility of watershed efforts.

Teams:

- have a clear chain of command;
- keep people updated and involved;
- keep communication flowing among all those implementing the plan;
- be flexible and responsive;
- evaluate and update regularly.

Most project coordinators already work with a number of other groups and organizations. Such existing relationships should form the basis of a team. Team-building is an ongoing activity, involving cooperation by individuals for a common purpose.

Resources Available

A number of agencies and organizations at the local, state and national level are ready to assist with outreach planning and implementation of your workplan. To avoid wasting time and resources, see if needed materials already exist. It may not be necessary to look beyond the community for help; local educators, technical experts or retired professionals with public speaking, writing, fundraising or management experience may offer the right mix of skills needed to develop and disseminate outreach materials.

Almost all water quality projects are a cooperative effort among federal, state, and local government agencies. For example, Iowa State University Extension is an official arm of the U.S. Department of Agriculture. But the Iowa Department of Agriculture and Land Stewardship (IDALS) and the Iowa Department of Natural Resources (DNR) also have separate communications staffs and capabilities. At an early stage of planning, it is a good idea to reach agreement among the agencies involved, identifying the roles of each in your outreach effort. These agreements should be reviewed and updated every year or two.

The DNR's Information Specialist that works with watershed improvement is also a great resource for your outreach needs. While the specialist can't run your program for you, they can help you develop a plan, brainstorm ideas and approaches, review products like news releases and newsletters, lend a hand on graphic design and answer any questions you might have. This specialist is a resource for you - feel free to contact them! At the beginning of your project, consider setting up a meeting to discuss what kind of plan might work for your project, or ask for a mid-project review to evaluate your outreach efforts.

If the water quality project overlaps more than one county, coordination is even more important. Multi-county water quality projects usually form a coordinating committee of members from all designated management agencies in the watershed and meet on a regular basis.

While most publicity activity is at the local level, information should be shared with specialists in water management, soil conservation, and communications within the state and federal agencies, including IDALS, DNR, NRCS and ISU Extension, to coordinate information with similar programs.

6. MEASURE YOUR SUCCESSES AND EVALUATE

Documentation of any project is important, and evaluation helps you see what you can change to better meet your project goals. It should be incorporated into the outreach program activities and it needs to be included from the inception of the project. For example, keeping track of outreach activity costs and then sharing the results of those financial records may help you and other project coordinators trim a project's budget. Documentation tracks the effectiveness of activities and helps you adjust your efforts as needed. Overall, documentation can help summarize your project. But most importantly, periodically evaluating your outreach efforts throughout the life of the project helps you apply proven techniques and revamp less successful approaches.

- it allows you to see successes and failures, and allows you to improve your outreach program;
- it makes it easier to report on the progress of your project;
- documentation clearly shows whether you have accomplished the outreach activities listed in your application or watershed management plan (or why not) and will assist in the event of an audit;
- it will help show other project coordinators what works and what doesn't;
- it makes available materials that can be used elsewhere, and gives direction for future projects.

You should also keep track of the tools used during your project. Keep a check list of those techniques that worked well.

Evaluating Outreach Efforts

Knowing what works and what doesn't can make your outreach program more effective. Though improving water quality is the goal of each project, the outreach goal is to move landowners and residents to action, whether that's using conservation practices, joining a stream cleanup, or simply better understanding water quality problems and supporting improvement efforts.

One way you can measure progress of your outreach goals is by the overall response to the plan. Listen to comments of program participants, advisory committee members, the board and staff. You may also want to interview key individuals in the community. The data you collect will help you determine what is working, what isn't and where you might need to improve.

- ask around; it's not the most scientific method, but sometimes a few well-placed phone calls or interviews can set you on the right track. You may choose to take what you learn at face value or test the feedback with a wider audience;
- invite your project participants to recommend how you can improve. Is the target audience finding out exactly what they want or need to know?
- follow up with people who show initial interest but don't sign up;
- if a participant leaves the project midway through, conduct an exit interview, find out why they left, and, if appropriate, change your program;
- include questions about the effectiveness of communications materials and campaigns in your post-project survey;
- ask staff for their observations;
- measure specific results, such as the number of requests of information on terraces sent to a specific, unique e-mail after a letter is sent promoting cost-share opportunities for terraces.
- keep a contact log to keep track of calls from landowners and residents, noting why they called and collecting names and phone numbers for future use;
- keep track of attendance at events (field days, meetings, etc.), published/broadcast news articles and pieces relating to your project, etc.

Finally, you can build in specific ways to monitor outreach efforts from the start.

- include questions regarding media use and messaging on your pre-project landowner survey to help you better reach your audience; include questions regarding your efforts on your post-project survey to help gauge success.
- for example; a radio PSA can include a call-for-action by the listener. It should ask them to do something that involves your project. Offer the listener something free if they call a phone number. The number allows you to take the caller's name, address and the type of tool or technique that got the listener's attention. You can increase the impact of your campaign by sending brochures or inexpensive flyers to people who call in, and you can also get a count of people who found your announcement of interest and want more information;
- another monitoring method is to include coupons in printed public service ads. When mailing in the coupons, the public get free information and your agency can evaluate the impact of the ad by counting the respondents.

Evaluation is not just for the end of an outreach program, it starts at the beginning and runs throughout. There are few easy, cheap ways to evaluate, but it's worth the extra work to gain insight to be that much further along in setting goals for the next outreach activity. Moving your audience to action requires constant effort to be a success. Evaluation helps ensure you keep heading in the right direction.

State and Federal Requirements

MINIMUM I&E REQUIREMENTS FOR WATER QUALITY PROJECTS

Outreach (I&E) Component and Public Participation
As a project with EPA Section 319 funding from the DNR, your watershed management plan (WMP) should include an outreach plan. The plan should identify how outreach can help you achieve each of your project goals, noting target audiences, audience research, possible messages and ways to deliver that message, as well as plans for ongoing evaluation of your outreach efforts.

The outreach program should include a tentative schedule of activities that involve the public and a list of technology transfer activities (those activities that provide the technical information people need to make informed decisions). A number of activities (such as field tours, newsletters, annual evaluations and reviews, and interim reports of progress) should be included, as appropriate to your project goals and target audiences, to reach your audiences and the local community.

If you are developing a watershed management plan, a template for an outreach plan is included in the WMP guidebook. The DNR Information Specialist can assist you in drafting an outreach plan. Like the rest of the WMP, your outreach plan is a living document, meant to be updated and adjusted through the life of the project.

SPECIAL CREDIT FOR WATER QUALITY PROJECTS

Most funding sources require some sort of recognition or credit to be placed on reports, publications and videos, etc. If you are using credits, remember to include all governmental agencies and private organizations involved in the project. Also, check your project agreement to see which funding programs require you to use special credit references. Listing of special credits should come at the end of the publication, such as the last paragraph of a news release or on the back page of a brochure.

The following statement must be used for publications developed by Section 319 projects:

"The publication of this document has been funded in part by the Iowa Department of Natural Resources through a grant from the U.S. Environmental Protection Agency under the Federal Nonpoint Source Management Program (Section 319 of the Clean Water Act)."

If funding is also provided by the Division of Soil Conservation:

"The publication of this document has been funded in part by the Division of Soil Conservation, Iowa Department of Agriculture & Land Stewardship, and by the Iowa Department of Natural Resources through a grant from the U.S. Environmental Protection Agency under the Federal Nonpoint Source Management Program (Section 319 of the Clean Water Act)."