

# Working with the Media



Image Source: University of Baltimore website

# Session Objectives

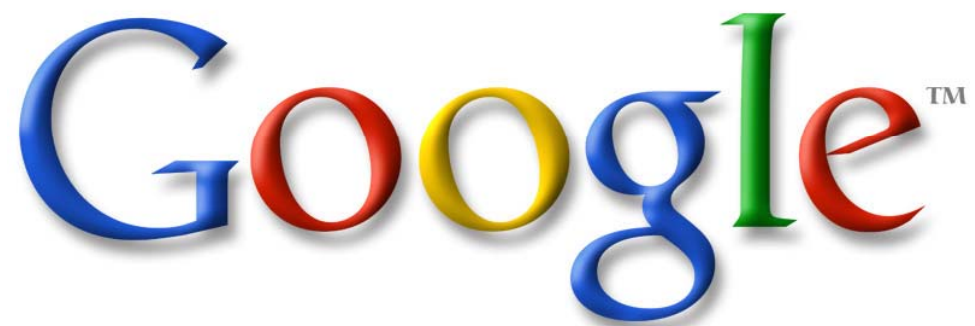
- Improve understanding of how coverage in the media can support sustainable finance
- Introduce tools to help improve your media coverage

What is the link between  
sustainable finance  
and the media?

# Sustainable Finance & The Media

- Using the media allows you to
  - Talk about your program message (what you do, and why it is important) and program activities
  - Bolster your program's reputation

What state does the most  
Google searches for the word  
“wetlands”?



Searches Websites

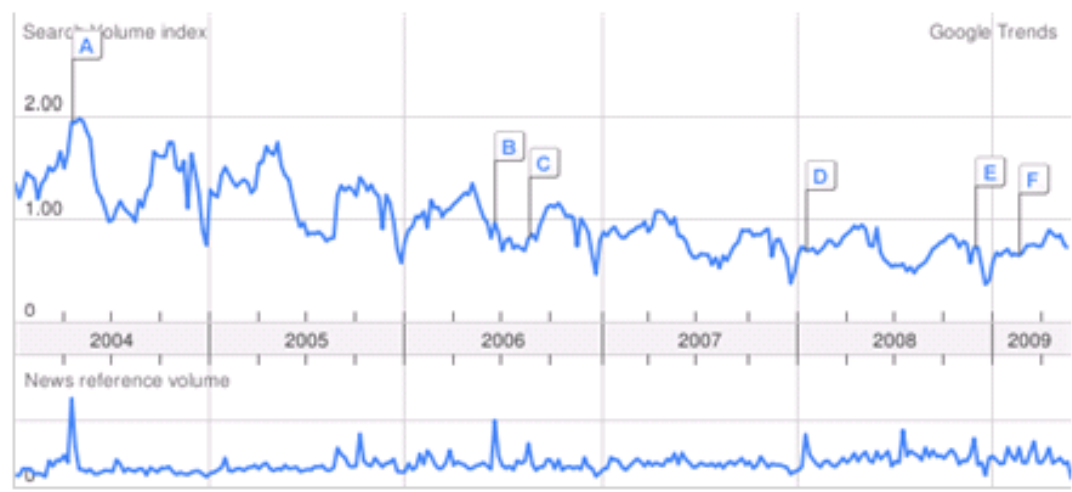
United States

All subregions

All years

Scale is based on the average traffic of **wetlands** from United States in all years. [Learn more](#)

wetlands 1.00



- A [Bush visiting Everglades to promote wetlands preservation](#)  
KWWL - Apr 23 2004
- B [Supreme Court affirms wetlands protections](#)  
San Luis Obispo Tribune - Jun 20 2006
- C [Bulldozers to restore wetlands in Calif.](#)  
Pioneer Press - Aug 24 2006
- D [Brazil's wetlands as near as Sarett Nature Center](#)  
South Bend Tribune - Jan 20 2008
- E [ND farmer defies government by draining wetlands](#)  
Prescott Herald - Dec 1 2008
- F [Man fined \\$10,000 for draining wetlands](#)  
Grand Forks Herald - Feb 25 2009

[More news results >](#)

Rank by wetlands

Subregions		Cities		Languages	
1.	<a href="#">Louisiana</a> , United States	1.	Baton Rouge, LA, USA	1.	English
2.	<a href="#">New Hampshire</a> , United States	2.	New Orleans, LA, USA		
3.	<a href="#">Oregon</a> , United States	3.	Raleigh, NC, USA		
4.	<a href="#">Maryland</a> , United States	4.	Portland, OR, USA		
5.	<a href="#">Maine</a> , United States	5.	Baltimore, MD, USA		
6.	<a href="#">South Carolina</a> , United States	6.	Madison, WI, USA		
7.	<a href="#">North Carolina</a> , United States	7.	Columbus, OH, USA		
8.	<a href="#">District of Columbia</a> , United States	8.	Albany, NY, USA		
9.	<a href="#">Washington</a> , United States	9.	Las Vegas, NV, USA		
		10.	Washington, DC, USA		

What aspects of your work are newsworthy?

What are newspapers actually covering?



Search Results for **wetland** in **Headline** and **after 12/31/2009** in **Date**

Selected Locations - Selected Source Types

[Edit Search](#) | [New Search](#)

Show

## View Results:

All Results (25)

### by Month

- February 2010 (8)
- January 2010 (17)

### by Location

- Connecticut (13)
- Massachusetts (7)
- Maine (1)
- New Hampshire (2)

[View 2 more](#)

### by Source

- Sun, The (Lowell, MA) (2)
- New Haven Register (CT) (2)
- Journal Inquirer (Manchester, CT) (2)
- Republican-American (Waterbury, CT) (2)

[View 15 more](#)

Save

View: [Newest First](#) | [Best Matches First](#) | [O](#)

1. [Town sued by inland wetlands enforcer - Oxford official claiming unequal benefits](#)

*Republican-American (Waterbury, CT) - February 24, 2010*  
*Length: 453 words (Estimated printed pages: 3)*

OXFORD - The town's inland wetlands enforcement officer has sued the town, claiming he has been denied the benefits owed to full-time employees. Andrew Ferrillo, of 93 O'Neill Road, filed the lawsuit Feb. 19 in Milford Superior Court. He is asking for more than \$15,000 in compensatory damages. He also wants the court to order the town to provide him with full-time employee benefits and compensate him for benefits the town has failed to provide.

2. [Tewksbury couple fined \\$18K for N.H. wetlands violations](#)

*Sun, The (Lowell, MA) - February 23, 2010*  
*Length: 109 words (Estimated printed pages: 1)*

CONCORD, N.H. (AP) -- A Massachusetts couple has been fined \$18,500 for violating New Hampshire's wetlands regul and shoreland protection act. State environmental services officials said Monday that Richard and Colleen Lefebvre of Tewksbury, Mass., dredged and filled several areas at their New Hampshire home in Springfield on Palazzi Pond without

0 Saved Articles

Email

Print

Bibliography (export)

# Two Examples

- Torres-Martinez Tribe of California
  - News coverage on large wetlands restoration effort



- Wisconsin
  - Helping citizens identify wetlands on their property
  - Developed on-line wetlands media kit



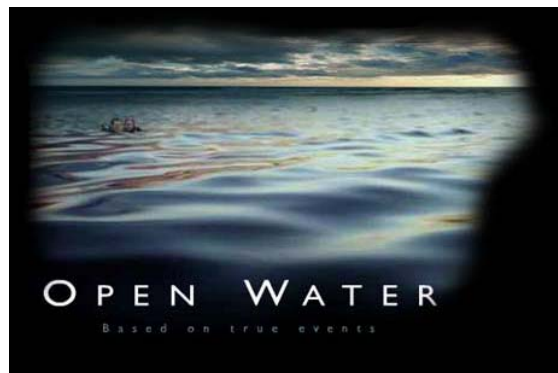
# State of Wisconsin

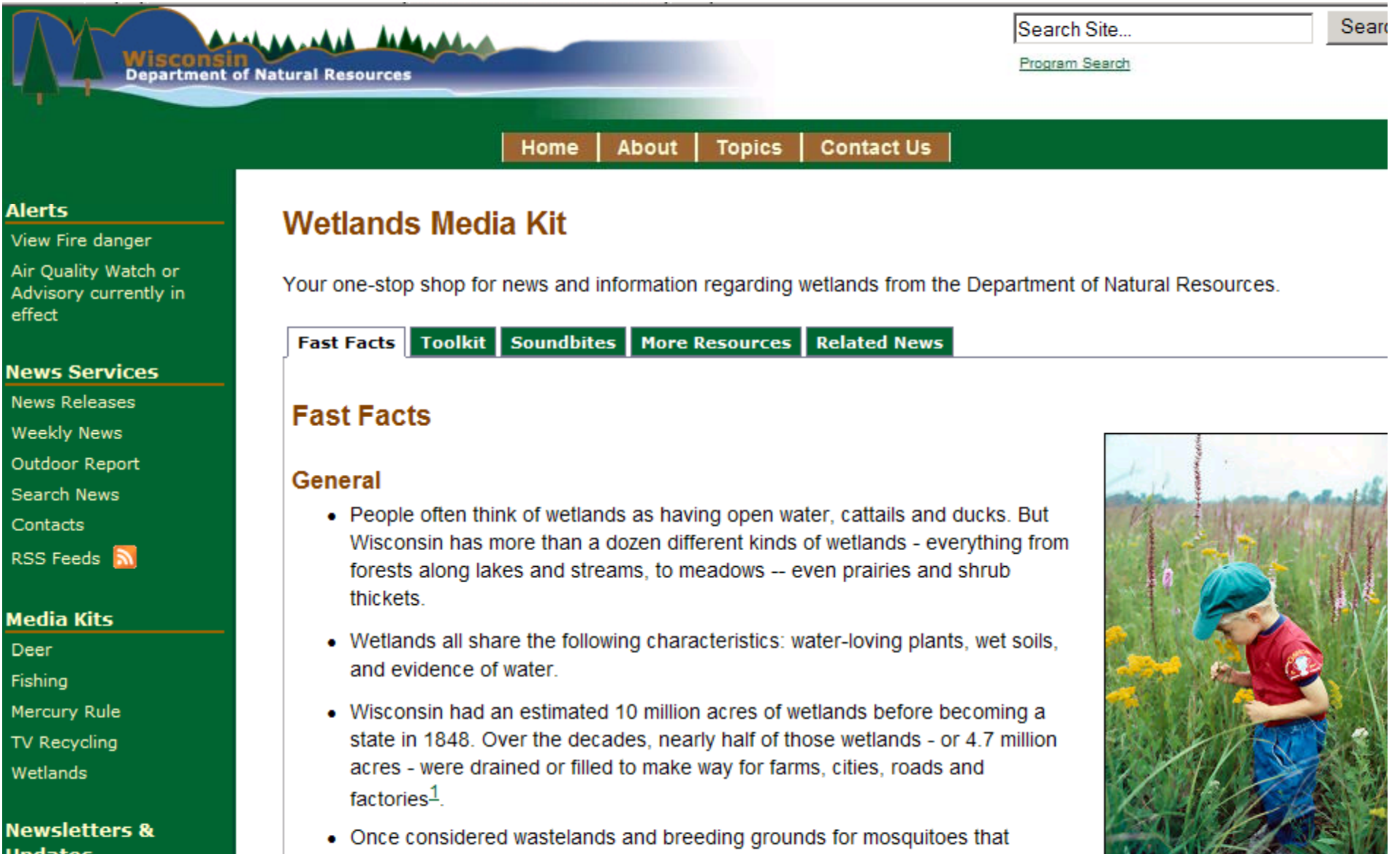
- Problem: Private landowners not properly assessing wetlands on their property before building
- As a result, Department of Natural Resources must take enforcement actions
- Unhappy citizens



# State of Wisconsin

- Results of statewide Badger Poll
  - 84 percent of respondents concerned about the destruction of remaining wetlands
  - Misconceptions about “drier, less obvious wetlands”





The screenshot shows the Wisconsin Department of Natural Resources website. At the top left is the logo with the text "Wisconsin Department of Natural Resources". To the right is a search bar with "Search Site..." and a "Search" button, and a link for "Program Search". Below the logo is a navigation menu with "Home", "About", "Topics", and "Contact Us". On the left side, there are sections for "Alerts" (View Fire danger, Air Quality Watch or Advisory currently in effect), "News Services" (News Releases, Weekly News, Outdoor Report, Search News, Contacts, RSS Feeds), "Media Kits" (Deer, Fishing, Mercury Rule, TV Recycling, Wetlands), and "Newsletters & Updates". The main content area is titled "Wetlands Media Kit" and includes the text "Your one-stop shop for news and information regarding wetlands from the Department of Natural Resources." Below this is a navigation bar with "Fast Facts", "Toolkit", "Soundbites", "More Resources", and "Related News". The "Fast Facts" section is expanded, showing a "General" sub-section with a list of bullet points. To the right of the text is a photograph of a young child in a red shirt and blue cap looking at yellow flowers in a field.

**Wisconsin**  
Department of Natural Resources

Search Site... Search  
[Program Search](#)

Home | About | Topics | Contact Us

## Alerts

View Fire danger  
Air Quality Watch or Advisory currently in effect

## News Services

News Releases  
Weekly News  
Outdoor Report  
Search News  
Contacts  
RSS Feeds

## Media Kits

Deer  
Fishing  
Mercury Rule  
TV Recycling  
Wetlands

## Newsletters & Updates

# Wetlands Media Kit


Your one-stop shop for news and information regarding wetlands from the Department of Natural Resources.

Fast Facts | Toolkit | Soundbites | More Resources | Related News

## Fast Facts

### General

- People often think of wetlands as having open water, cattails and ducks. But Wisconsin has more than a dozen different kinds of wetlands - everything from forests along lakes and streams, to meadows -- even prairies and shrub thickets.
- Wetlands all share the following characteristics: water-loving plants, wet soils, and evidence of water.
- Wisconsin had an estimated 10 million acres of wetlands before becoming a state in 1848. Over the decades, nearly half of those wetlands - or 4.7 million acres - were drained or filled to make way for farms, cities, roads and factories<sup>1</sup>.
- Once considered wastelands and breeding grounds for mosquitoes that



See packet for press release on this tool

# State of Wisconsin

- Wisconsin could have continued just to crack down on violations
- Instead, they made a proactive choice and developed a tool to help citizens
- By promoting that tool, they helped improve the image of DNR

# Torres-Martinez Tribe

- Received permission from tribal council for news release
- Worked with EPA media team to place initial article in *Los Angeles Times* (in your packet)

# Los Angeles Times

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<http://travel.latimes.com/articles/la-trw-wetlands24feb24>

*From the Los Angeles Times*

CALIFORNIA DESERT

## Part of Salton Sea's desolate shore made into a lush oasis

**One woman created a wetlands Eden with more than 135 bird species. Officials hope it's a microcosm of what will happen when state's restoration plan gets off the drawing board.**

By David Kelly  
Los Angeles Times Staff Writer  
February 26, 2008

THERMAL, CALIFORNIA — A few careless words, the snap of a branch and a scene of bucolic splendor became utter chaos. Clouds of great blue herons exploded from trees and swaying cattails. Egrets erupted from watery redoubts. Ducks quacked furiously overhead.

Debi Livesay observed the frenzy from a windy bank.

"Wait a moment; they'll settle down," she said. "It's hard to sneak up on them."



# Torres-Martinez Tribe

- Received permission from tribal council for news release
- Worked with EPA media team to place initial article in *Los Angeles Times* (in your packet)
- Has had substantial follow-up from other media outlets
- Helped raise awareness (and money) for their large wetlands restoration

# Torres-Martinez Tribe

Web [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼

[Search settings](#) | [Sign out](#)



"debi livesay"

Search

[Advanced Search](#)

Web [+ Show options...](#)

Results 1 - 10 of about 180 for "debi livesay". (0.22 seconds)

## We Found **Debi Livesay**

[www.Intelius.com](http://www.Intelius.com) Instant-Address, Phone, Age & More. **Debi Livesay** - Search Free Now. Sponsored

[30 results stored on your computer](#) - [Hide](#) - [About](#)



[Region 10 Evaluation.doc](#) - Study: Torres Martinez Tribe: **Debi Livesay**, Torres Martinez □5 4

[Debi Livesay's presentati...](#) - From: **Debi Livesay**" dlivesay .. you there. Debi From: Nandi

## [SALTON SEA RESTORATION](#)

**Debi Livesay** observed the frenzy from a windy bank. "Wait a moment; they'll settle down," she said. "It's hard to sneak up on them." ...

[www.saltonseainfo.com/tribeproject.htm](http://www.saltonseainfo.com/tribeproject.htm) - [Cached](#) - [Similar](#)

## [\[PDF\] Salton Sea Authority Plan for Multi-Purpose Project](#)

File Format: PDF/Adobe Acrobat - [Quick View](#)

Jun 29, 2006 ... **Debi Livesay**, Torres Martinez. Dan Martinez, Riverside County. Pat Nelson, Calipatria Councilmember. Dan Parks, Coachella Valley Water ...

[www.saltonse.ca.gov/SSA-SSA\\_Plan\\_Draft\\_6-19-06\\_Exec\\_Summary\\_e.pdf](http://www.saltonse.ca.gov/SSA-SSA_Plan_Draft_6-19-06_Exec_Summary_e.pdf)

## [Surprising rebirth in the Salton Sea | L.A. Now | Los Angeles Times](#)

Feb 24, 2008 ... Bless **Debi Livesay** and her efforts and supporters. ... **Debi Livesay** is wonderful. I want to keep track of the progress she's making in ...

[latimesblogs.latimes.com/lanow/2008/02/surprising-rebi.html](http://latimesblogs.latimes.com/lanow/2008/02/surprising-rebi.html) - [Similar](#)

[Salton Sea water and habitat reclamation](#)

# Getting Your Story Covered

- Most likely, you have a public relations office within your environmental department that talks to the media
- My tip: Make their lives easier!

# The Good Press Release

- “The most successful and best paid [public relations] practitioners write releases which blend reader service with organization promotion”
- Most published press releases are on consumer information. Least published are on organization activities alone.

Source: Morton, Linda. “Producing Publishable Press Releases.” *Public Relations Quarterly*. Winter 1992-1993.

# The Good Press Release

- Before you start
  - Get the appropriate permission to release the story to the media
  - Collaborate with the media and marketing staff at your government

# The Good Press Release

- Follow the standard format
  - Google “Sample Press Release”
  - See “Guidelines for News or Press Releases”
- Write in the “inverted pyramid.” Start with the most important information first as editors cut from the bottom.

Sources: Morton, Linda. “Producing Publishable Press Releases.” *Public Relations Quarterly*. Winter 1992-1993.  
Applegate, Edd. “Mistakes Made in Companies’ Press Releases.” *Public Relations Quarterly*. Winter 2005.

# The Good Press Release

- Localize the story as much as possible
- Include press-ready quotes
  - <http://www.google.com/trends/>
- Always publish press releases on your website

Sources: Morton, Linda. "Producing Publishable Press Releases." *Public Relations Quarterly*. Winter 1992-1993.  
Applegate, Edd. "Mistakes Made in Companies' Press Releases." *Public Relations Quarterly*. Winter 2005.  
Croft, A.C. "Emergence of New Media Moves PR Agencies in New Directions." *Public Relations Quarterly*. Spring 2007

# The Good Press Release

- Build relationships with local writers who cover environmental issues
  - <http://www.newsdirectory.com/news.php?c=na&co=USA>
  - [http://dir.yahoo.com/News and Media/Newspapers/By Region/U S States/](http://dir.yahoo.com/News_and_Media/Newspapers/By_Region/U_S_States/)



# Other Media Examples

- EPA Nonpoint Source (NPS) Outreach Toolbox
- Searchable Catalog - Contains more than 700 viewable and/or audible TV, radio, and print ads and other outreach products
- <http://www.epa.gov/nps/toolbox/>