

Marketing Session Notes on Environmental Flow Policy

Politicians/ Executive Branch Decision-Makers:

- Connect to human well being: water quality, recreation, less water-restriction long-term
- Address regulation concerns up front; Anticipate objections
- Display current use of IHA & other software, show success to legislature
- Need legislative breakdown, finding swing voters & constituencies. Database of state political leader linkages
- Ads in local paper that includes thanks for legislation
- E-newsletter to link to together supporters with state legislators
- Complete populations studies—ID water planning needs
- Demo our tools and approaches
- Leverage high personality interest in issue for lobbying
- Polling for messaging

Philanthropy:

- Focus on activities donors like and link to policy in field
- Need info on key donors with fishing & boating interest
- Message is that we want to raise priority of water for ecosystem first
- Develop focused projects for funding for funding pitches
- ID and use Charismatic cross-cutting species as flow poster-children

Media (potential impacts from public up to politicians):

- Tie to people and economics is fundamental (ecosystem services)
- Tie to Climate Change, since it is in the news (use opportunities like the Palmer article)
- Use seasonal events for press release—hit times when natural events can highlight eflows (like timing of alewife runs in Maine)
- Use timing with a drought to raise awareness (be prepared to take advantage of these events)
- Help with clarification of “floods”- when good and “bad”
- Pitch op-eds with TNC scientists in local & national news on water issues

Info Needs-

- Clear consequences of impacts of not pursuing these policies needs to be described in simple terms
- Need larger vision & web resources for people on the ground.
- General document with key flow-species linkages would be useful
- Simple definition of environmental flows necessary for marketers (Brisbane Declaration useful)

Associated Directors of MRC—develop strategic marketing plans, media plans. May be the key for exposure. Jeff Zinelli of MRC East (maybe in PA)
Patrick Von Keyserling MRC East (Northeast)...Kate Hougan is their boss
They will be the ones who figure out who actually would serve our agreement to develop materials. Media specialist & writers are included on the team.