

UNRBA Communication Plan

Prepared by HDR

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Roadmap

Purpose of the Plan

Key Audiences

Key Messages

Next Steps

Roadmap

Purpose of the Plan

Purpose

To guide the UNRBA's outreach strategy as it seeks to develop and secure a revised nutrient management strategy

Communications Workshop

DESIRED OUTCOMES

- * ^{Build} Social + Political Acceptance ~~by 2013~~
- * STAKEHOLDER CONSENT
- * ^{Catalyse} CREATE STEWARDSHIP
- * ~~Create~~ ^{set} the Standard
- * ~~Set an example~~ ^{FOR} of collaborative water quality management

LOCAL GOVERNMENT POLICY

- * SUPPORT WATER QUALITY ^{+ MAXIMIZE RESULTS}
- * While minimize financial Burden
- * BEST INTEREST OF COMMUNITY IN MIND
- * ROLE OF THE UNRBA •
- * PLANNING FOR FUTURE GENERATIONS
- * WATERSHED MANAGEMENT APPROACH ^{+ need}
- * ^{BENEFITS} Full Understanding of the Risks and Why

AUDIENCES

- ^{Process Interventions} - NC Conservation Council
- ^{Local Gov. Policy} - Board of Commissioners
- City Council
- ^{State Gov.} - State Legislature
- Governor

WHY COMMUNICATE

- * Misunderstanding as to what the UNRBA does
 - Scientific led
 - clean water act
- * Continuous Communications necessary
 - political changes
- * Sustained Efforts + Relationships
- * Simplicity in message

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Outcomes

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Outcomes

- Social and Political Acceptance

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- Social and Political Acceptance
- Stakeholder Consent

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Outcomes

- Social and Political Acceptance
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- A Reputation for Collaboration

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Outcomes

- Social and Political Acceptance
- Stakeholder Consent
- A Reputation for Collaboration
- Good Stewardship

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Key Audiences

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- Local government policymakers
- Elected state government policymakers
- Public interest and environmental groups
- Other regulated entities
- Regulatory agencies

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Key Audiences

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Key Messages

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The main ideas your target audiences should hear and remember

Key Messages

- What is the UNRBA and what does it do?

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- Why reexamine the Falls Lake Nutrient Management Strategy and Rules?

Key Messages

- What is the UNRBA and what does it do?
- Why reexamine the Falls Lake Nutrient Management Strategy and Rules?
- How is the UNRBA approaching the reexamination?

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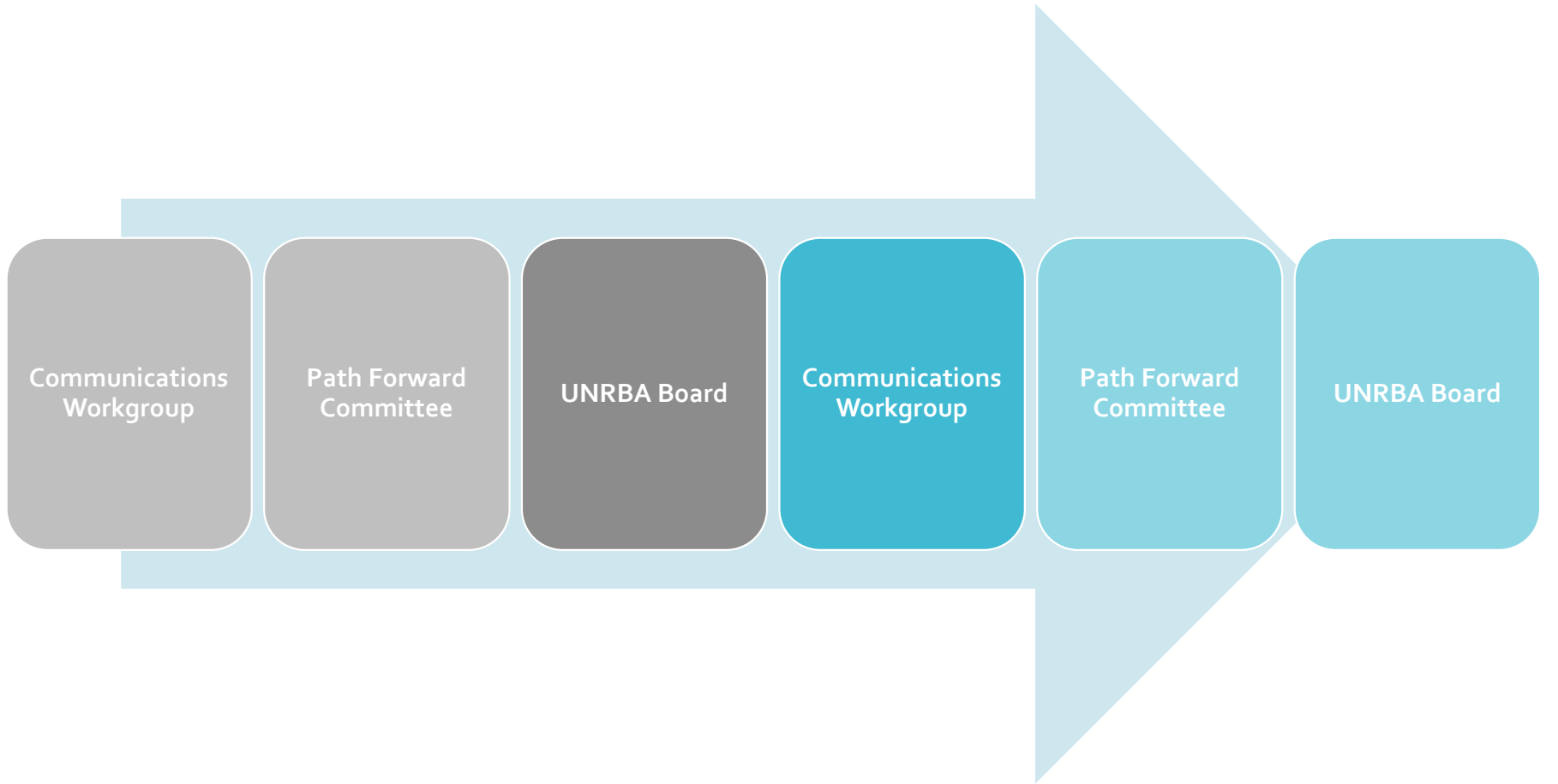
Key Messages

Next Steps

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Communication Tools

1. Multi-purpose infographic
2. “Fast facts” handout
3. Presentation template
4. SquareSpace website



Thank you!

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