

SMP Updates: Communications Best Practices

July 25, 2013



About Resource Media

- Communications Strategy
- Execution + Outreach
- Digital + Social Media
- Environmental + Health Focus

SMP Communications Research

1. Research Headlines
2. Best Practices
3. Q and A

1. Media Analysis: Scope



Media Analysis: The Numbers

- 80% of news stories were process-heavy – meaning they centered on administrative proceedings;
- 60% of news stories featured update opponents messaging on threats to core values, such as property rights;
- 10% of news stories featured values-based messaging in favor of updated plans.

Media Analysis: News Coverage

“There’s been some amendments, but those amendments haven’t been comprehensive, the last one being in the early ’90s,” he told the Commission in a Wednesday work session about the plan.

“The County is unique in that it was able to receive additional funds to do what we believe and hope will be a more innovative and forward-thinking approach to a master program update, specifically focused on this idea of no net loss of shoreline ecological functions,” she said.

Media Analysis: News Coverage

[Residents] won't have to sit in a restaurant, won't have to join a yacht club...won't have to own a boat and pay for marina costs. They will be able to be down at the shoreline, and I think that's a pretty terrific thing. Because we have shoreline where people have public access, and that's what we reaffirmed tonight.

Poulsbo Mayor Becky Erickson, *The North Kitsap Herald*, May 3, 2012

Media Analysis: The Numbers

- 35% of opinion pieces were process-heavy;
 - 60% of opinion pieces featured opponents focused on property rights or property values;
 - 15% of opinion pieces featured pro-update values-based messaging.
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- A faded background image of a rocky beach with driftwood and trees. The image is in grayscale and serves as a backdrop for the text. It shows a shoreline with large pieces of driftwood scattered across the sand and pebbles. In the background, there are trees and a body of water under a cloudy sky.

Media Analysis: The Numbers

- Blogs are active, but very limited in scope;
- Facebook, Twitter and YouTube conversation is nearly non-existent.



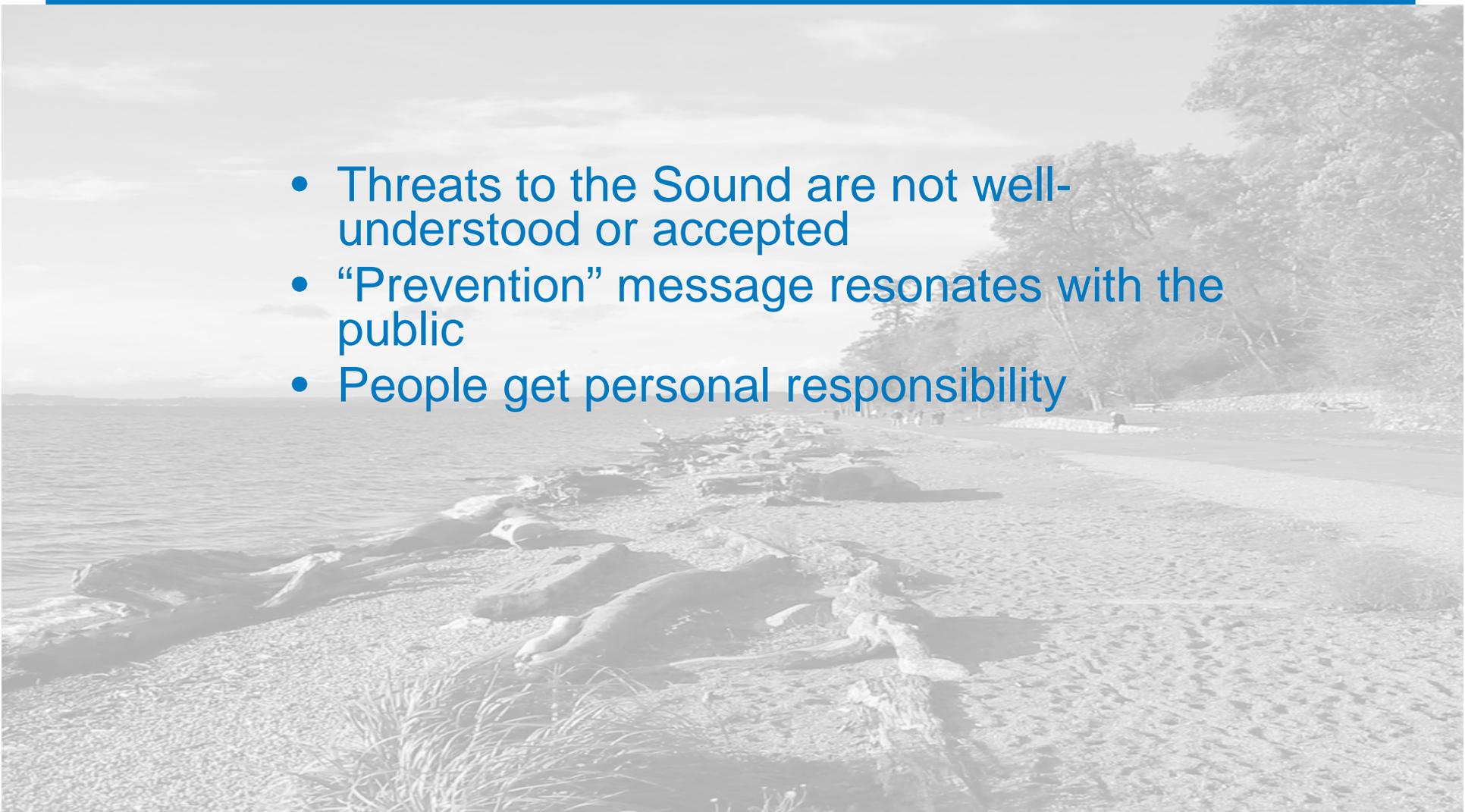
Media Analysis: The Numbers

- Messengers: government messengers predominate in most news stories.



Public Opinion Research

- Threats to the Sound are not well-understood or accepted
- “Prevention” message resonates with the public
- People get personal responsibility



Interviews

- Planners
- Elected Officials
- Consultants
- Advocates
- Homeowners



2. Best Practices



1. Outreach



2. People at the Center



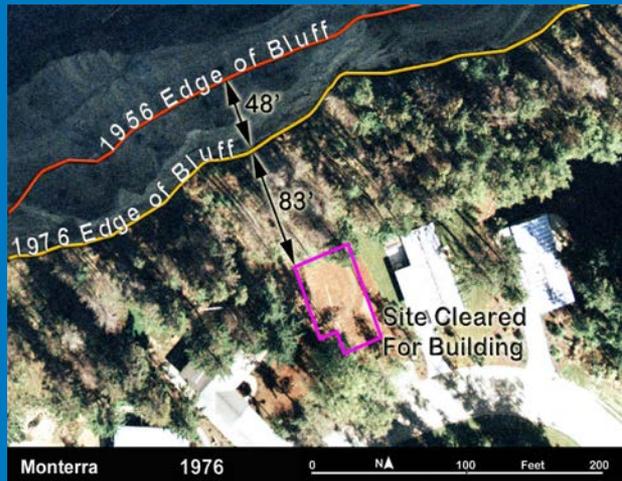
3. Contextualize



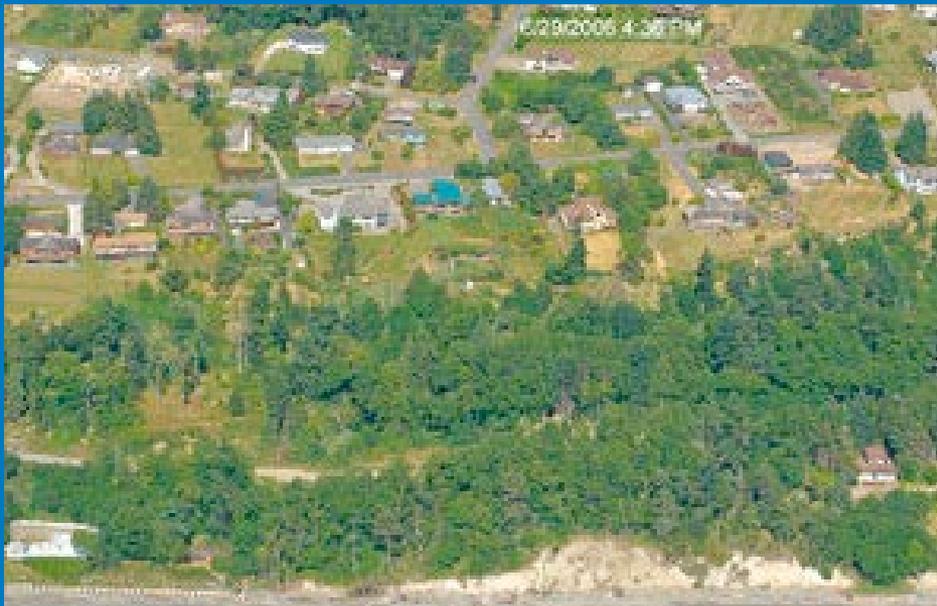
4. Focus on the “what” AND the “how”



5. Use Visuals



Use Visuals



6. Connect the Dots



7. Minimize Jargon



8. Outside Matters





Thank you!



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