

## Communications Strategy Outreach, Education & Public Participation

**SAMPLE**

<b>PRIORITY AUDIENCE</b>	<b>MESSAGE(S)</b>	<b>Possible ACTIVITIES</b>	<b>WHO</b>	<b>WHEN</b>	<b>DESIRED RESULTS</b>
<b><u>Farmers</u></b>	<ul style="list-style-type: none"> <li>- CREP is a way for you to advance stewardship on your farm.</li> <li>- You can demonstrate stewardship to the community.</li> <li>- Financial benefit.</li> </ul>	<ol style="list-style-type: none"> <li>1) Farm Visits— Provide Q &amp; A info sheet, brochure</li> <li>2) Presentation at Cooperator Dinner.</li> <li>3) Highlight CREP in Newsletter articles.</li> </ol>	Jane Doe (SWCD); Art Link (NRCS)	Identify desirable cooperators at the second planning meeting	<p>All farmers know what CREP is and how it affects what they are already doing as farmers.</p> <p>Target watersheds or corridors to maximize water quality and wildlife benefits.</p>
<b><u>Local Farm Organizations</u></b>	<ul style="list-style-type: none"> <li>- Farming in synergy with the environment is important to your members and will continue to affect how they farm.</li> <li>- Work with us to further develop the CREP program in our county.</li> <li>- Promote CREP to your members as beneficial to their business.</li> </ul>	<ol style="list-style-type: none"> <li>1) Letter, followed by phone call.</li> <li>2) Presentation at organizations' meetings or a farmer meeting they sponsor.</li> <li>3) Guest article in newsletter.</li> </ol>	<p>Local working group</p> <p>Sue Smith; John Jones (FSA)</p> <p>Jeff Abbott for local working group (SWCD)</p> <p>Recruit a farmer that has already benefited from participating in CREP</p>	Minimum one month before planning group's first meeting.	<ol style="list-style-type: none"> <li>1) Farm Bureau, Grange local NOFA chapter, agribusiness, etc. participate in local working group to develop a plan with broad local support.</li> <li>2) All support CREP actively to membership.</li> <li>3) Member farmers hear about CREP in positive light from group they already know about.</li> </ol>
<b><u>Property Owners/Renters in Fish Creek Watershed</u></b>	<ul style="list-style-type: none"> <li>- CREP is a new way for farmers to do their part to protect water quality &amp; drinking water.</li> <li>- Work with us to develop CREP in watersheds.</li> </ul>	<ol style="list-style-type: none"> <li>1) Exhibit CREP Display at Town Hall.</li> <li>2) Articles in weekly Newspaper.</li> <li>3) Presentation to local legislators &amp; public officials on the CREP effort &amp; results.</li> </ol>	Sue Smith; John Jones (FSA)	<p>June '05 - Sept. '06</p> <p>Monthly; May- Oct. '05</p> <p>July '05</p>	<p>Property owners are aware that an organized effort is helping farmers do their part to protect water quality in the Fish Creek Watershed.</p> <p>Non-farm representative sits on Fish Creek Watershed Advisory Group.</p> <p>Gain support of local officials.</p>