

SAPPHIRE STRATEGIES PUBLIC RELATIONS IMPLEMENTATION PLAN

Guiding Principles

- Increase Public Outreach: Using images, language and outreach techniques, the CBFWA outreach campaign will focus on the concepts of *coordination* and *cooperation* for increased public outreach beyond the technical scope.
- Increase Reliance: Define CBFWA beyond a technical scope to increase reliance upon the CBFWA organization by its Members, NPCC, BPA and other pertinent entities, including the general public, regarding how CBFWA's technical work improves quality-of-life in the region.
- Increase Investment: Promote CBFWA initiatives regarding fish and wildlife, to increase investments for fish and wildlife preservation and restoration efforts throughout the region.

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A. Define Products and assist in Implementation Strategies to:

- 1. Seek feedback and input for the Status of the Resource project from affiliated fish and wildlife entities in the Columbia Basin, such as NPCC, BPA and wildlife and potential users of the project, such as BPA customers.***
- 2. Design and assist in implementing a campaign and media strategy to promote and disseminate the Status of the Resource Project.¹***

Implementation Actions

- Sapphire Strategies will participate in ongoing public relations meetings with the NPCC staff, BPA staff, and CBFWA staff as new promotion strategies of the SOTR are developed. Sapphire Strategies will help coordinate and evaluate any feedback from these entities, and will assist CBFWA in molding the SOTR initiatives appropriately.
- Sapphire Strategies will develop a dynamic CBFWA Press List that includes mainstream media organizations regionally/nationally, Tribal media, and appropriate local, state and federal organizations. The CBFWA Press List will encompass print, radio, broadcast and web-based mediums.

¹ Language in bold, italicized font is from Section A of the Sapphire Strategies CBFWA Public Relations Contract *Statement of Work*.

- For messaging purposes, Sapphire Strategies will take direction and offer assistance to CBFWA regarding:
 - **WHO** – Identify spokesperson(s) for messaging
 - **WHERE** - Where media outreach will be focused in the region
 - **WHAT** – What response is appropriate, pursuant to the medium (print, radio, broadcast, web-based media)
- The roll-out of the SOTR will include media outreach to print, radio, broadcast, and web entities. Sapphire Strategies will coordinate with the appropriate CBFWA spokesperson(s) for messaging and media interviews.
- Sapphire Strategies will work with the appropriate spokesperson(s) in developing an opinion editorial for media outlets regarding the SOTR initiative.

B. Identify and assist in strategies and marketing tools to:

- 1. Promote a positive, credible image for CBFWA members as the appropriate entities to discuss and inform the region regarding the status of fish and wildlife resources across the Columbia Basin, and initiatives for their protection and restoration.***
- 2. Create communication tools that generate support and external public education of restoration strategies and initiatives.***
- 3. Expand partnership opportunities and associations with external government, community leaders, nonprofit, and advocacy groups.²***

Implementation Actions

- The messaging for the SOTR initiative will inherently support and promote CBFWA as the appropriate entity for informing the region regarding the status of fish and wildlife resources across the Columbia River Basin.
- Sapphire Strategies will work on developing the following items as part of the effort to promote a positive, credible image for CBFWA:
 - New CBFWA Logo
 - Design Template for CBFWA Website
 - CBFWA Tri-fold Brochure
 - CBFWA Digital Business Card
 - Cache of Photographic Images

² Language in bold, italicized font is from Section B of the Sapphire Strategies CBFWA Public Relations Contract *Statement of Work*.

- Sapphire Strategies will work with CBFWA on the CBFWA Website, regarding user-friendliness, functionality and design to allow for increased visits to the site by a broader audience.
- Sapphire Strategies will work with CBFWA Members in developing anecdotal, success-story narratives (in a print medium) that reflect facets of cultural, social and community values within the following categories of fish and wildlife projects:
 - Habitat protection and restoration
 - Hatchery development and operation
 - Research, monitoring and evaluation
 - Inter-agency coordination
- Sapphire Strategies will continue to work with CBFWA in determining outreach to appropriate entities that may include utilities/trade organizations, civic organizations, socio-political organizations, and etcetera. This outreach may include presentations and/or informational meetings.

C. Create a plan and assist in implementing methods to coordinate with BPA and NPCC on marketing strategy.

- 1. Identify cost share opportunities in external communications within fish and wildlife community, utility community, and the public.³***

Implementation Actions

- Sapphire Strategies will work with CBFWA during ongoing meetings with NPCC, BPA, and etcetera, to evaluate and explore cost sharing opportunities for the public outreach campaign.
- Cost sharing opportunities would focus on inter-agency coordination, and may include developing the CBFWA Members' success story narratives into audio and visual mediums such as a brief documentary program, and public service announcements (PSA's).
- CBFWA, NPCC and BPA might cost-share to expand the dissemination and production of products including audio/visual productions; SOTR; brochures, digital business cards, and etcetera.

³ Language in bold, italicized font is from Section C of the Sapphire Strategies CBFWA Public Relations Contract *Statement of Work*.