

Raritan Basin Education & Outreach Committee Strategy Worksheet RBEO-S1A4 & S3A2

<p>Strategy: Campaign to Generate Awareness of Critical Issues and Support for Plan Implementation RBEO-S1A4: Implement a media campaign to generate awareness of critical water resources issues in the Basin. RBEO-S3A2: Implement a campaign to generate public and media support for plan implementation, including regular press releases and press contacts on key stories that help show the need for watershed management.</p>	<p>Strategy Priority: M (H/M/L)</p>
<p>Objectives Addressed by Strategy: RBEO-O1A: By 2010, 50% of the Raritan Basin residents understand the critical water resources and watershed issues in the Basin. RBEO-O3A: Public support for watershed management activities is sufficient to ensure implementation of the Raritan Basin Watershed Management Plan.</p>	<p>Strategy Schedule: (Begin/End)</p>
<p>Narrative Description of Strategy: This strategy will identify and effectively use a variety of media outlets (e.g., newspapers, press conferences, newsletters, community events and web sites) to inform the public about critical watershed issues in the Basin and generate support for the Raritan Basin watershed management plan. Results of the public opinion survey conducted for the Raritan Project by TechnoMetrica in Fall 2001 indicated that residents are only somewhat knowledgeable about water issues. More than half of residents fall into the Low Knowledge group (57%), although a sizeable segment can be classified as High Knowledge (43%) (residents were only classified into high knowledge or low knowledge categories for the purposes of this study). According to TechnoMetrica, although knowledge levels about water issues are moderate, interest by the public is high, and there is a consensus that media coverage of water-related issues is inadequate. Efforts to educate and inform the public about water-related issues would not only help satisfy this unmet need, but would also serve to increase public awareness and interest in this area. In Central Jersey, TV and newspapers are the leading sources for local news. Therefore, these are the media that would be most effective in reaching the largest number of Central Jersey residents with water-related communications. The general perception is that a better job needs to be done protecting water resources in Central Jersey. A public awareness campaign that focuses on the role individuals play in the process could help change behaviors in a way that ultimately has a positive impact on the quality of water.</p>	
<p>Areawide WQM Plan Consistency Determination Issues: NA</p>	

Action Plan (Steps or Tasks)	Responsible Parties for Planning, Design & Implementation	Responsible Parties for Oversight	Resource Needs (L,M,H,VH)	Committed or Recommended Resources	Major Challenges and Opportunities	Evaluation Method & Indicators	Schedule and Milestones for Implementation
1. Identify existing newspapers that publish in the Raritan Basin (see RBEO-S1A2 Step 3).	C: R: RBEO, NSEO, LREO, MEO, Raritan Project subcommittees, Watershed Associations, NJDEP	C: R: RBEO	L	C: URWA, SBWA, SBMWA, NJDEP and NJWSA have a list of press contacts for the Basin R: Existing resources	Challenge: Keeping list current	Complete list of all local and regional newspapers published within the Basin	

C = Committed; R = Recommended

General Estimates: Low = \$5,000 - \$50,000; Moderate = \$50,000 - \$250,000; High = \$250,000 - \$1 million; Very High = over \$1 million

Acronyms: ANJEC=Association of NJ Environmental Commissions; ANJEE=Association of NJ Environmental Educators; BMP=Best Management Practices; CBT=Corporate Business Tax; NJDA=NJ Dept. of Agriculture; NJDEP-DWM=NJ Department of Environmental Protection-Div. of Watershed Management; NJEA=NJ Education Association; NJFB=NJ Farm Bureau; NJPGA=NJ Professional Golf Association; NPS=Nonpoint Source Pollution; NJPO=NJ Planning Officials; NJWSA=NJ Water Supply Authority; NRCS-Natural Resources Conservation Service; PSA=Public Service Announcement; RC&D=No. Jersey Resources Conservation & Development Council; RCE=Rutgers Cooperative Extension; Rutgers CEC=Rutgers Center for Environmental Communication; SBMWA=Stony Brook-Millstone Watershed Association; SBWA=South Branch Watershed Association; SCD=Soil Conservation District; TMDL=Total Maximum Daily Load; WPNJ=Watershed Partnership of NJ; USDA=US Dept. of Agriculture; URWA=Upper Raritan Watershed Association; USEPA=US Environmental Protection Agency; WMA=Watershed Management Area. **Committee Abbreviations:** NSEO = North & South Branch Raritan Education & Outreach Work Group; LREO=Lower Raritan Education & Outreach Subcommittee; LBWP=Lawrence Brook Watershed Partnership; LRMC-WRA=Lower Raritan Middlesex County-Water Resources Association; MEO=Millstone Education & Outreach Subcommittee; RBEO = Raritan Basin Education & Outreach Committee; RBC = Raritan Basin Council; TAC = Technical Advisory Committee

Strategy Name: Campaign to Generate Awareness of Critical Issues and Support for Plan Implementation

Page 2 of 3

Action Plan (Steps or Tasks)	Responsible Parties for Planning, Design & Implementation	Responsible Parties for Oversight	Resource Needs (L,M,H,VH)	Committed or Recommended Resources	Major Challenges and Opportunities	Evaluation Method & Indicators	Schedule and Milestones for Implementation
2. Develop a relationship with key journalists to garner their support for the Project. See RBEO-S1A2, Step 6.	C: R: RBEO, NSEO, LREO, MEO, Raritan Project subcommittees, Watershed Associations	C: R: RBEO	L	C: R: Existing resources	Challenge: Finding time to meet with media reps and develop direct relationships	Key contacts with at least 3 journalists from different media companies	
3. Send newspapers regular press releases about issues in the watershed. See RBEO-S1A2, Step 2.	C: R: NSEO, LREO, MEO, RBC or replacement	C: R: RBEO	L	C: R: Existing Resources	Challenge: Time constraints on developing and sending press releases	One press release published each month	
4. Hold regular press conferences regarding key project issues and milestones.	C: R: RBC or replacement, WMA Committees	C: R: RBEO	L	C: R: Existing resources	Challenges: Time & staff constraints	Getting press participation	
5. Develop a list of municipalities that publish and distribute municipal newsletters and submit articles to them. See RBEO-S1A2.	C: R: RBEO, NSEO, LREO, MEO, ANJEC, Raritan Project subcommittees, Watershed Associations	C: R: RBEO, SBMWA	L	C: R: Existing resources	Challenges: Time & staff constraints Opportunity: Use of interns	List of municipal newsletters	
6. Submit articles about the Raritan Project to municipal newsletters.	C: R: RBEO, NSEO, LREO, MEO, Raritan Project subcommittees, Watershed Associations	C: R: RBEO	L	C: R: E&O Grant Funds	Challenges: Time & staff constraints	One article submitted to municipal newsletters on a quarterly basis	

Strategy Name: Campaign to Generate Awareness of Critical Issues and Support for Plan Implementation

Page 3 of 3

Action Plan (Steps or Tasks)	Responsible Parties for Planning, Design & Implementation	Responsible Parties for Oversight	Resource Needs (L,M,H,VH)	Committed or Recommended Resources	Major Challenges and Opportunities	Evaluation Method & Indicators	Schedule and Milestones for Implementation
7. Request article contributions from key stakeholders to be published as a column in a local or regional newspaper.	C: R: RBEO, NSEO, LREO, MEO, Raritan Project subcommittees, Watershed Associations	C: R: RBEO	L	C: R: Existing resources, volunteers	Challenge: Committed volunteers	One article submitted monthly	
8. Develop a traveling display for use at community fairs, festivals, etc. See RBEO-S1A2, Step 5.	C: R: RBEO, NSEO, LREO, MEO, Raritan Project subcommittees, Watershed Associations	C: R: RBEO	L	C: Phase 2 display materials R: Existing resources, foundation grants, EPA envl ed grants	Challenges: Adapting display for different events Time Volunteers to staff events	Exhibit display at 20 public events per year	
9. Continue publication and distribution of "Basin Bulletin."	C: R: NJDEP	C: R: RBEO	L	C: R: NJDEP funds, Existing resources, foundation grants, EPA envl ed grants	Challenge: Financial resources for publication and distribution	1000 copies of the Basin Bulletin published and distributed quarterly	
10. Contact webmasters of relevant pages and ask them to put a link to www.raritanbasin.org on their webpage.	C: R: NSEO, LREO, MEO, Raritan Project subcommittees, Watershed Associations	C: R: RBEO	L	C: R: Existing resources	Challenges: Current list of relevant websites Cooperation of other organizations	www.raritanbasin.org listed on 10 new websites quarterly	