

### Agenda Item 3: Public Information Update

## **Public Information Goals**

*(Communication Plan for 2021- 2022)*

### **Budget**

The FY2020-2021 budget will remain the same as last year to cope with the development of the online portal. The plan is to allocate more funds towards Public Information once we have completed the entire upgrade of our grants management system.

We will continue to work actively with Broadcast Media. The Trust has continued with various Underwriting Agreements with Broadcast Media for statewide coverage. Underwriting agreements are already in place or currently in negotiations with the following entities: METV Lincoln, NET Radio, KRVN, NETV, local radio stations, Nebraska Life, NebraskaLand, and Midwest Messenger and much more. We will continue reaching all of Nebraska. We plan on expanding our promotional exercise appropriately with various TV stations when Campaigns for Ad Spots are ran to maximize our dollar to value spending.

### **Short Term Goals**

- Increased visibility of the Trust to all citizens of Nebraska. There are still many people that do not realize that we get our funding from NE Lottery and what the Trust does.
- To promote the Nebraska Environmental Trust across the State of Nebraska to demonstrate the pivotal role we have played in helping conserve, enhance and restore the natural resources of the State in all counties and regions for the last 27 years.
- Planning for our next Annual Report – Our upcoming theme for this coming year is **“Investing in Partnerships”**. We would like to showcase projects funded and the strong partnerships formed across the state based on the projects we have funded.
- Of prime importance is to keep members of Legislature well-informed about the activities of the Trust and how much funding has been put on the ground in all 93 counties. We want to show that all 93 counties have benefitted from the Trust’s funding. We also want to draw attention to the matching funds we attract to the State as a result of the funding.
- Continue to incorporate “Education” as part of the public relations campaign through event participation. Education not only in the programs that we fund but through participation at events across the State. Citizens of Nebraska, irrespective of their age, ethnic background or education need to know how important the environment is today or ten years down the road.

We want to educate citizens about our priorities that have been set by the board and the upcoming Roundtable Categories meetings.

### **Long Term Goals**

- To ensure that the Trust's role as a beneficiary of the Lottery is communicated clearly to legislators and citizens of Nebraska.
- Ensure the Nebraska Environmental Trust and its programs to meet its legislative mandate and be a backbone for environmental restoration in Nebraska through its grant program.
- Ensure that the Nebraska Environmental Trust is recognized for the grants it provides for quality projects that are viable and worthwhile for the future of the State.

### **Publicity Planning & Implementation throughout the Year**

#### **Press Releases**

- When a new Chairman is appointed
- When new Board Members are appointed and current members are reappointed
- Invitation of comments before grants are awarded
- To Announce Application List, Preliminary Rank Order List and Final Grant of Awards annually.
- To announce major changes in the grants process, if any (new online application portal, geo points).
- In collaboration with various grantee organizations throughout the year featuring various projects. Grantees are encouraged to do this through our Grantee Seminar and all grantees were given draft press releases to do so at the seminars.
- To promote Trust events such as the Grantee Seminars, the TAC Luncheon and Categories Roundtable meeting that is held every five years.
- Press Release in collaboration with organizers of different events through the Trust participation in such events
- Press Releases related to the Ferguson House – events, volunteers, etc.

From July 2019 to June 2020, the Trust has been mentioned in 381 media clippings across the state with an average of 32 clippings per month. Our social media presence has increased as most grantees have been using Facebook and Instagram to promote grant projects.

For a small agency, we are still making a huge impact in Nebraska. We work with all grantees to provide them with draft press releases to issue to the media. The publicity derived marks a collective effort of the Trust and its grantees in promoting the Trust. The Board receives copies of these newspaper clippings through emails from Allison on a bi-weekly basis.

## Publicity Materials

The Trust has an array of materials that are used to publicize the Trust.

- We produced a 30 second commercial with KSNB, which has been popular.
- We have had several 30 second radio spots airing on KRVN, NET Radio, KZUM and other local stations.
- Trust metal signage at project sites.
- Permanent signage at projects with the Trust's logo and other sponsors.
- Decals of various sizes for equipment and outdoor displays.
- Promotional items with NET logo (NET post its, rulers, notepads)
- Publications (Resource – monthly newsletter, circulation of our Annual Report, color lift-out from NEBRASKAland magazine and new brochures at Trust events and participating events)
- Online Application Portal for Grants.
- Broadcast e-mails to promote events. We have transferred our subscription management system to Gov.Delivery 3 years ago and this has increased our subscription numbers by about 30% since we started. I expect this number to increase further.
- We also have new banners to promote the Trust at events.

## Advertising Campaign

The Trust has continued its advertising campaign in some of the selected electronic as well as print media. The advertising campaign has been broken down to the following:

### **NET**

- Advertising on NETV
- Advertising on 10/11 (KSNB) – Sponsorship of the “MY TV” Ad Campaign. Best bang for our buck considering the coverage area.
- Statewide advertising with Nebraska Press Association in all local Newspapers.
- Advertising on KRVN – contract with KRVN has been renewed once again.
- Advertising on Net Radio (Nebraska Public Radio) – 150 spots alternating between news and Fresh Air or Music
- Advertising in Siouxsland Magazine
- Advertising in NebraskaLand
- Advertising in NebraskaLife
- Collaborative advertising with our grantees – Recycling Bins, Roll-offs, Dumpsters, etc.
- Facebook/ Twitter for the Trust.

## **Ferguson House**

Although the use of the Ferguson House was popular prior to the pandemic situation, our rentals have decreased drastically. We are adhering to state guidelines where gathering spaces and social distancing is concerned. We are still continuing and maintaining our online presence through various channels.

- Advertising through KZUM for the usage of the Ferguson House.
- Facebook page for the Ferguson House.

### Print Material

- Printed general brochure on the Ferguson House
- Will be printing another batch Self-Guided Tour brochure
- Webpage on the Ferguson House on the Trust website.
- Updated videos on Ferguson House.

## Grantor-Grantee Cross-Promotional Efforts

**Grantor-Grantee Promotion** - We have always encouraged cross promotion with all grantee organizations. This is done through website links and participation at events. We also send promotional materials to grantees for events/tours that are funded by the Trust. We will continue these efforts with grantee organizations.

**Nebraska Lottery** - The Trust has continued to work with Nebraska Lottery to cross promote. The Lottery logo has been incorporated in most of Trust promotional materials and the Lottery in turn has done some commercials featuring its beneficiaries including the Trust.

**Nebraska Academy of Sciences** – The Trust cross promotes the PIE Grants with the Nebraska Academy of Sciences in our Newsletter, website and all our printed material.

**Nebraska Recycling Council** – The Trust cross promotes the equipment grants with the Council in our Newsletter and website.

## Events

Most of the event participation had to be cancelled or postponed due to the pandemic. We will assess the situation per state orders to agencies in the coming months to see where we stand.

## Website

The website has been a really useful tool for us in communicating with the public as well as the grantees. It is one of our first points of communication with members of the public and grantees. We have incorporated our online Application Portal on the website to help grantees with their application process. The grant setup process and reporting process has also been integrated to the

interface of our website to make easier for grantees to navigate. We are planning to redevelop the website in the near future. We plan to migrate our content from the current complex Adobe Dreamweaver to a WordPress website for ease of future maintenance.

**The following priorities for remain for 2020:**

- Annual Report 2020
- Implementation of Communications Plan 2020-2021
- Monthly E-Newsletter
- Press releases to local media
- Continuation of electronic grant application for the 2021 Grant Cycle.
- Continued updates on our local contacts database. - Enhancing our usage of our subscription management system through Gov.Delivery to improve list management and reach our target audience better