Clean Marine - Causeway Communications Strategy

1. Current Situation/Background

Stemming from a post on social media, the County of Peterborough is tasked with addressing a solution to the litter in around the Chemong Causeway.

This location is known for its good fishing and is frequented by many out of town visitors and local fishing enthusiasts.

County Council have provided approval to staff to commence with the Clean Marine initiative and have committed the appropriate resources and commitment to this initiative.

We have commitment from our partners (Ontario Federation of Anglers and Hunters, Ontario Ministry of Natural Resources and Forestry, Parks Canada (Trent-Severn Waterway) and the Township of Selwyn).

2. Overall Project Objectives

To focus on a collaborative communication approach to gain awareness across all parties about the impacts and solutions for litter and the introduction of our Clean Marine Initiative, thereby minimizing litter and maximizing the enjoyment of the region and its attractors.

3. Communications Objectives

- Build awareness of the Clean Marine initiative and collaborative through joint outreach campaigns using local media, social media and signage
- Secure the commitment to Clean Marine (through on-line pledge).
- Encourage participation among researchers or partner bodies.

4. Target Audience

- Residents
- Businesses
- Visitors/Tourists
- Schools
- Local Service Clubs (Chemong Lion’s, Bridgenorth and Ennismore Beautification Committees, B.E.L. Rotary etc)
- Fishing Clubs/Groups
- Visitor Representative Clubs (Canadian Chinese Fishing Assoc).
- OFAH membership
- Angler Suppliers
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Primary Target Audience

- Residents
- Businesses
- Visitors/Tourists
- Fishing Clubs/Groups
- Visitor Representative Clubs (Canadian Chinese Fishing Assoc).
- Other TBD

Secondary Target Audience

- Schools
- Local Service Clubs (Chemong Lion’s, Bridgenorth and Ennismore Beautification Committees, B.E.L. Rotary etc)
- OFAH membership
- Angler Suppliers
- Other TBD

5. Key Message per Target Audience

- We want to change the behavior of the few that don’t respect our community.
- We want fishing to continue to be enjoyed by the many people that do so respectfully in our community.
- We want to show the importance of placing litter in the proper place.
- We want to demonstrate our commitment to working together to address this issue.
- We want everyone involved and committed to the Clean Marine initiative.
- We want everyone to feel valued and welcome in our community.
- We want everyone to respect our community by keeping it clean.

6. Communications Mix

External Communications Mix

- **Press**
  - Press release
  - Radio
  - Opinion editorial
  - Features
  - Features advisories
- **Online**
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- Social Media – Facebook and Twitter
- Multimedia: video, slideshows
- E-mail newsletter

- **Advertising**
  - Print
  - Radio
  - Television

- **Print**
  - Signage
  - Brochures
  - Posters
  - Letters
  - Leaflets
  - Scientific reports
  - Etc

- **Public Relations**
  - Event/Stunt
  - Endorsements

Internal Communications Mix

- Conference calls
- Face-to-face meetings
- Email

7. **Promotion**

Develop website off County main site – [www.ptbocounty/cleanmarine](http://www.ptbocounty/cleanmarine)

Create branding and imagery

Create hashtag to be used in all Social Media

8. **Budget**

- A budget of $10,000 should be allocated to this project

9. **Timeline**

Communication strategy planning will commence immediately, with a spring 2018 project initiative launch.

Timelines for each event will be updated as each is planned, using the following:
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What:

Why:

Where:

When:

Who:

How:

Target Audience:

Objective:

Key Message(s):

Media Strategy:

Tools and Materials:

10. Being on Brand

When communicating with our audience we follow this simple checklist and ask:

- Is my message **passionate**? Does it really show our enthusiasm?
- Is it **optimistic**? Is it positive and forward looking?
- Is it **inspirational**? Will it move someone to take action?
- Does it **challenge**? Does it confront the issues?
- Is it **credible**? Will people believe us?
- Is it **accountable**? Does it demonstrate our honesty and trustworthiness?
- Is it **persevering**? Does it prove our commitment?
- Is it **delivering results**? Does it show what we have achieved?

11. Evaluating Success

We will evaluate our success using the following self-checks:

**External**

- Have we achieved our objectives (i.e. created awareness, made a measurable difference...etc)?
- Did we reach the right audience?
- Did we use the right tools?
- Did we come in on budget? If not, why not?
- Other TBD