

Rivanna River Basin Commission

Memo

To: Rivanna River Basin Commission
Fr: Staff
Date: August 2, 2007
Re: Proposed Media Plan

In order to maximize the effectiveness of the Commission and to ensure the public is aware of its activities, it has been suggested that the Commission adopt a plan for engaging the media. Below is a suggested three-part approach:

I. Daily Newspapers and Alternative Weeklies

The daily newspapers and alternative weeklies have the space and resources to treat topics in-depth, and thus will likely find the substantive work of the Commission the most newsworthy. As a result, we should wait until the Commission has officially adopted a scope of work and a budget, then announce that the RRBC is undertaking a comprehensive approach to addressing a major threat to the health of the Rivanna. The substance of what you are doing, and the money you plan to spend doing it, will certainly make news.

Publications include: The Daily Progress, Cavalier Daily, The Hook and the C-ville Weekly

II. Community Weeklies

These publications will likely be most interested in the fact that the Commission exists, and has on it members from those localities, including citizen members. To communicate that local connection, they may want a photo of the entire commission. They will be interested in the work of the Commission, but perhaps not in the depth that the larger publications could devote. We should send a group photo (preferably taken outside) to these papers, along with a press release announcing the work of the Commission.

Publications include: The Fluvanna Review, The Rural Virginian, The Central Virginian, The Greene County Record, and The Crozet Gazette

III. The Television Stations

The television stations communicate through good visuals as well as a good story. The public may be interested in seeing the Commissioners on a "field trip" to look at some eroding banks to discuss the sedimentation threat. Having members of the region's elected bodies out on or near the rivers around here could convey effectively the work the

Commission is striving to achieve. It may be advantageous for the field trip to follow the adoption of the scope of work so Commissioners will have a clearer idea of what the Commission is working to achieve.

IV. News Radio Stations

Depending on the time they have to devote to a particular story, the radio stations will likely cover the same topics of interest to the daily newspapers, alternative weeklies and television stations.

Radio stations include: WINA and WMRA

V. The Internet

Participating county web sites serve as an important way to reach the general public to alert them to meetings and decisions. Other Web sites also might present alternative opportunities to disseminate news of the commission's efforts, including Charlottesville Tomorrow's Web site, the Free Enterprise Forum's Web site, cvillenews.com and <http://george.loper.org/>.