

# ROARING FORK CONSERVANCY

## **2014 Public Relations Efforts**

### **2014 Campaigns**

- Rewatering Our Rivers
- Colorado Water Plan
- Fryingpan Comprehensive Study
- Wilderness 50<sup>th</sup> Anniversary

### Website

- Upgrading/improving current website
- Current website incorporates Picasa photo albums, google forms, and google maps

### Email

- Monthly River Notes mass email, sent 1<sup>st</sup> Tuesday of the month at 10am
  - Include Take Action (people need to be reminded)
- Weekly Snowpack/Stream Float Report email to interested people (over 250), sent Thursdays

### Social Media

- Use Hootsuite to efficiently post to Twitter, Facebook, LinkedIn, Google Page
- Facebook – posts made daily
  - Current Snowpack and Stream Flow data/graphs
  - Photos of current events, projects, programs, campaigns, etc.
  - 50<sup>th</sup> Anniversary of Wilderness photos
  - Colorado Water Plan – creating awareness and soliciting comments
  - Links to articles of interest
  - Announcements of upcoming events
  - Sharing partner events/updates
  - As RFC, routinely liking other organization's posts
- Flickr and Dropbox for Photo Contest
- River Stewards use their own new facebook page

### Newspaper

- Event Announcements sent to papers two weeks in advance
- Events submitted to online calendars of Post Independent and Aspen Times
- Snowpack Alert or Stream Flow Report submitted to Aspen Times on Thursdays by 3pm for Friday edition
- Submit new filler ads

### Radio

- Event announcements sent to radio stations two weeks in advance
- Events submitted to PSA tool on KDNK website
- Underwriting KJAX daily Stream Flow Reports May-September
- Underwriting KJAX throughout the winter with short spots
- Underwriting KDNK stream flow reports
- KDNK Business membership – get 10 free radio spots to use at our discretion
- Train KDNK news team in fetching daily river report information

## Press Releases

- Published on Pitch Engine, link on [roaringfork.org/news](http://roaringfork.org/news)
- Sent to larger media email list including newspaper, online news, and radio contacts
- Phone call follow up to Scott Condon (AT), Marci Krivonen (KJAX), Ed (KDNK)

## Other PR Tools

- Share published news pieces with RFC staff, Board, and River Stewards as they happen via email
- Capture press clippings and save to RFC network files
- Event announcements published on Grassroots TV billboards
- Event announcements submitted to Chamber of Commerce Events Calendars
- Events announced and interviews in other non-profit/government mass emails (CORE, CLEER, Z-Green)

## Give-a-Ways

- RFC Photo Contest 2015 Wall Calendar??

## Event Posters/Fliers

- 2014 Events Calendar designed and distributed
  - Mail to Business Members first week of April
- Seasonal Events calendars designed and distributed
- Poster/Designs made for large events/meetings – Fryingpan Cleanup, River Float, Photo Contest

## Analysis/Feedback

- Google Alerts set up for following:
  - Roaring Fork Conservancy
  - Fryingpan River and Frying Pan River
  - Crystal River
  - Roaring Fork River
  - Partner Organizations
    - Colorado Water Trust, CO River District, Upper Colorado River, White River National Forest
- Facebook Insights
- Google Analytics
- Google Reader

## Possible New Strategies

- Reel In Water Use stickers
- More videos (youTube, Vimeo)
- Radio Interviews – KAJX, KDNK, KMTS, Mike Waters
- Postcard Calendar Mailing