

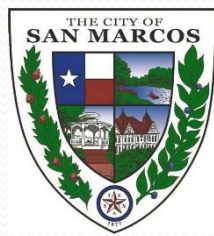


Drought Management Workgroup

People, Process and Progress

Makeup of Outreach Workgroup

- Workgroup made of up communications professionals from HCP members
- Active participation from each group
- Alternates also came to meetings





Workgroup Guides, Process

- Decisions made on consensus basis
- Program manager presented a clear outline of committee's charge at the first meeting
- All concurred with direction
- Developed list of triggers, associated messages
- Developed some regional messages
- Discussed spokespersons, technical experts
- Worked through key elements for each press release
- Those pieces shaped the elements of the toolkit



Messaging Key Elements

- To be effective, messaging must be consistent
- Consistency comes through good team cooperation and collaboration
- Team collaborated in key message development
- Team members to implement as agreed
- Team members coordinate with their local officials



Workgroup Process

- Five separate workgroup meetings
- One-on-one phone interviews after the first meeting to get additional input on series of topics (media relations, technical experts, trigger details)
- As press releases, fact sheets and messaging developed, members commented offline and at the meetings
- Latter meetings were work sessions in honing messages
- Great feedback, good comments, enthusiastic participation



Final Meeting, Approval

- Final meeting was another work session
- Workgroup approved moving toolkit forward with edits agreed on at meeting
- Edits made, workgroup reviewed
- Toolkit finalized, presented today



Key Elements of Toolkit

- Four fact sheets based on broad topics (HCP general info, habitat protection measures, refugia, water leasing)
- Eight press releases based on triggers
- Press releases include policy quotes from Chair Tom Taggart, operations quotes from Program Manager Nathan Pence
- Series of social media posts
- Regional messages, sets stage for reasons for HCP, why work is important, benefits of working together



Observations

- Workgroup very involved, topic savvy
- Members commented that toolkit will be very helpful in having HCP information in central location
- Good to have technical information consolidated and worded in lay terms
- Members already using fact sheets
- Collaborative process established for HCP releasing information, keeps members in loop, gives each entity time to brief elected officials
- HCP to use these materials, members can use and tweak as necessary
- Proactive communications step in the right direction