

Florida Black Bass Management Plan (2010-2030) Communication Plan



Florida Fish and Wildlife Conservation Commission

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Florida Black Bass Management Plan (2010-2030) Appendix III: Communication Plan

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Revision History

Version	Date	Author(s)	Revision Notes
1.0	3/8/2010	Communications Team	
1.1	3/25/2010	Communication Team	Per conference call

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Why a Communication Plan?

Proactive two-way communication is important in all phases of the Florida Black Bass Management Plan (BBMP). The BBMP team must ensure that team members, customers, and stakeholders have the information they need to ensure a dynamic BBMP that practically incorporates the scientific approach with statewide and local stakeholder preferences to create a plan that is effective and efficient and can be implemented to achieve real results.

Communication is vital to manage expectations about how the project is going and who needs to do what to balance scientific ideals, public desires and practical considerations given the unpredictability of nature, the economy and political realities. Consistently talk to team members about how they are doing on assigned tasks and providing regularly scheduled status updates.

This Communication Plan is a guideline to allow us to think through how to communicate most efficiently and effectively to various internal and external constituents. Effective communication means providing the right message, in the right format, at the right time, to deliver the right impact. Efficient communication means that we are providing the information that is needed at a reasonable cost with no waste of time, talent or treasure. This plan addresses the development process and initial release. An implementation and monitoring communication plan should be created once the final plan is adopted by the Commission.

Determine Project Stakeholders

We have defined stakeholders as anyone (individual or group) who is affected by our programs or can affect our program's success. These can be broadly grouped as internal (FWC), partners (e.g., other agencies, universities, NGOs or individuals who share our mission and work with us to facilitate the plan), affected groups (e.g., landowners, anglers, fishing-related businesses, indirect beneficiaries), and those that effect us (e.g., politicians, press, influential individuals and groups).

Identify Communication Needs for Each Stakeholder

For each of the stakeholders identified above, we must determine what their communication needs are. For instance, team members have a need for ongoing status information and the Senior Leadership Team (SLT) need periodic updates. Anglers and affected stakeholders need not only to know what our intent is and some basic facts to inform their decisions but an open and ongoing opportunity to provide input and create a dialogue resulting in their 'ownership' of the plan.

Determine How to Fulfill the Communication Needs of Each Stakeholder

Project communication can take many shapes and forms, when possible, we will use communication that cover more than one stakeholder's needs and always be as cost-effective as possible.

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The types of communication required can be described using the following terminology, which often overlap: education, outreach, marketing, and media relations.

Tools-How?

Outreach—short-term efforts to recruit/retain anglers via various events such as the state fair, Florida Sportsman Shows, Bass Pro Classics, fishing clinics, festivals, club events etc. Florida Youth Conservation Center Network and Get Outdoors Florida events provide both tier-1 outreach and tier-2 education events and as they evolve can be important to this effort.

Marketing—brand recognition, recruit/retain participants, fund raising, VISIT FLORIDA, research and surveys all fit under the marketing umbrella. Include an advertising campaign using professional anglers and recognized personalities.

Information Dissemination—efforts to convey information and knowledge. This can be internal (as in status reports, meeting minutes, meetings, conference calls) or external (e.g., general fact sheets, web pages, posters)

Media Relations—this is free coverage via news media, for instance work with Florida Outdoor Writers Association (FOWA) and the Association for Conservation Information (ACI), do frequent news releases, create public service announcements (PSAs--print, radio or TV), and utilize media tools such as *Fish Busters' Bulletin*, *City Fisher*, *Florida Wildlife* and *FWC 4-1-1*.

Tools--Each of the above communications channels can utilize print, Internet, social media (FaceBook, Twitter, YouTube, chat rooms and blogs), key print vehicles include fishing regulations, brochures, posters, business-card handouts and one-sheet flyers.

Education—long-term behavioral changes involving camps or schools. Include facts on bass life history, fisheries values, etc. Use school videos, the fishing camps and the evolving Florida Youth Conservation Center Network. This may be the least relevant communication tool for the BBMP, but still should be considered, for instance fish camps can highlight the need for coordinated, adaptive management and encourage campers or their parents to provide input.

Audiences (Who?)

Stakeholder Groups--those affected by FWC actions and those who affect FWC actions. Included are the Florida Freshwater Fisheries Coalition (FFFC), retailers, manufacturers, guides, writers, tournaments, technical advisory groups (state, watershed, local), bass clubs, politicians, fish camp owners, and bait and tackle shops.

Internal—FWC staff and commissioners. This plan is envisioned as a collaborative effort that will be lead by the Division of Freshwater Fisheries Management, but needs input and support from the Division of Habitat and Species Conservation (Aquatic Resource Enhancement Section, Aquatic Plant Management Section), Florida Wildlife Research Institute (Freshwater Fisheries Research, GIS and Survey), Division of Law Enforcement (Patrol and Office of Boating and Waterways, the Community Relations Office, the Executive Director's Office (Legal and Legislative), Regional Directors and virtually all other agency subunits to at least some degree.

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Partners—agencies or others that work with FWC to implement our mission, e.g., DEP, water management districts (WMDs), Corps of Engineers, Fish and Wildlife Service, and universities.

Sponsors—industry and individuals as well as grants that fund FWC activities.

Participants—anglers.

Topics/What? Florida wants to be the undisputed Bass Fishing Capital of the World based on facts (trophy fish, quality fish, customer satisfaction, resident and non-resident use and expenditures).

Use Big Catch, Bounty Fishing, Creel Stats, Share-a-Lunker-like programs, long-term monitoring, top fishing sites, fishing forecasts etc. to document the quality of bass fishing.

Convey components of the Black Bass Management Plan that are identified as appropriate for various audiences and communication tools that we have available. This includes an effort to explain the habitat, bass biology, stocking, regulations, enforcement, access, use, value and vegetation management components both in terms of scientific facts and stakeholder preferences.

When—January-March 2010 provide a concept draft and begin soliciting public input. Focus on the general need for a comprehensive management plan, the basic facts to allow the public to make informed recommendations and the FWC's desire for stakeholder input to create a truly collaborative plan in which the stakeholders have ownership.

April-June continue two-way communications with stakeholders and participants, and accelerate development of the science-based options for the plan. June compile and integrate the first survey results melding public guidance into a first fully developed plan.

July-August disseminate the first fully developed plan and solicit through meetings and surveys additional input and verification that stakeholder and participant input was properly incorporated.

September-October move on to a second revised draft with budget/staff and timeline components added. During the third round of meetings and surveys focus on what it will take to implement the plan, the benefits and how stakeholders and participants can be involved in its funding, staffing and execution.

November-December finalize the plan and create an executive summary for presentation to the Commissioners for official adoption. Begin determining the regulatory and legislative recommendations that will facilitate implementation of the plan, as well as any internal budget/staff realignments necessary for its execution.

January-July 2011 work to ensure grass roots and business support for the measures to be implemented and begin executing those tactics that can be done without further resources. July 2011-June 2012 fully integrate the plan into all FWC activities affecting black bass management and continue to refine and adapt the plan based on developments and research evaluations of both biological and social aspects.

Where—to be successful communications must be not only statewide and national but also reach out to other countries whose citizens actively travel to enjoy sport fishing and outdoor recreation.

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Why—to ensure public perceptions agree that Florida is the Bass Fishing Capital of the World based on verified statistics (reality). As a result, Florida will benefit economically from both resident and tourist sport fishing expenditures. Anglers will have even greater satisfaction with their overall bass fishing experiences in Florida, including enjoying a diversity of healthy, aesthetically pleasing, venues for all four species of black bass, with excellent opportunities for high catch rates, abundant quality-sized fish and trophy catches enhancing Florida's position on the all-time big bass lists.

Determine the Effort Required

Determine how much effort is required for each of the communication ideas surfaced previously. Some of the activities might be relatively easy to perform. Others will require more effort and be more costly. If the communication is ongoing, estimate the effort and cost for the remainder of FY 2009-2010 and for FY 2010-2011. Ensure the Community Relations Office is fully engaged along with the public information coordinators (PICs) and that both FWC Style-Guide and FWC Best Practices in Public Communications guidelines are adhered to.

Prioritize Communication Options

Some communication activities provide more value than others. Prioritize the items to determine which provide the most value for the least cost. If a communication activity takes a lot of time and provides little or marginal communication value, it should be discarded. If a communication option takes little effort and provides a lot of value, it should be included in the final Communication Plan. Some communication activities are mandatory under Sunshine rules and will be included no matter what the cost.

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Communication Plan for the Development of a Florida Black Bass Management Plan (2010-30)

Goal: To establish effective and efficient two-way communications with our staff, anglers, partners and stakeholders, which helps develop and implement a Black Bass Management Plan that establishes Florida as the undisputed “Bass Fishing Capital of the World.”

Deliverable/Description	Type (Educ/Outr /Mark/Info/ Media)	Target Audience(s)	Delivery Method	Delivery Date/ Frequency	Who Is Responsible?
Status Reports Brief monthly updates to keep the momentum going and provide unity and consistency to our approach.	Info	Internal, DFFM Director, Steering Committee and as needed the SLT, RLT, resource and other Standing Teams and Commissioners	Project Status Report template e-mailed to appropriate audience. Consider brown bag seminars, utilize the Inside Job, Commission Executive Director Reports and SharePoint. Address resource standing teams and seek opportunities at other DROI staff meetings.	Monthly	Jones, Project manager
Local Awareness-Building Sessions Inform people of the project and the deliverables that will impact them.	Info/ Marketing	Local user community, participants, stakeholders	Stand-up presentations at BassPro Classic Shows, Florida Sportsman Shows, Tampa Tribune Expo, other events, bass club meetings, FFFC, stakeholder group meetings. PowerPoint refined and use info sheets.	Schedule twice weekly until all users covered	Regional Fisheries Administrators and staff, Renfro, Cimbaro aid with PPT and handouts
Steering and Subteam Planning To develop the plan based on the best available science and incorporate stakeholder and participant input.	Info/ Outreach	Internal, Steering Team and Subteams.	Face-to-face meetings (quarterly), video conferencing (monthly) and e-mail, conference calls, and SharePoint site postings/discussion forum daily or as needed.	Weekly or as needed.	Team leaders, team members and interested staff

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<p>Signage/Posters</p> <p>Primary intent is awareness and to solicit participants going to the survey to provide input. Survey will evolve as new drafts are posted.</p>	Info/Marketing	Participants	“Wanted” posters, events and mail counter sized version to all TLS agents (900), include other fish camps etc. as determined by RFAs.	Once Feb-April delivery	Communications Team and RFAs (Wattendorf—the TLS mailing). Renfro/Thomas developed.
<p>Remote Awareness-Building Sessions</p> <p>Inform people of the project and the deliverables that will impact them.</p>	Info	Remote user community	Web chat room, Facebook, Twitter, E-mail and FWC 4-1-1 at least three times (total) per week. Include YouTube when available. Tie in Bounty Fishing, Bass Online and other electronic communities.	Make contacts three times a week throughout process.	Wattendorf and Communications team social media.
<p>Secondary Audience Messages</p> <p>Demonstrate to non-anglers the value of a healthy fishery and aquatic ecosystem in terms of local economics, aesthetics, good will and the importance of connecting with nature for kids and families.</p>	Info/Outreach/Marketing	Riparian home owners, developers, county governments	Newsletters and when possible meetings. Utilize tie-ins via Get Outdoors Florida! and the Florida Youth Conservation Center Network.	Quarterly beginning in fall 2010	Communications team.
<p>Partner Advisories</p> <p>Convey the FWC intent and importance of the plan and how FWC and partners can work together to develop improved approaches to ensuring quality bass fishing.</p>	Info/Marketing	Partners and potential partners, include agencies, NGOs, clubs, tournament sponsors.	Face-to-face meetings and routine agency interactions may be the best approach. The idea is to raise awareness of the BBMP, what they can do to help ensure its success and especially convey how it will benefit them and fit within their mission.	Begin early, highlight aspects of the plans that require partner support.	Agency-wide. Some of the partners may work more closely with H&SC, or CRO for instance.
<p>Surveys</p> <p>Non-scientific efforts to solicit broad input into the components</p>	Marketing	All participants and stakeholders. Internal audiences are included,	Surveys will be conducted on line, but advertising for them will be via a broad array of strategies including	At least three waves to coincide with	Bob Wattendorf and Communications

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of the plan and measure approval for the evolving plan.		but we will attempt to measure them separately.	media, events, PSAs and social networks. Special emphasis on e-mail delivery systems. Important to share results and feedback on how the input is utilized.	evolving drafts.	Team
Black Bass Management Plan Creation of the actual plan with an executive summary, current status, goal, visions, strategy, tactics, measurable objectives and expected benefits.	Marketing/ Info/ Educ/ Outreach	Stakeholders, Partners, Participants, Internal	The ultimate plan will be developed, refined and disseminated in a nicely laid out format with a moderate number published and available on line as a PDF or flip page version.	At least three major drafts will be shared and refined prior to adoption.	Communications team/Steering Committee/Technical Advisory Group, seek volunteers
Bass Biology and Fisheries Management Facts Information about the life history of bass, the value of bass fishing both economically and socially, what it takes to have a healthy vibrant fishery and the various tradeoffs that go with addressing specific management objectives. Special attention should be paid to accurately address public misperceptions.	Info	Stakeholders, Partners, Participants, Internal	A two-sided one-sheet flyer with key facts explaining the need for the survey and realities with which we are dealing. A revised version of the Black Bass Life History Education Bulletin. Emphasize information on web site and via Fish Busters' Bulletins and City Fisher. Use at meetings and for interested participants. Link to second survey and announce via FWC 4-1-1. Some of this can also go into the Freshwater Fishing Regulations and Florida Wildlife.	Early in process with ongoing distribution	Communications team, Cimbaro, Wattendorf, Porak, Snyder, Fury

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<p>Advertising campaign</p> <p>An effort to increase awareness and develop a brand for the Bass Fishing Capital initiative. Can tie into the “Go Fishing” largemouth bass tag marketing and appropriate emphasis on the Florida Bass Conservation Center.</p>	Marketing	Participants, stakeholders and partners	PSAs, YouTube, posters, media relations efforts.	Early in process with ongoing distribution	Communications team and CRO, Wattendorf and O’Neil. Connect with VISIT FLORIDA, WFN and Cable
<p>Bass Symposium</p> <p>Similar to two previous Bass Symposia with guest speakers, displays and handouts.</p>	Outreach, Marketing, Info and Media	Participants, stakeholder, partners, media	Align sponsors, select a location and heavily involve the media, (FOWA, VISIT FLORIDA, WFN, Bass Masters Magazine etc.) Staff and professional fishing personalities as key note speakers.	Spring 2011 to rollout the plan	Communications team, Renfro
<p>Sponsor Development</p> <p>Reach out to those that can help fund this initiative either directly through cash donations and grants, or indirectly by providing necessary resources and support.</p>	Marketing	Sponsors including grant agencies, corporate donors, advertising partnerships etc.	A specific partner package should be created with generic guidelines for the degree or recognition that a donation or grant will receive. Also address advertising and sponsor values. Create a standard grant package. Meet one-on-one with key sponsors.	Begin implementing in June when first complete draft is ready, prior to that compile (refine) a list of potential sponsors, advertisers and grants.	Communications team, Bill Bibby, Tim O’Neil.