

Communicating in Government

Wisconsin County
Code Administrators
2016 Fall Conference
Oct. 12-14
Appleton



Communicating in Government

Overview:

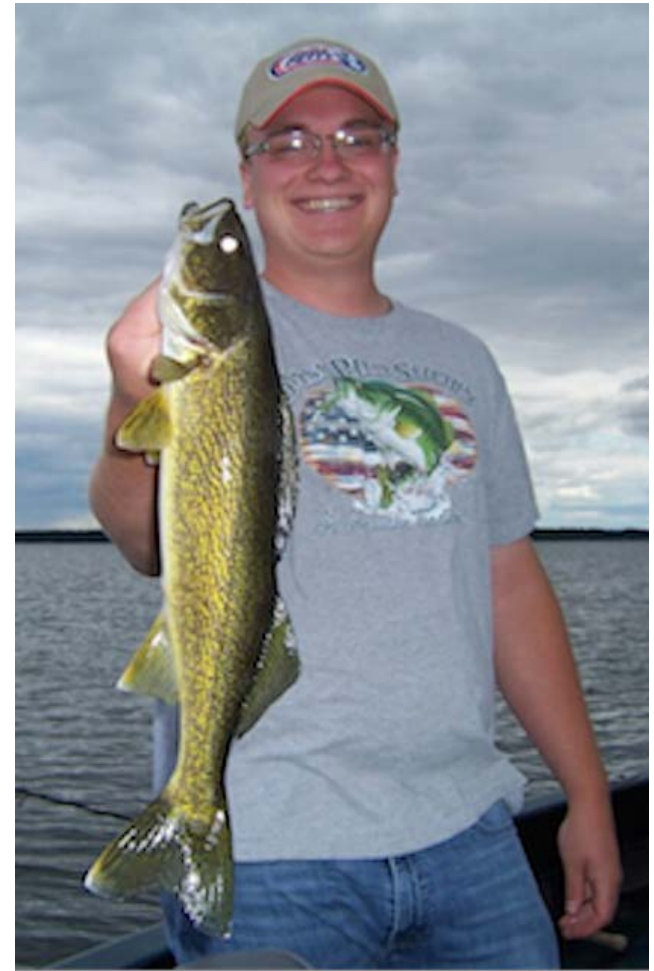
- Put your best fish forward
- Understand the needs of the news media
- Develop multiple channels
- Take it to the people



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Put your best fish forward:

- Organize for success (establish protocol)
- Identify challenging issues
- Identify spokespeople or topic experts
- Streamline talking points



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Understand news media needs:

- Unprecedented turnover/consolidation
- Deadlines, 24-7 news cycle
- AP style, plain language
- Visuals



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Develop multiple channels:

- **DNR website:** 14.6 million visits in 2015, up 12% from 2014; 55.8 million page views, up 6%
- **GovDelivery:** 553,664 subscribers, up 5%
- **Natural Resources magazine:** **87,000** subscribers
- **News media:** 3,130 media contacts in 2015; 26,658 Weekly News subscribers



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Facebook:
70,362, up 36%



Twitter:
15,132 followers, up 26%



YouTube:
1,114 subscribe, up 18%



Pinterest 2014:
750 followers, up 33%



Wisconsin Department of Natural Resources

Page Liked · October 7, 2015 ·

Chequamegon Bay Walleye

FALL WALLEYE STOCKING UNDERWAY

355,000 walleye have new homes tonight, primarily in northern Wisconsin lakes. 760,000 walleye are being stocked this year as part of the Wisconsin Walleye Initiative. This is video of stocking efforts in Chequamegon Bay. Most of the walleye stocked this year are more than seven inches long, increasing their chance of survival. Fish from the first year class of the initiative should be approaching legal size limits in most waters in the next two years. Learn more about the stocking efforts here: <http://dnr.wi.gov/news/Weekly/Article/?id=3432>.

40,390 Views

Like Comment Share

673

Top Comments



Write a comment..

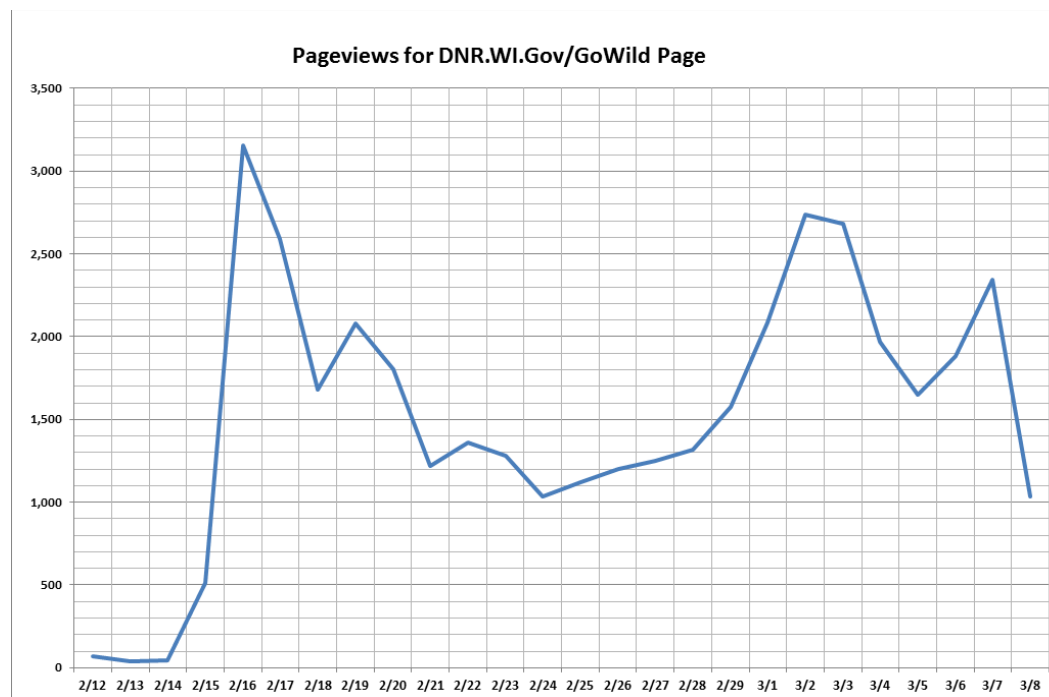


Press Enter to post.

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Large projects, hot topics deserve a comprehensive approach:

- Stakeholder meetings
- GovDelivery
- Web page, banner, promo, feature or slide show
- News release
- Social media
- Video
- Ad buy



Go Wild Web page visits driven by news releases, ad campaign, events



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Take it to the people

- Understand the local context
- Understand whether topic requires education or persuasion
- Bring people together; welcome comments





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Special challenges: Perception vs. Reality

DNR fails as Koronis suffers another invasive species

PAUL BUGBEE, TIMES WRITERS GROUP 4:32 p.m. CDT September 27, 2015



Starry Stonewort is perhaps the most toxic and dangerous aquatic invasive species yet to make its way to Minnesota with the potential to completely engulf an entire lake.

Starry Stonewort Invades 23 Lakes In Wisconsin: What Are They?

By [Rina Marie Doctor](#), Tech Times | August 31, 8:13 AM



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Best practices and suggestions

- Identify relevant metrics and measure results
- Consult with your team
- Consult with partners
- Stick with your protocol
- Use proven tools

Delivery Metrics - Details

9,357 Total Sent

9,342 (100%) Delivered

0 (0%) Pending

15 (0%) Bounced

0 (0%) Unsubscribed

Bulletin Analytics

2,901 Total Opens

1,908 (20%) Unique Opens

50 Total Clicks

40 (0%) Unique Clicks

9 # of Links



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- Recent success: Goby communications
 - Strategic effort
 - Coordinated with partners
 - Clear public “ask”
 - Interactive engagement
 - More than 60 media pickups



DNR launches online tool to report round goby catches



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- Recent success: Healthy Lakes Initiative
 - Strategic effort, private-public
 - Stakeholder meetings, webinar, media outreach, social media
 - Win: growing partnerships, positive press



Thank you!

