

## **Wild Ones - August 21, 2011 Sunday Workshop – Publicity**

Leaders of the workshop were Julia K, Linda G. and Janet C. They began with their experiences and group-sharing followed. The group included local chapters plus St. Louis, Cincinnati, Danville, Minneapolis, Northfield, Chicago, Clemson.

1. **Janet:** The Fox Valley group holds a January conference annually. Their brochure and program were placed in libraries, newspapers/local shopper and the electronic city calendar. Plus they share calendars with Audubon and Master Gardeners. Their display was on display. It is attractive, informative and affordable.
2. **Linda:** The Fox Valley Area group is focusing on “branding” with bookmarks, calling cards and one phone number. They suggest “grassroots.com” with 300 minutes/month free as their virtual reception room. It offers 3 messages and also takes voice mail messages. Especially well done is their Wisconsin map showing coverage areas of each Wisconsin Chapter. This should be done nationally.
3. **Julia:** The secret to the Twin Cities Chapter’s media coverage is building relationships and always being ready to field a call for information. The TCC uses *The Bridge* locally and has success with the Tribune. Remember, the media always seeks a controversy or conflict to sell news. TCC’s internal “whiz” is mail chimp which sends announcements to members. The TCC uses a Google account/website for \$10/yr and gmail account for the annual conference! Their newcomer flyer offers basic info plus native seed and plant sources.
4. **Concerns of the group included:**
  - a. keeping up with technology,
    - perhaps too early to give up on hard copy as well as electronic.
    - currently, printing prices are up for negotiations and affordable at any quantity.
    - track website use via “Google Analytics”
  - b. reaching range of age groups,
    - Lindsey suggested workshops for new and young homeowners.
    - Use Facebook and “like” the Wild Ones page to spread the word.
    - Offer workshops in cooperation with universities and colleges.
    - Give free memberships to relevant high school and college instructors.
  - c. paper versus electronic use, and
    - Paper production is a renewable resource.
    - Definitely do not give up WO Journal.
    - Another idea - post articles on line/produce only one hard copy Journal, annually.
  - d. branding.
    - Participate in Green expos, Trade shows, and the State Fair
    - Stillwater suggested Wild Ones brochure drops at conferences and in packets.

- Chicago offers photo albums for viewers These can be shared.
- Chapters can stay in touch via Twitter (with photo stream) and Facebook...by “liking” each other. This sounds easy. See Chicago chapter website for more.
- The pollinator issue with USDA allows an opportunity to help and build relationships.
- Community “sustainability boards” are another great connection to build on.

### **Notes from Publicity Workshop**

Most important thing I learned was about branding and how Wild Ones chapters should identify themselves.

We are all Wild Ones first.... Each chapter, in all media and printed materials, should be Wild Ones ....., our chapter is simply Wild Ones Twin Cities. We can and should drop the word chapter on our webpage, our calendar notices and when we speak about our organization to the media.

Fox Valley has a great chapter and regional map; they have a template we can use to create a similar map for Minnesota.

Difference between Publicity and Public Relations....

- Publicity is marketing and promoting activities and events
- Public Relations is communicating with other agencies and the media about Wild Ones, both locally and nationally