E&O STRATEGY— TOPIC 4

Stormwater Infrastructure Main.

TARGET AUDIENCES	PRINT	ELECTRONIC	VISUALS	PERSONAL CONTACT
1. Transporta/ Highway	Brochures 3, 6	Social Media 2 1 6	Displays/Exhibits 3	Demonstrations, field trips, watershed tours 3 1, 5
2. Corporations + Institutions	Fact sheets 1 2 5, 6	Websites 4 5 2 1 6	Signage 5	Presentations (meetings, events, workshops, seminars, open houses etc.) 4 3 5 1 6
3. County + Twp. Villages/ Gov't Agencies	Newsletters 1, 6	E-News/Emails 3 5 2 4 6	Posters/ Bulletin boards 5	Interviews 3 1 2
4. Homeowners Associations	News releases 1, 6	Videos/local cable channel 1	Presentations 2	Surveys 3
5. Golf Courses	Feature articles 1, 6	Public Service Announcements (PSAs) 1		Target individual discussions 4 3 1 2
6. Environmental Interest Groups	Inserts/Utility bills	Bulletin Boards		
7.	Flyers 6	Surveys		
8.	Direct mail 3			
9.	Manuals or plans; technical resources 3, 6			
10.	Media kit			

Combine topics 5 + 6

E&O STRATEGY— TOPIC 5

Streamside best practices / pollution prevention

TARGET AUDIENCES	PRINT	ELECTRONIC	VISUALS	PERSONAL CONTACT
1. Farmers	Brochures 1 2 9 10 benefits	Social Media 1 2 9 8	Displays/Exhibits	Demonstrations, field trips, watershed tours 2 7 9
2. Residents	Fact sheets (technical?) 1 2 9 3 10 benefits to me/cost of not using good practices	Websites 1 3 2 9 8 10	Signage 2	Presentations (meetings, events, workshops, seminars, open houses etc.) 4 5 6 7 13 3 10
3. Riparian Residents + Assoc.	Newsletters 2 3 9	E-News/Emails 3 2 6	Posters/ Bulletin boards	Interviews 4 8 7, 1
4. Golf Course # of people in audience will dictate some of the best vehicles	News releases general audience 4 2 9 8	Videos/local cable channel 2	Presentations 5 6 7	Surveys 4 2 7
5. Villages	Feature articles 2	Public Service Announcements (PSAs) 2		Target individual discussions 4 3 2 8 7 9 5 10, 1
6. Shopping Ctrs. - parking lots	Inserts/Utility bills 2 9 3	Bulletin Boards 2	6	
7. Transportation Agencies	Flyers 2, 9	Surveys 2 3 9		
8. Forest Preserves partner (leader)	Direct mail 5 2 3 6 10			
9. Drainage Districts	Manuals or plans; technical resources 5			
10. Landscape Companies	Media kit			

Combine topics 5 + 6

E&O STRATEGY— TOPIC 6

Stewardship - Prevent Pollution

TARGET AUDIENCES	PRINT	ELECTRONIC	VISUALS	PERSONAL CONTACT
1.	Brochures	Social Media	Displays/Exhibits	Demonstrations, field trips, watershed tours
2.	Fact sheets	Websites	Signage	Presentations (meetings, events, workshops, seminars, open houses etc.)
3.	Newsletters	E-News/Emails	Posters/ Bulletin boards	Interviews
4.	News releases	Videos/local cable channel	Presentations	Surveys
5.	Feature articles	Public Service Announcements (PSAs)		Target individual discussions
6.	Inserts/Utility bills	Bulletin Boards		
7.	Flyers	Surveys		
8.	Direct mail			
9.	Manuals or plans; technical resources			
10.	Media kit			

E&O STRATEGY— TOPIC 8

Ag & Equestrian

TARGET AUDIENCES	PRINT	ELECTRONIC	VISUALS	PERSONAL CONTACT
1. Equestrian	Brochures 13	Social Media 1,5	Displays/Exhibits	Demonstrations, field trips, watershed tours 1,2,
2. Row crop Farmers	Fact sheets 1 2 3 4 5	Websites incl. techn. resources 1 2 3 4	Signage	Presentations (meetings, events, workshops, seminars, open houses etc.) 1 2 3 4
3. Nurseries	Newsletters 1 2 3 4 5	E-News/Emails 1 2 3 4	Posters/ Bulletin boards	Interviews 1 2 3 4
4. Livestock	News releases	Videos/local cable channel	Presentations 1, 2	Surveys
5. CSA (hobby farmers)	Feature articles	Public Service Announcements (PSAs)		Target individual discussions 1 2 3 4
6.	Inserts/Utility bills	Bulletin Boards 1		Technical Assistance 1 2 3 4
7.	Flyers ~~1 2 3 4~~	Surveys		
8.	Direct mail 1 2 3 4 5			
9.	Manuals or plans; technical resources			
10.	Media kit			

E&O STRATEGY— TOPIC 9

Controlling Nuisance & Invasive Species

TARGET AUDIENCES	PRINT	ELECTRONIC	VISUALS	PERSONAL CONTACT
1. Municipalities Townships, County	Brochures 3,4,5,10,2	Social Media 1-10	Displays/Exhibits 8,4,7,9,	Demonstrations, field trips, watershed tours 3,4,7,6,9,10
2. Nurseries	Fact sheets 3,4,5,10,2	Websites 1-10	Signage 8,4,7,9,1,6	Presentations (meetings, events, workshops, Industry Expo seminars, open houses etc.) 3,4,7,6,9,10,2
3. Lake Assoc.	Newsletters 3,4,10,7	E-News/Emails 1-10	Posters/ Bulletin boards 9,7,4,	Interviews 5,1,3,4,7,8,9,2 6
4. Homeowners HOA	News releases 5,9,7,2	Videos/local cable channel 10,4,5 1-10	Presentations 3,4,7,6,9,10	Surveys 3,4,1,6
5. Elected Offic.	Feature articles 4,5,1	Public Service Announcements (PSAs) 4,3,8		Target individual discussions 5,2,6
6. IDOT + Other transportation	Inserts/Utility bills 4	Bulletin Boards 8,7,9,1		
7. Park Districts	Flyers 4,10,	Surveys 3,4,1,6		
8. businesses & schools	Direct mail 4,5,3,8,10,2			
9. Forest Preserve partner	Manuals or plans; technical resources 1,7,9			
10. Environ. Interest Group	Media kit 5			

E&O STRATEGY— TOPIC 7

Best Winter Maintenance Practices

TARGET AUDIENCES	PRINT	ELECTRONIC	VISUALS	PERSONAL CONTACT
1. Public Works Dept.	Brochures 1 2 3 4 5 8	Social Media 1-10 3	Displays/Exhibits 2 8, 10, 4	Demonstrations, field trips, watershed tours 8, 10, 2, 6, 1
2. Private Contractors (parking lots)	Fact sheets 1 2 3 4 5 8 10	Websites 1-10	Signage 2, 6, 8	Presentations (meetings, events, workshops, seminars, open houses etc.) 1 2, 8, 10, 2, 6, 1
3. General public + Drivers	Newsletters 9 6 3 5 10	E-News/Emails 1-10	Posters/ Bulletin boards 2, 8, 10, 4	Interviews 5, 4, 6, 1, 7
4. Homeowners HOAs	News releases 1 2 6 5 3 10	Videos/local cable channel 3, 4, 10, 8 9	Presentations 1, 2, 5, 4, 10, 6, 8	Surveys (assessment) 1-4, 6-10
5. Elected Officials	Feature articles 3 4 5	Public Service Announcements (PSAs) 3, 4, 5		Target individual discussions 2 1-10
6. Transportation Dept.s TWSHP IDOT Management	Inserts/Utility bills 4, 8	Bulletin Boards 9, 8 1, 10 4		Lobbying 5
7. Manufacturers of De-Icing Products	Flyers 1 2 3 4 5 8 10	Surveys 4, 3		Partnerships 10, 4, 1
8. Businesses + Schools + churches institutions	Direct mail 3, 4 10 select audience			
9. Unions - Public Works	Manuals or plans; technical resources 1 2 6 7 9			
10. Environ. Interest Groups	Media kit 5			

E&O STRATEGY— TOPIC 1

Green Infrastructure
SW Practices

TARGET AUDIENCES	PRINT	ELECTRONIC	VISUALS	PERSONAL CONTACT
1. Homeowner (Assoc.)	Brochures	Social Media	Displays/Exhibits	Demonstrations, field trips, watershed tours 1
2. Contractor	Fact sheets 1, 9, 2 4	Websites ALL Resource list for existing website	Signage	Presentations (meetings, events, workshops, seminars, open houses etc.) 1, 9
3. Permitting ~~facility~~ Local Gov.	Newsletters	E-News/Emails	Posters/ Bulletin boards	Interviews
4. Engineer	News releases	Videos/local cable channel	Presentations	Surveys
5. Business Other Golf Courses institutions	Feature articles 1	Public Service Announcements (PSAs) 1, 2, - All		Target individual discussions
6. New Construction	Inserts/Utility bills 1, 5	Bulletin Boards		Home + Garden Shows etc. Info. Booth
7. Watershed Partners	Flyers	Surveys		
8. Legal Counsel	Direct mail 1, 2, 7			
9. Landscape Architect	Manuals or plans; technical resources 9, 2, 6			
10. Policy	Media kit 1, 2, 7, 6			

E&O STRATEGY— TOPIC 3

Lake Shoreline best practices

TARGET AUDIENCES	PRINT	ELECTRONIC	VISUALS	PERSONAL CONTACT
1. Homeowner	Brochures 1, 2	Social Media	Displays/Exhibits	Demonstrations, field trips, watershed tours
2. Business	Fact sheets 3, 4	Websites 1, 2, 3, 4	Signage	Presentations (meetings, events, workshops, seminars, open houses etc.)
3. Local Gov. municipalities	Newsletters	E-News/Emails 4	Posters/ Bulletin boards	Interviews
4. Policy	News releases	Videos/local cable channel 1	Presentations 3	Surveys
5.	Feature articles	Public Service Announcements (PSAs) 1		Target individual discussions
6.	Inserts/Utility bills 1	Bulletin Boards		Maximize 1 Community + National events
7.	Flyers	Surveys		
8.	Direct mail 1			
9.	Manuals or plans; technical resources			
10.	Media kit			

E&O STRATEGY— TOPIC 2

Minimize Flood Risk & Damage

TARGET AUDIENCES	PRINT	ELECTRONIC	VISUALS	PERSONAL CONTACT
1. Policy makers	Brochures 1 2 3 5	Social Media 3	Displays/Exhibits	Demonstrations, field trips, watershed tours 1, 2, 4
2. Local Gov. municipality	Fact sheets 1 2 3 5	Websites 3 1-5	Signage	Presentations (meetings, events, workshops, seminars, open houses etc.) 1, 2 5
3. Landowner	Newsletters	E-News/Emails 1-5	Posters/ Bulletin boards	Interviews 2 4
4. Golf Courses	News releases 3 2	Videos/local cable channel	Presentations	Surveys 2 4
5. Businesses + Institutions	Feature articles 1 3	Public Service Announcements (PSAs)		Target individual discussions 2 5 4
6.	Inserts/Utility bills 3	Bulletin Boards		
7.	Flyers	Surveys		
8.	Direct mail 1			
9.	Manuals or plans; technical resources			
10.	Media kit			

E&O STRATEGY— TOPIC 10

TARGET AUDIENCES	PRINT	ELECTRONIC	VISUALS	PERSONAL CONTACT
1.	Brochures	Social Media	Displays/Exhibits	Demonstrations, field trips, watershed tours
2.	Fact sheets	Websites	Signage	Presentations (meetings, events, workshops, seminars, open houses etc.)
3.	Newsletters	E-News/Emails	Posters/ Bulletin boards	Interviews
4.	News releases	Videos/local cable channel	Presentations	Surveys
5.	Feature articles	Public Service Announcements (PSAs)		Target individual discussions
6.	Inserts/Utility bills	Bulletin Boards		
7.	Flyers	Surveys		
8.	Direct mail			
9.	Manuals or plans; technical resources			
10.	Media kit			