



# **Building Support for Management Practices**

## ***Public Relations Advantages***

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September 29, 2009



## We'll Cover...

- **What is PR?**
- **Importance of communicating about invasives**
- **Desired outcomes**
- **Managing fear**
- **Communication Plan**
- **Getting the message out**
- **Resources**

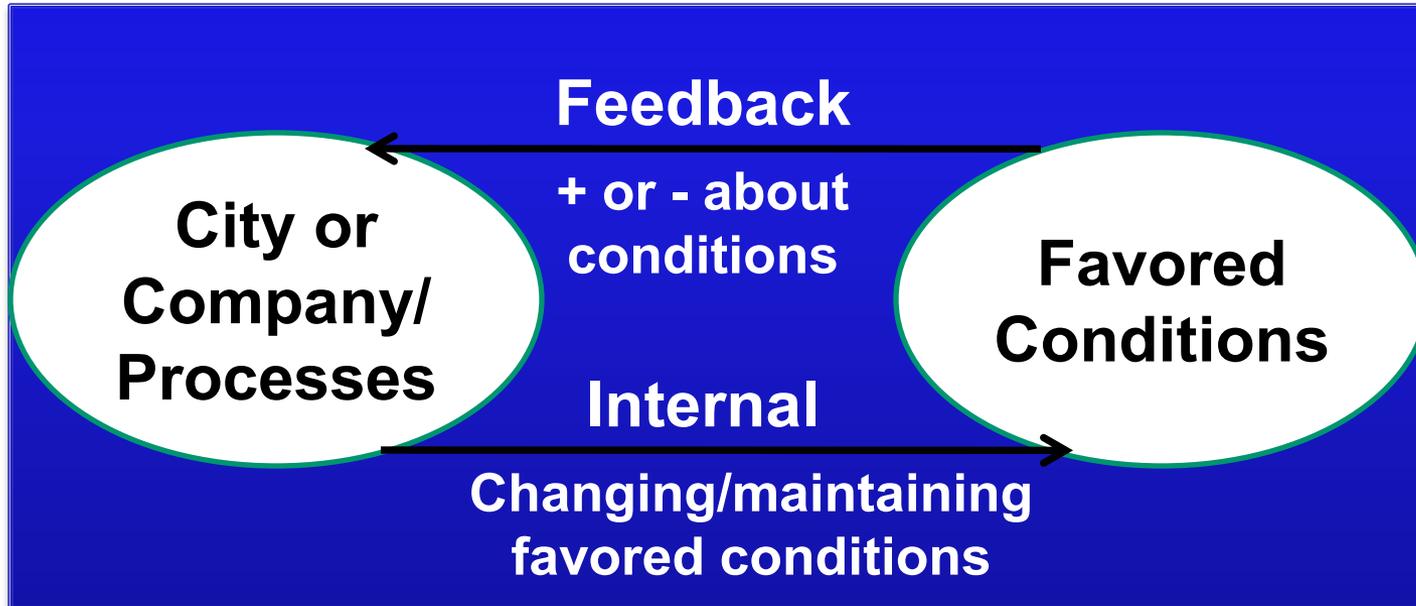


# What Is PR?

- A story in the newspaper?
- Two way flows of communication to achieve mutually-beneficial relationships
  - Municipalities/others should be *proactive* in reaching their audiences**



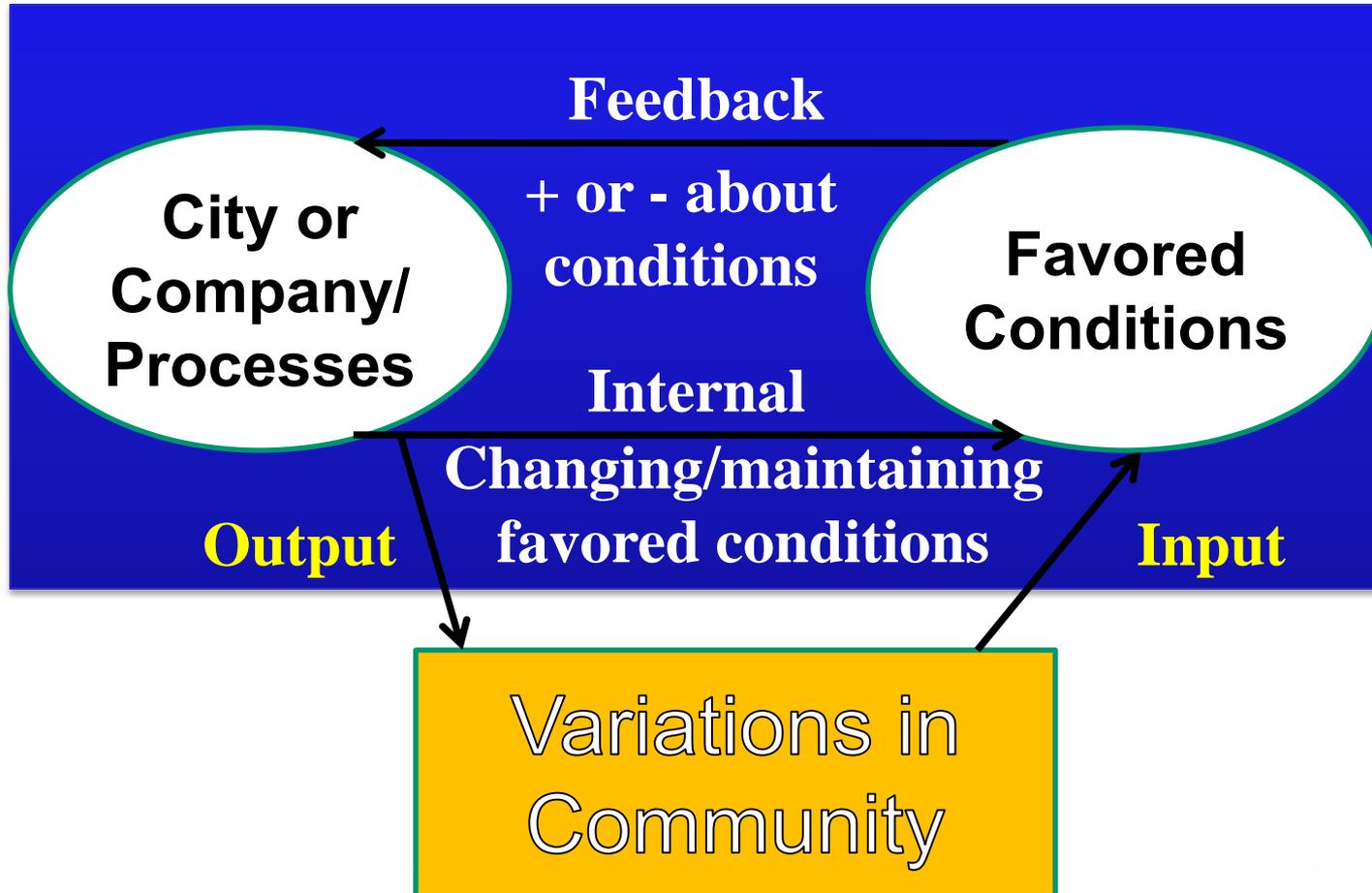
# Closed System



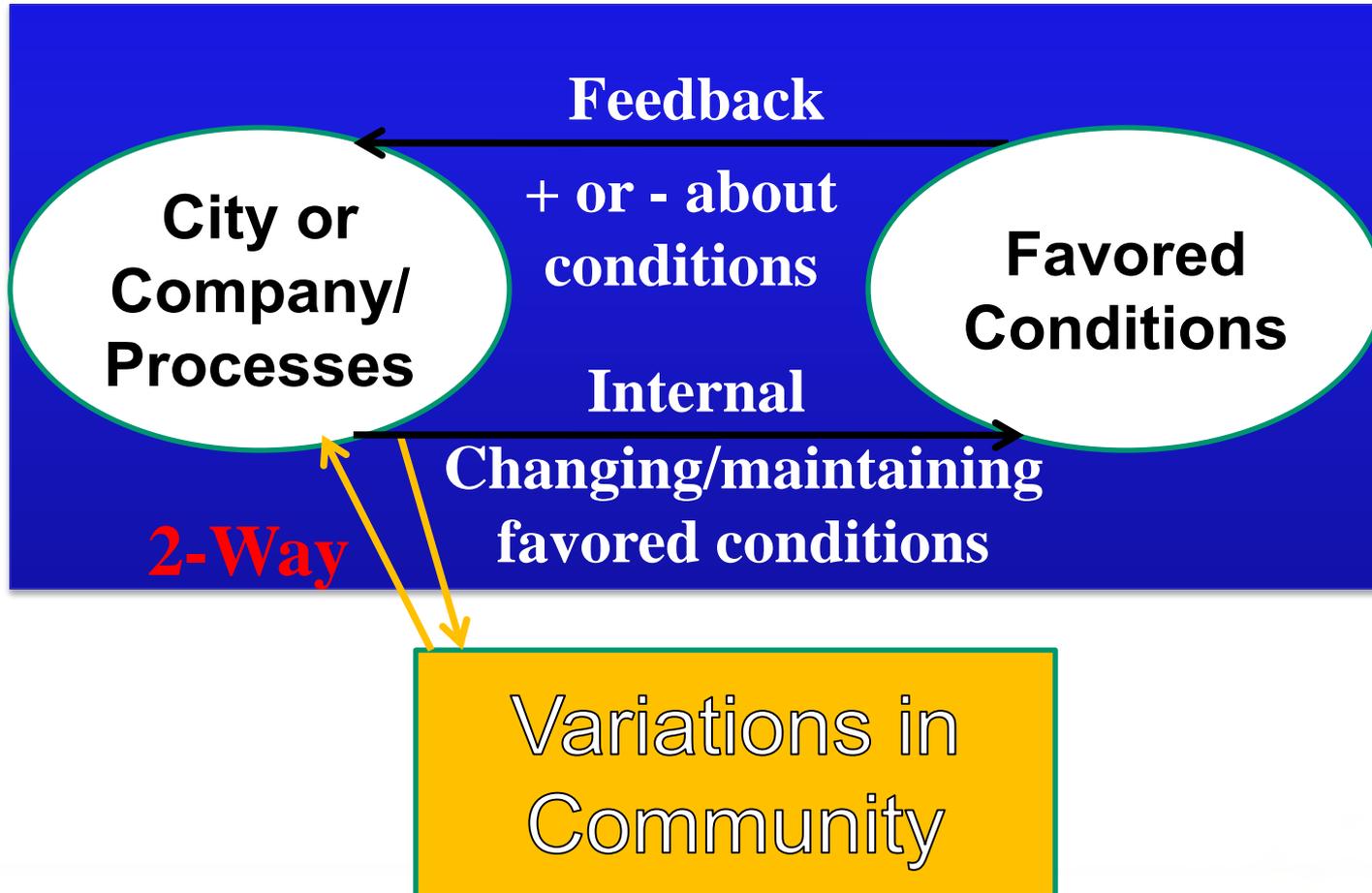
Variations in  
Community



# Open System



# Open System: 2-Way Communication





# Why Communicate about Invasives?

- **Clear up misconceptions that could thwart public support**
- **Create public confidence in your leadership**
- **Make the case for funding and cooperation**
- **Solicit cooperation**



## Outcomes Desired

- **Create value for urban forests**
  - **Highlights need for support resources; staff**
- **Behavior modification. Examples:**
  - **Don't move firewood**
  - **Enhance tree health**
- **Image management**
- **Convey competence, confidence, control**

# Manage Fear: Proactivity

- **Example: Chinese wasps: Citizen misconceptions**
  - **“They’ll sting me”**
  - **“They’ll be obnoxious, buzzing nuisances”**
  - **“They’ll be out of control, attacking everything”**
- **Antidote**
  - **Lean on the experts; report their research**
  - **Explain it to public**
- **Result: Managers will look effective**

# Communication Plan

- Who will speak, what will they say?
- Objective
  - Call to action?
  - Educate?
- Key messages: boiled down to **2 sentences**
- Repeat messages
- ***ASK FOR WHAT YOU NEED!***



# Getting The Message Out

- **Your website (2-way)**
- **Your Facebook page, Twitter (2-way)**
- **News conference**
- **Local cable access**
- **Signage at municipal buildings**
- **Inserts with municipal bills**



# You're Not Alone

- **Resources**
  - **The Morton Arboretum Website:**
    - **Downloadable PowerPoint to educate managers**
    - **Educational brochures, pamphlets, posters**
    - **Lists of trees for reforestation**
    - **Pesticide information sheet**



# Lean On Experts – Best Practices

- Efficiency for you – no “reinventing the wheel”
- *Bolsters credibility for your efforts*



## Bottom Line...

- **Embrace opportunities to inform the public**
- **Press: valued partner**
- **Be proactive**
- **Lean on the experts**
- **Collaborate**



# Collaboration

- **Successes in Illinois stem from team work**
- **Consensus plan**
- **Communications network**
- **Defined key goals, issues, message**
- **Groom spokespersons and use your best talent**



# Get in Front of the News

- Practice with small news items
- Know what you want to say before an interview
- Monitor invasive news and anticipate media interest
- Initiate press conferences
- Stage photo ops to underscore messages



# **An Educated Constituency Supports Good Decisions**

**Repeat key messages i.e.**

- **know how to identify an ash tree**
- **monitor for health**
- **seek advice from certified arborists**
- **plant a diverse landscape**
- **consider value of tree in treatment decisions**

**Identify credible resource for more information**



# Summary

**Successful Public Relations and Two Way  
Communication Informs and Builds Support for  
Management of Invasives**