

Communications / Outreach

Where can the GLC add value?

Overarching Goals

- Define our audience
- Educate and inform decisionmakers
- Amplify existing messages, regional focus
- Showcase economic benefits
- Promote nexus between land use planning / impacts on water quality

Priority Actions

Communications

- 1) Focus periodically on specific issues of interest to the states/provinces
 - Add topical themes for Advisor newsletter, glc.org website, GLIN Daily News
- 2) Profile state/provincial success stories, BMPs, roadmaps for other jurisdictions to follow
 - Enhance BRIDGES website, host annual roundtables to continue information exchange among policymakers
- 3) Serve as an information clearinghouse
 - Develop online “Great Lakes Atlas” with up-to-date land use maps, physical and socio-economic data sets

Priority Actions

Outreach / Advocacy

- 1) Highlight key messages
 - Show connection between legislation and on-ground impacts
- 2) Build stakeholder networks
 - Stress stewardship / economy linkage
- 3) Select proper medium and timing for advocacy
 - Deliver more messages dynamically; increase outreach to state/provincial legislators and local officials