

EFFECTIVE COMMUNICATIONS STRATEGIES

Garnering Heightened Support from the Public and Policymakers



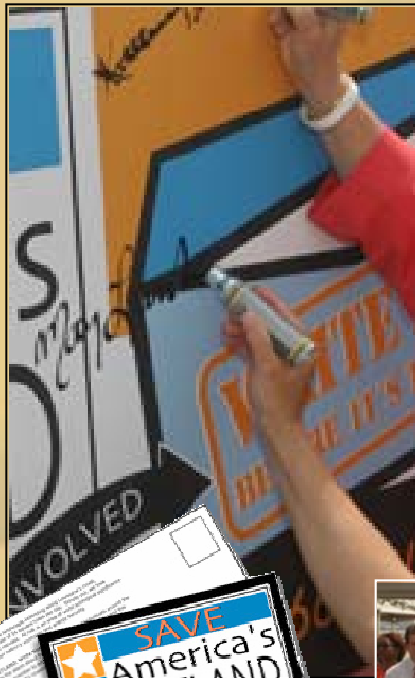
Wednesday, September 13, 2006



AUGUST 24, 2005

SAVE AMERICA'S WETLAND WRITE NOW!

- Alert Congressional Leaders and White House
- Launched in New Orleans
- Sponsor Appreciation Lunch
- Caravan to Terrebonne High School rally
- Letter writing campaign





NATURAL ENVIRONMENT

Natural Process Created:

- *7th largest delta on earth*
- *4,000,000 acres or 6,000 square miles of wetlands*
- *Twice the size of the Everglades*
- *25% of national's coastal wetland in lower 48*
- *40% of nation's saltwater marsh in lower 48*

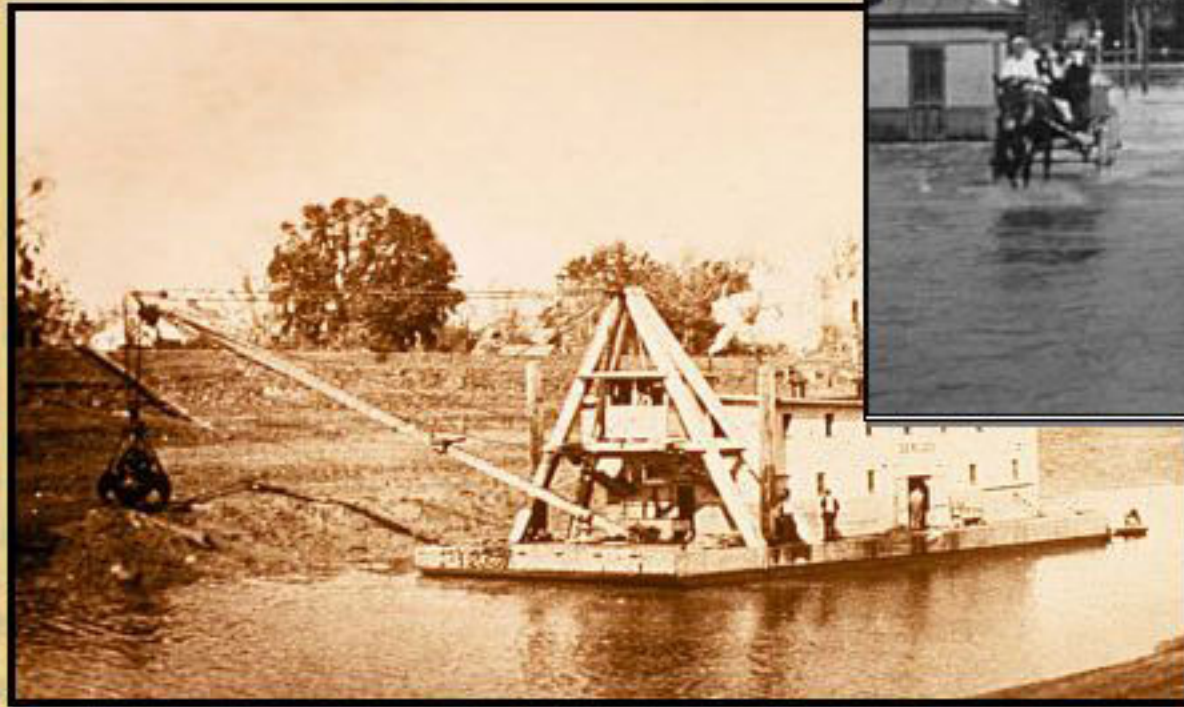
THE PROBLEM

**Each year 24 square miles of wetlands
vanish in coastal Louisiana...**



**...a rate equivalent to a football field of
land every 30 minutes.**

THE PROBLEM



GREAT FLOOD OF 1927



LAND LOSS CAUSES

Levees, built to protect people from floods and to allow the nation's goods to reach world markets, **cut off freshwater and nutrients to the wetlands...**

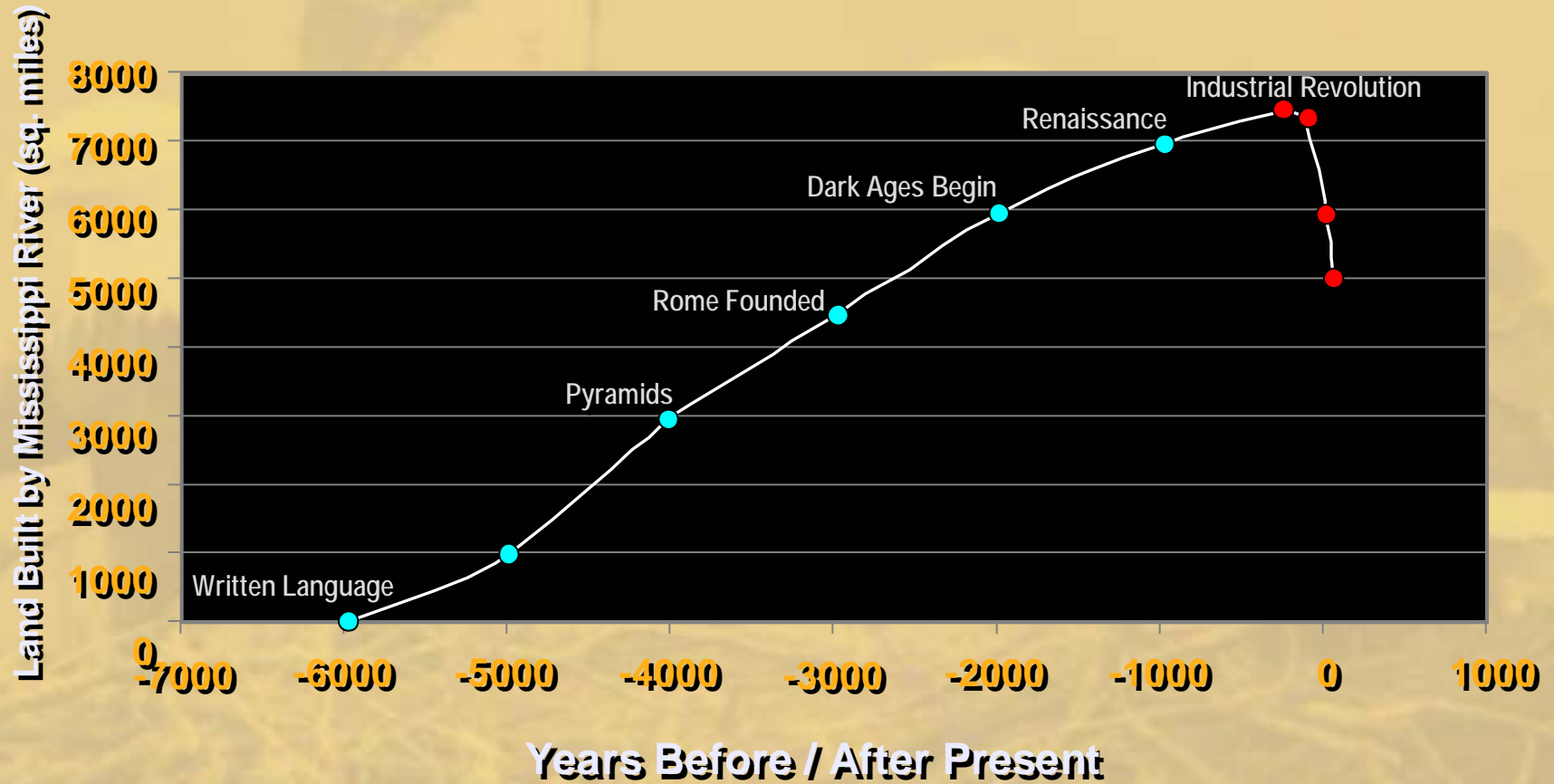


As a result, 160 million tons of marsh-building sediment is channeled into the Gulf each year.

CANAL & LEVEE CONSTRUCTION



THE PROBLEM



Rise & Fall Of Coastal Louisiana



SYSTEMS COLLAPSE

1932 to 2000
Land Loss Equals Delaware
1900 + Square Miles



SYSTEMS COLLAPSE

2000 - 2050 Land Loss
Could Equal Baltimore
Region -700 Square Miles



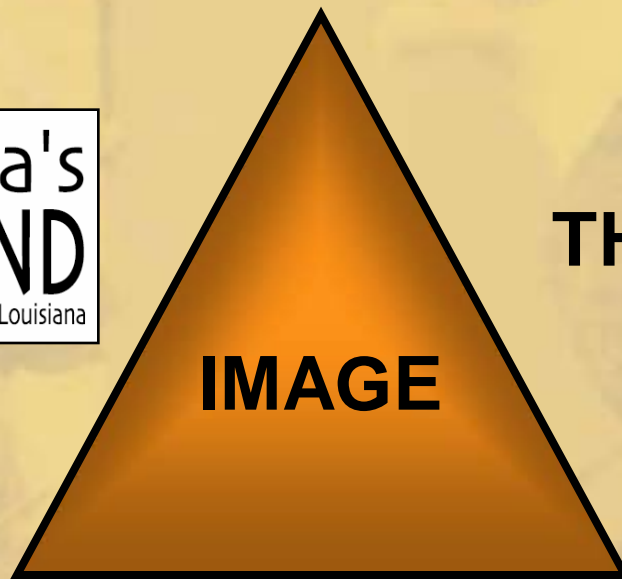
CAMPAIGN DEVELOPMENT

- Step I** – Research and Materials Review (2002)
- Step II** – Stakeholder Interviews (2002)
- Step III** – Scoping Meeting (2002)
- Step IV** – Focus Groups (2002)
- Step V** – Working Sessions (2002)
- Step VI** – Final Public Awareness Campaign Plan (2002)

Informing The Campaign



CAMPAIGN DEVELOPMENT



THIRD PARTY

MESSAGE

REACHING CRITICAL MASS



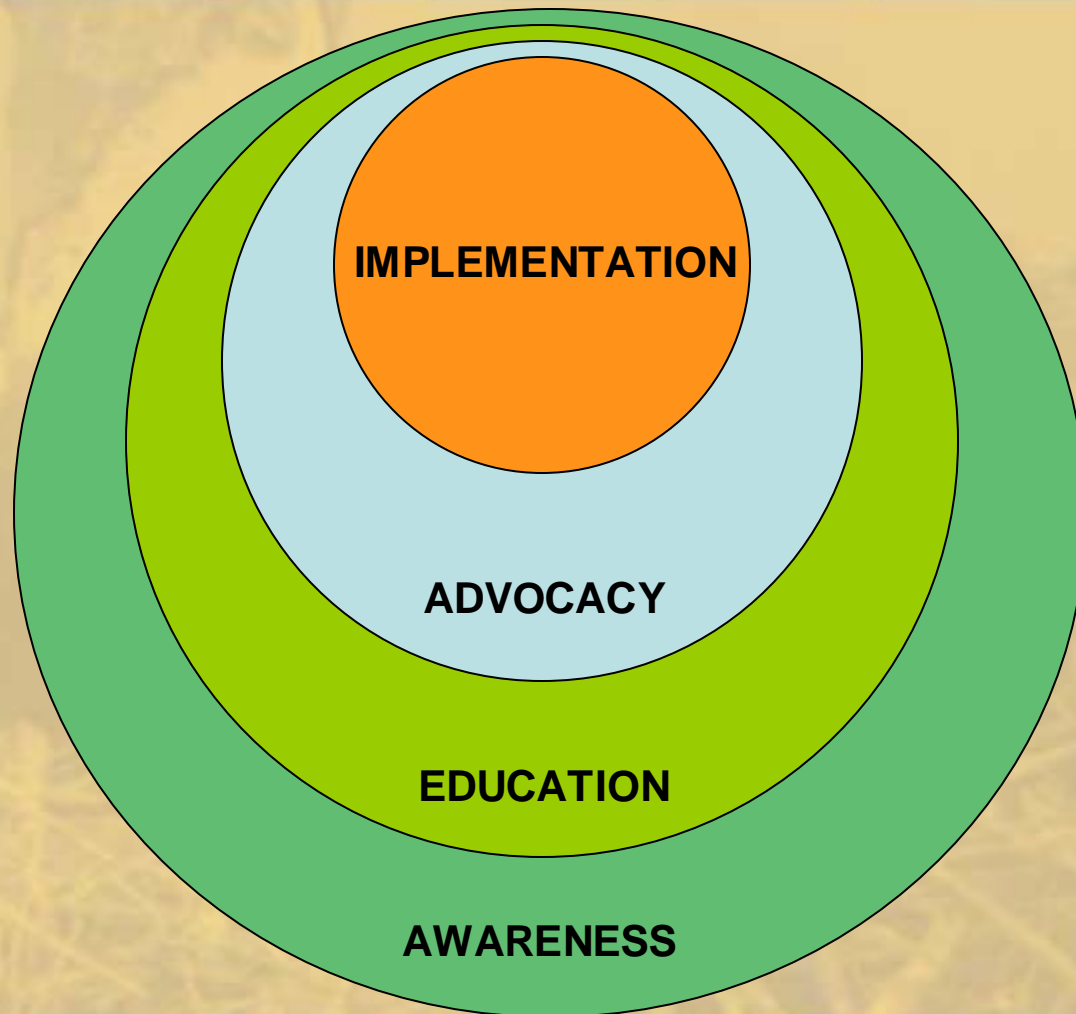
CAMPAIGN DEVELOPMENT



BRAND AND CORE THEMES



CAMPAIGN DEVELOPMENT



TARGET AUDIENCES

CAMPAIGN DEVELOPMENT

IMPLEMENTATION

- Governor and Staff
- Louisiana Congressional Delegation
- Congress
- Louisiana State Legislators
- Louisiana Cabinet Members and Agency Heads
- Coastal Restoration Committees
- Executive Branch
- Federal Agencies
- Media Partners
- Army Corps of Engineers (Federal Task Force)
- User Groups/Stakeholders
- Business and Industry

ADVOCACY

- Cooperating Organizations
- Spokespeople (Entertainers and Sports Celebrities)
- Agricultural Interest Groups (Hypoxia issue)
- National Environmental and Conservation Groups
- National and State Media, Editorial Boards
- Gubernatorial Candidates
- Port/Navigation Leadership

IMPLEMENTATION

ADVOCACY

AWARENESS

- Public At-large

EDUCATION

AWARENESS

EDUCATION

- Student Populations
- Louisiana Interfaith Community
- Bush Administration
- Federal Agencies
- National and State News Media
- Congressional Committees

BRAND AND CORE THEMES

CAMPAIGN DEVELOPMENT



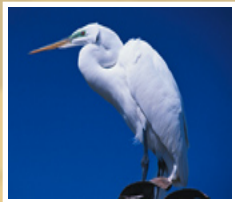
BRAND AND CORE THEMES

CAMPAIGN DEVELOPMENT

Campaign Goal

Raise public awareness of the impact Louisiana's wetland erosion has on the state, nation and world and gain support for efforts to restore coastal Louisiana.

Campaign Themes



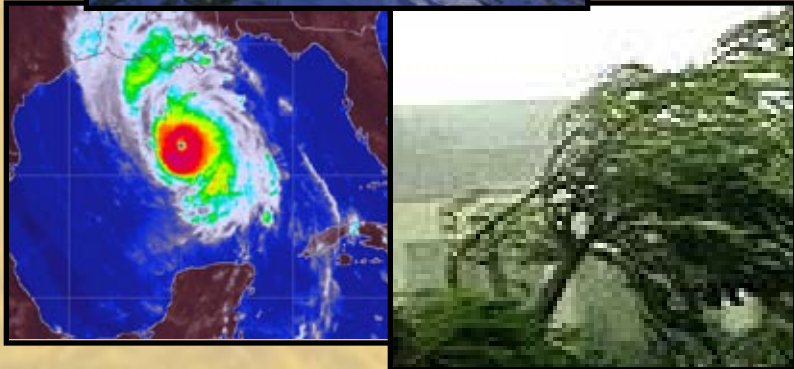
World Ecological Significance
lifecycle, habitat, conservation, stewardship



Economic & Energy Security
energy, lifeline, transportation, food

CAMPAIGN DEVELOPMENT

During 2005 the Campaign added a third theme, and after Hurricanes Katrina and Rita hit, it was modified accordingly.



January 2005

Special emergency circumstance -
loss of life, help cannot be
delayed, urgent need

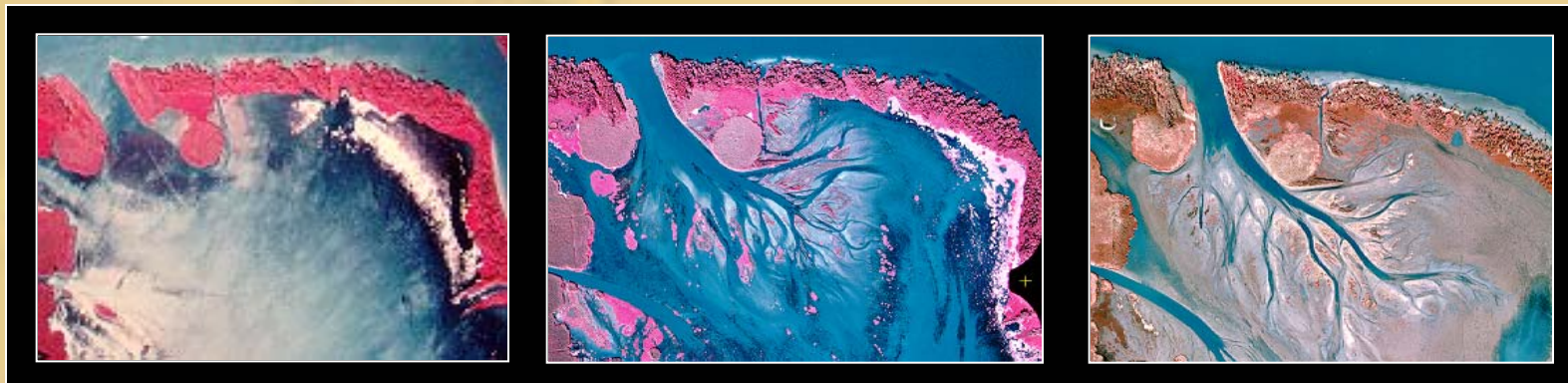
September 2005

Vital part of coastal protection -
coastal restoration must be a
crucial piece of any coastal
protection plan

A Third Campaign Theme



RESTORATION TECHNIQUES



Restoring the Coast



RESTORATION TECHNIQUES



BARRIER ISLAND RESTORATION



DREDGED MATERIAL/MARSH CREATION



SEDIMENT AND NUTRIENT TRAPPING



VEGETATIVE PLANTING



SEDIMENT DIVERSION



RIVER WATER RE-INTRODUCTION



HYDROLOGIC RESTORATION



MARSH MANAGEMENT



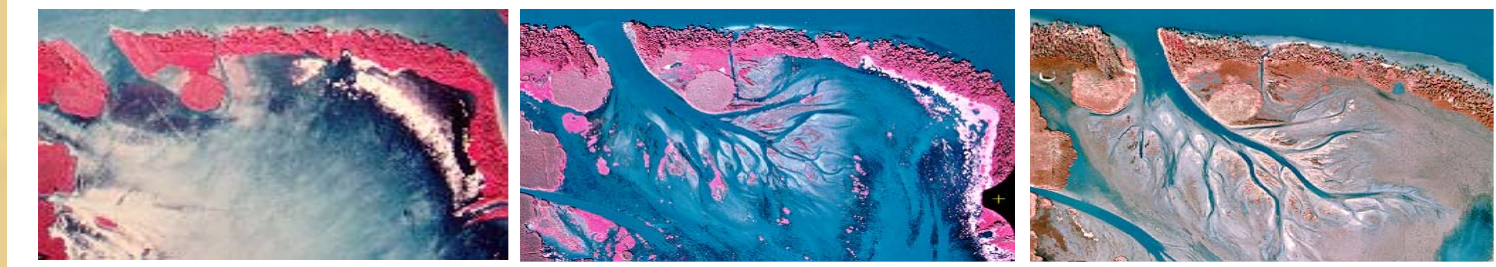
SHORELINE PROTECTION

Restoring the Coast



RESTORATION TECHNIQUES

Pass-a-Loutre Crevasse



1987

1990

1996

Caernarvon

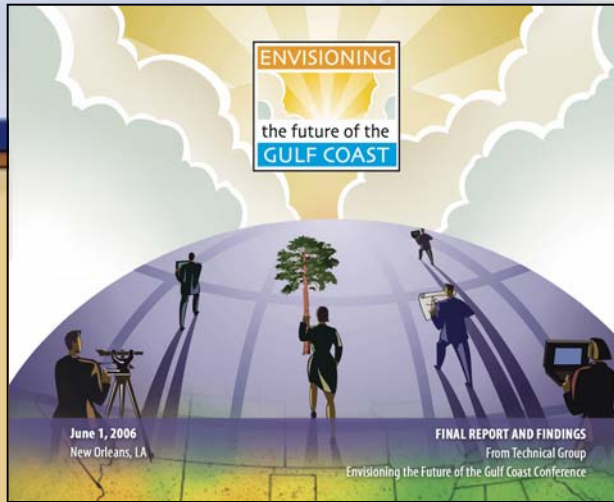


Current restoration projects have proven that these techniques can be successful given current levels of technology scientific knowledge.

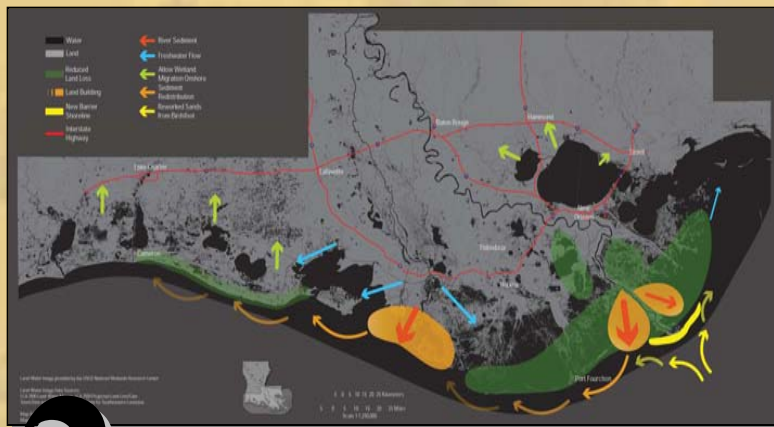
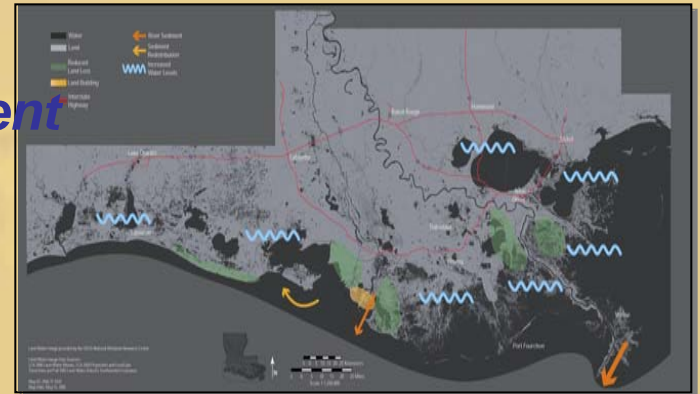
Restoring the Coast



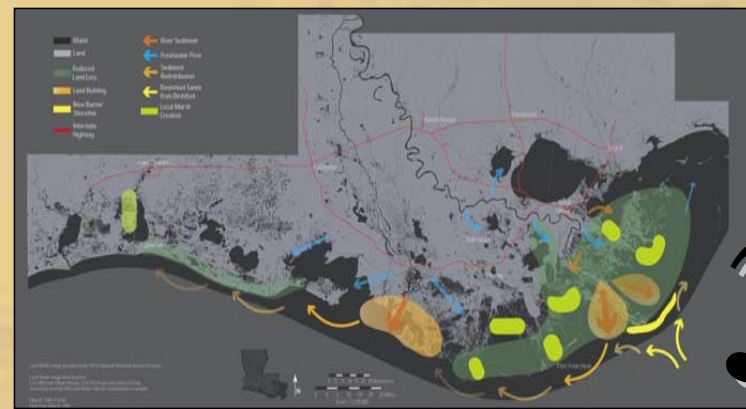
SCIENCE SCENARIOS



1
continue current management



2
achieving sustainability



3
Sustain with local restoration

Mobilizing The Message



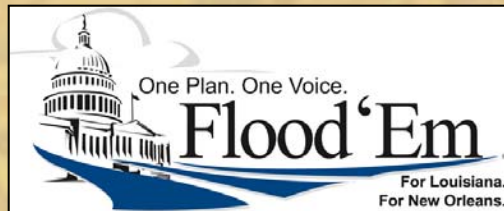
STRONG BRAND AWARENESS



KEEP IT ALIVE!



AMERICA'S WETLAND FAMILY



WORLD SPONSOR - SHELL


WELCOME TO America's WETLAND

KEEP IT ALIVE!

 World Sponsor of America's WETLAND

www.americaswetland.com • 1.866.4WETLAND

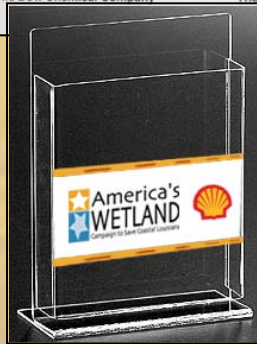




WORLD SPONSOR
Shell Oil Company

NATIONAL SPONSORS

Blue Cross Blue Shield of Louisiana Exxon Mobil
 British Gas Freepoint
 CH2M HILL Louisiana
 Cox Communications McIlhenny
 The Dow Chemical Company The Shaw





BIRDING TRAIL
AMERICA'S WETLAND
BIRDING TRAIL
OFFICIAL MAPS

 World Sponsor of America's WETLAND

Wintering habitat for waterfowl and migratory birds **Lost?**



America's WETLAND is home to many of our nation's threatened and endangered species. Every 30 minutes, on average, coastal Louisiana loses the equivalent of a football field of land.

If you don't think this affects you...think again.

You can help ensure the future of America's WETLAND, a valuable landscape extending along Louisiana's coast, so there are no additions to the endangered species list. You can help stop the loss. Join America's WETLAND: Campaign to Save Coastal Louisiana before we all lose.

 For more information, call 1.866.4WETLAND or visit www.americaswetland.com

 World Sponsor of America's WETLAND

Shell is dedicated to raising awareness about the impact of the wetlands' loss and promoting support for efforts to save coastal Louisiana. The preservation of Louisiana's wetlands and coastal lands is very important to Shell, its customers, the communities where it operates and the approximately 4,000 employees who live and work in the region.



KEEP IT ALIVE!

GET INVOLVED
OUR PARTNERS
CONTACT US

Our Partners

Sponsors
 Cooperating Organizations
 Community Partners
 Partner Attractions
 Become A
 Cooperating Organization
 Partners Top Sheet

Make a Donation
Education

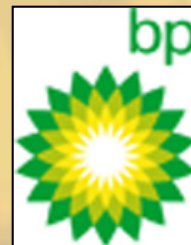
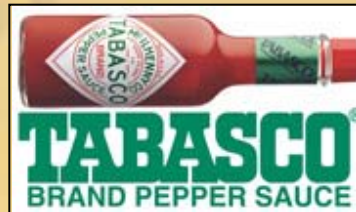
"Shell has a long-standing belief that we must help protect our country's natural ecology. The viability of Louisiana's coast is important to all of us. Because this is an area where Shell customers, stakeholders and employees live and work, and because we are committed to our social responsibility to protect and preserve Louisiana's natural assets for future generations, Shell is especially proud to help bring Louisiana's unique ecosystem to the public's attention."

- John Hofmeister, President, Shell Oil Company

The America's WETLAND campaign would not be possible without the support of all of our partners: Sponsors, AW Cooperating Organizations, AW Community Partners, AW Partner



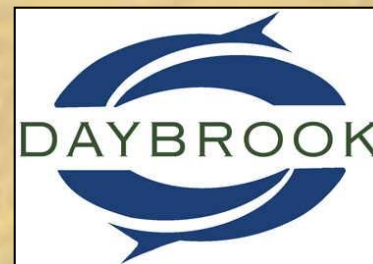
NATIONAL SPONSORS



STATE SPONSORS



FRIENDS OF AMERICA'S WETLAND



IN-KIND CONTRIBUTIONS



Examples of in-kind donations:

- Placement of Broadcast PSAs
- Print ad placement
- Website design and hosting
- Distribution of specialized bank statement inserts
- Customized America's WETLAND Packaging
- Billboard placement
- Hosting receptions and fundraising events

LOUISIANA BUSINESS OUTREACH

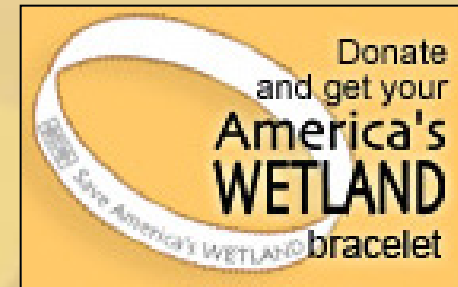


- Direct mail solicitation in 2004 to over 10,000 Louisiana businesses to seek:
 - Sponsorship of Billboards and National Print Ads
 - General Funding
- In 2005, outreach was conducted on behalf of *America's WETLAND: Louisiana's Vanishing Coast*



INDIVIDUAL DONATIONS

On-line donations to the America's WETLAND Restoration Fund allow contributors to receive the popular white "Save America's WETLAND" wrist bands



Multiple runs of Tabasco cartons and inserts have given purchasers nationwide the chance to donate directly to the America's WETLAND Restoration Fund

Special packaging will drive Coke-drinkers to the campaign website to order the America's WETLAND Bracelet Blanc



ACCOMPLISHMENTS

Print Impressions

2003 - more than 27 million

2004 - almost 37 million

2005 - more than 71 million

2006 - more than 72 million to date

The Dallas Morning News

The Atlanta Journal-Constitution

The Washington Post

Chicago Tribune

USA TODAY
NO. 1 IN THE USA... FIRST IN DAILY READERS

Houston Chronicle

Los Angeles Times

THE WALL STREET JOURNAL.

The Seattle Times

The New York Times

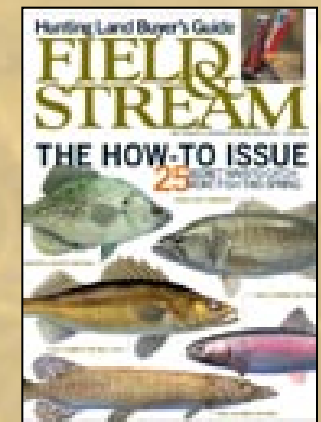
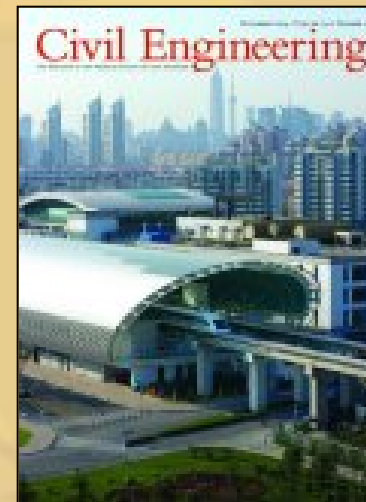
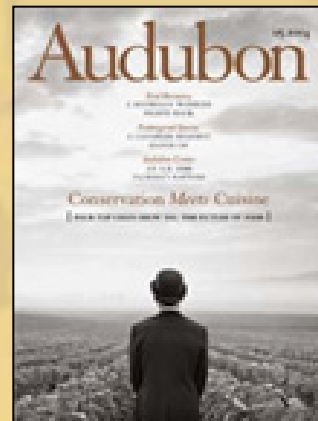
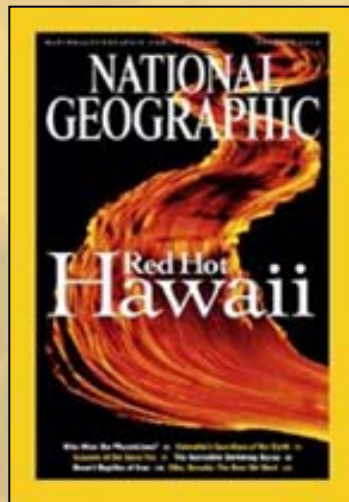
THE PLAIN DEALER

National Print Media Coverage



ACCOMPLISHMENTS

National magazines that have written about
America's WETLAND



*As a wildlife habitat, south Louisiana makes
the Everglades look like a petting zoo.*

- National Geographic, October 2004

National Magazine Coverage

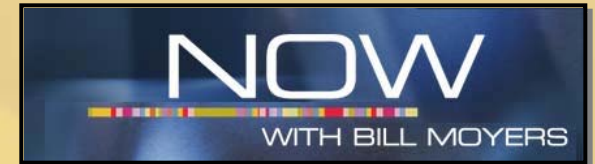


ACCOMPLISHMENTS



Broadcast Impressions

2005 - 64 million
2006 - 90 million +



CBS NEWS SUNDAY MORNING

NOVA scienceNOW



Anderson Cooper 360°



National Broadcast Media Coverage



ACCOMPLISHMENTS

Each year, at the start of hurricane season, the campaign reminds the national media about the increased risk due to coastal land loss

June 1, 2005 Dramatization of the French Quarter under 18 feet of floodwater



QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

National Media Events



ACCOMPLISHMENTS



- **WWL-AM Radio** - Radio PSAs and on-air promotion of the America's WETLAND Flood 'Em Petition
- **Discovery Networks/The Science Channel** - "Coastal Crisis" the campaign's one-hour documentary aired on Discovery Channel and The Science Channel
- **Shell** - Sponsorship of the campaign's support of NPR's "American Routes"; placement of radio and print ads
- **BusinessWeek** - Two special advertising sections published on December 1, 2003 and December 13, 2004

Media Partnerships



ACCOMPLISHMENTS

**"Coastal Crisis" -
570 million viewers
of *The Science
Channel* and *The
Discovery Channel*
hear land loss
messages, during
multiple airings**



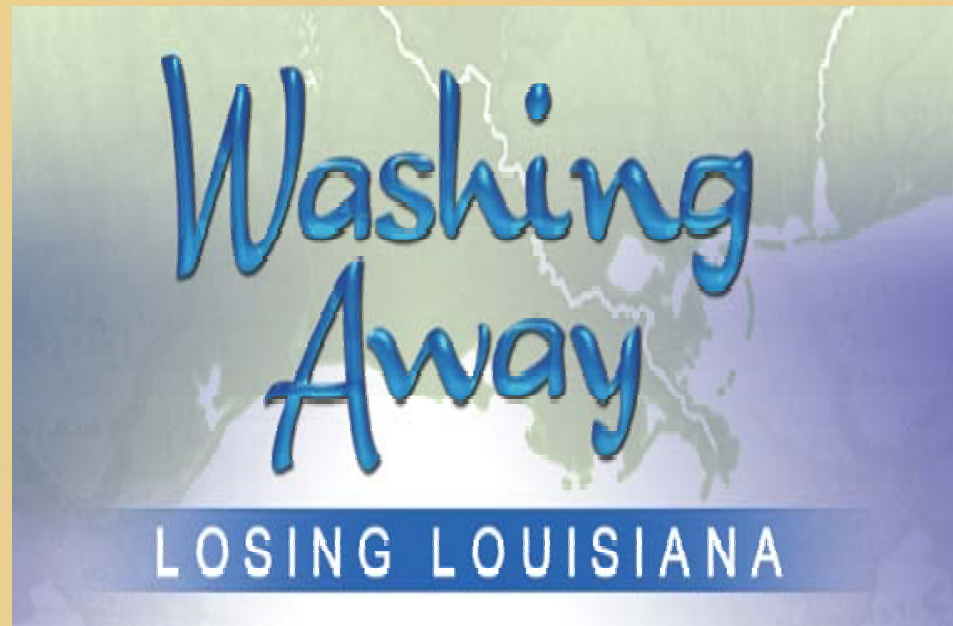
"Coastal Crisis," a one hour documentary co-produced by The Science Channel and AW, tells the story of America's WETLAND through the eyes of the scientists discovering ways to restore it.

Broadcast Media Partnership



ACCOMPLISHMENTS

“Washing Away,” a one-hour documentary that tells the story of Louisiana's disappearing coastline and how this unfolding crisis affects all of America, told through the eyes of six Louisiana natives in the wake of hurricanes Katrina and Rita.



Co-produced by:



Broadcast Media Partnership



METRICS

Post-Katrina state-wide poll:

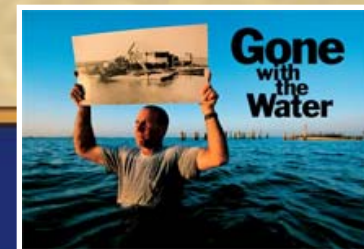
- *81% agreed that obtaining 50% of the OCS revenue should be #1 priority of the Louisiana congressional delegation*
- *90% agreed that Governor Blanco should play hardball with the federal government regarding OCS Revenue sharing*

National survey:

- *84% see wetland restoration as an important hurricane protection strategy*
- *90% think it is important for restoration projects to get federal funding*

National Geographic:

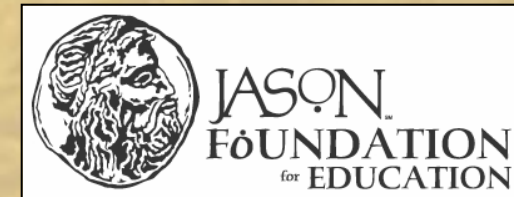
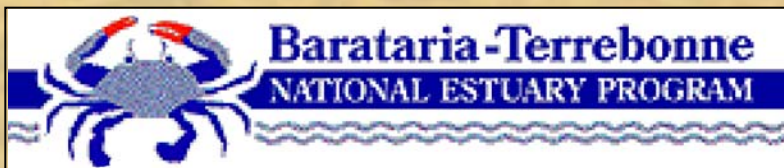
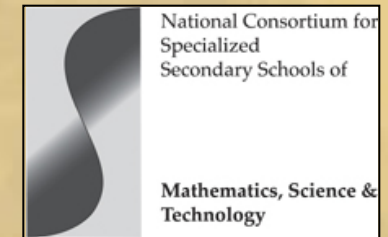
- *92% believe the federal government should spend the necessary money to stem the tide of wetland loss in Louisiana*



Poll Results

ACCOMPLISHMENTS

Establish a network of diverse education partners, contributing a wide-range of materials for teachers, parents and students



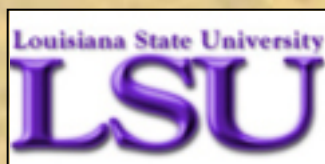
National Education Initiatives



ACCOMPLISHMENTS



- AW Science Summit - June 9, 2003
- AW Sports & Recreation Summit - August 1-2, 2003
- AW Community & Culture Summit - August 22, 2003
- AW Eco-Eco Summit - October 3, 2003
- AW Technical Summit - October 16-17, 2003
- AW Eco-Cultural Tourism Summit - January 17, 2004
- AW Education Summit - April 7, 2004
- AW Partnership Roundtable - May 18, 2005
- Envisioning the Future of the Gulf Coast Symposium -
New Orleans, April 24-28, 2006
- AW Economic Forum I - New Orleans, May 4, 2006
- Governor's Policy Summit - New Orleans, June 1, 2006
- America's WETLAND Economic Forum II -
Washington, DC, June 2006
- Congression Forum on America's Energy Coast -
Washington, DC, June 2006
- America's WETLAND Economic Forum -
Washington, DC, September 2006



America's WETLAND Summit Series

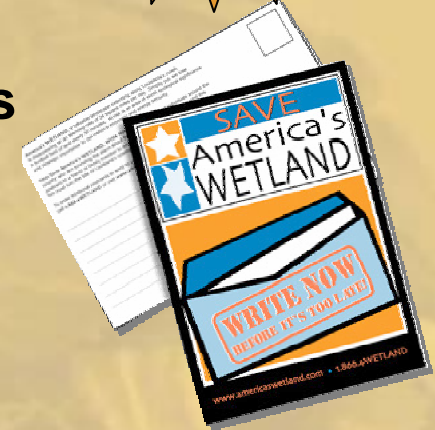


ACCOMPLISHMENTS

Save America's WETLAND Write Now!

- An effort to mobilize students of all ages to write to friends and family across the country to educate them about the need to save America's WETLAND
- Save America's WETLAND Write Now! Initiative components:
 - Standards-Based Letter-writing Curriculum
 - Write Now! Caravan Tour
 - Billboards, Yard Signs & Print Ads
 - Postcards
(order them at www.americaswetland.com)

America's
WETLAND
Goes Back
to School



National Education Initiatives



ACCOMPLISHMENTS

Reaching Youth Audiences with The Estuarians



- Activity Guide
- Billboards
- Postcards
- Estuarians Action Hero Mascots
- Visits to festivals, fairs, conferences and schools

National Education Initiatives



ACCOMPLISHMENTS

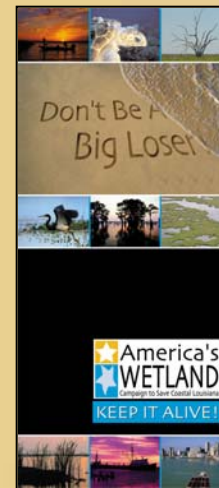


- Videos
- Public Service Announcements
- Brochure
- Bumper Sticker
- Flag
- Banner
- Refrigerator Magnet
- Button
- Jacket
- T-shirt
- Lapel Sticker
- Postcards

America's WETLAND Materials



ACCOMPLISHMENTS



- Video
- Public Service Announcements
- Billboards
- Print Ads
- Brochures
- Postcards

“Don't Be a Big Loser” Materials



ACCOMPLISHMENTS

The Campaign website attracts visitors from across the country and around the world, educating them about America's WETLAND and the importance of saving it, while also updating them about current public education and restoration efforts.

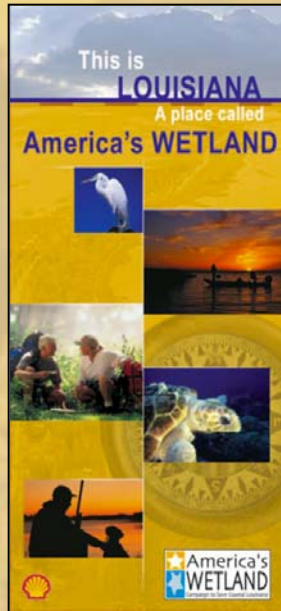
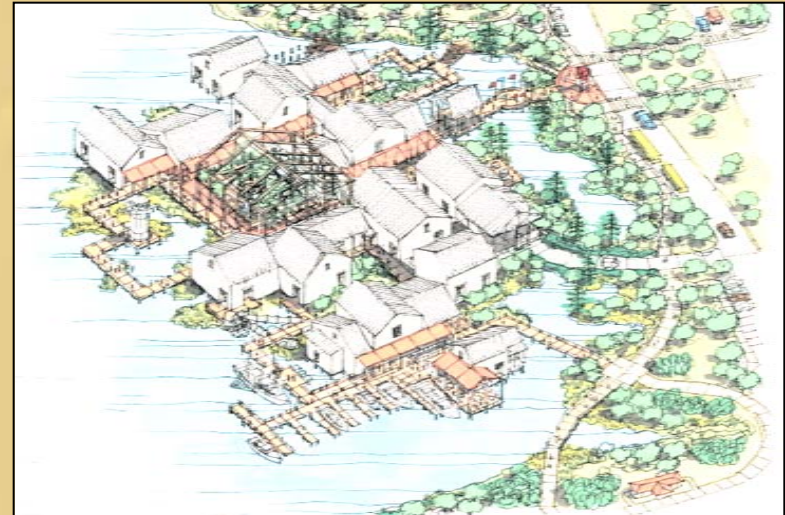


2003 - 707,119 hits
2004 - 1,948,879 hits
2005 - 3,855,287 hits
2006 - 2,308,980 hits to date

www.americaswetland.com



PERMANENT ASSETS DEVELOPMENT



PERMANENT ASSETS DEVELOPMENT



- Resource Centers
- Brochures
- America's WETLAND Birding Trail
- America's WETLAND Birding Trail Guides
- Maps
- Interactive Kiosks
- Birding Trail Window Decals



A Place Called America's WETLAND



PERMANENT ASSETS DEVELOPMENT

Louisiana Children's Museum New Orleans, LA



A fun, educational exhibit with a focus on wetland conservation and ecology.

America's WETLAND Discovery Center



Lake Charles, LA



America's WETLAND: Louisiana's Vanishing Coast

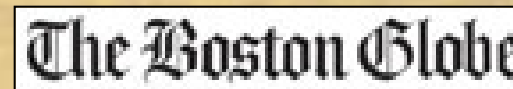
- The campaign's official photo documentary was released in October 2005 to rave reviews, nationwide.
- Was the number one bestselling book in New Orleans during November '05

Legacy Projects



RESPONDING TO TRAGEDY

In the wake of two of the worst natural disasters in U.S. history, campaign messages were delivered in the national and international press by a variety of spokespeople. Additionally, campaign staff served as liaisons between reporters and experts, and facilitated tours of the effected areas for media.

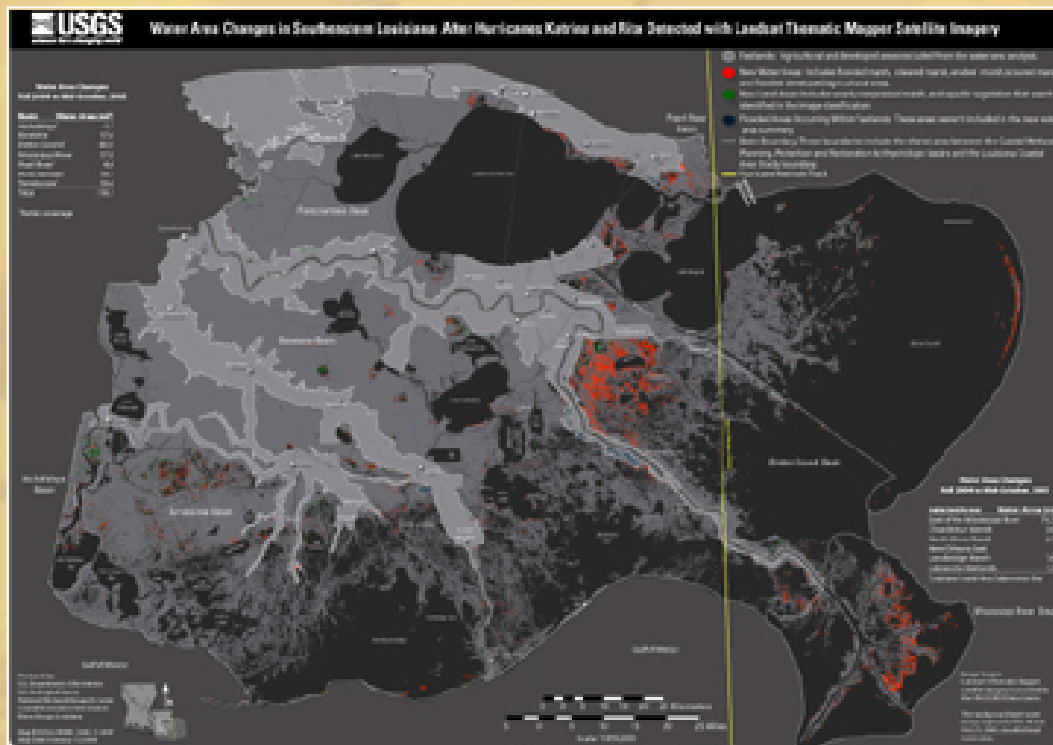


Hurricanes Katrina & Rita



RESPONDING TO TRAGEDY

118 SQUARE MILES -- LOST!



The U.S. Geological Survey's National Wetlands Research Center reports 118 square miles of land were transformed into open water as a result of Hurricane Katrina and Rita.

Hurricanes Katrina & Rita



RESPONDING TO TRAGEDY

The America's WETLAND Campaign joined forces with the Louisiana Governor's Officer to help promote the Louisiana Disaster Recovery Foundation, Louisiana's Fund for Louisiana's People



To help, call 1-877-HELPLA1 or visit www.louisianahelp.org.



Supporting Hurricane Recovery



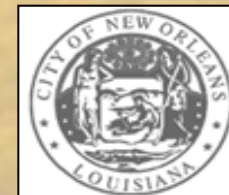
CITIZEN ACTION & ADVOCACY

Official members America's WETLAND Support Network include:

122 Cooperating Organizations ~ 37 Community Partners
51 Partner Attractions



American Petroleum Institute



Campaign Support Network



CITIZEN ACTION & ADVOCACY

Aerial Tours of America's WETLAND *Organizations Represented*

- National Governors Association
- National Association of Counties
- Ducks Unlimited
- National Wildlife Federation
- Senate Energy and Natural Resources Committee
- Department of the Interior
- Southern Governors Association
- White House Office of Environmental Quality
- Senate Environment and Public Works Committee
- Key House & Senate Offices
- National Science Teachers Association
- Energy and Water Development Subcommittee of the House Committee on Appropriations

Leadership Tours



CITIZEN ACTION & ADVOCACY

Women of the Storm



- A non-partisan, non-political group of 140 women from New Orleans and South Louisiana
- Came to Washington, DC on January 30 to invite Members of Congress to visit New Orleans and coastal Louisiana to see the damage for themselves
- Carried campaign messages about coastal restoration as a vital part of rebuilding the coast

"When these women visited Washington, they literally took the town by storm. They were the unlikely messengers of this disaster."

- House Minority Leader Nancy Pelosi (D-CA)

Partnerships for Citizen Action



CITIZEN ACTION & ADVOCACY



Women of the Storm - *Tours and Media Coverage*

- February 17-18 was the first tour, and it included two House members and one House office staff member
- 34 House members including Speaker Hastert, Majority Leader Boehner and Minority Leader Pelosi toured New Orleans and coastal Louisiana in early March
- News of their efforts was covered nationwide by major print and broadcast media outlets



The Washington Post

Partnerships for Citizen Action



CITIZEN ACTION & ADVOCACY



Parishes Against Coastal Erosion (P.A.C.E.)

PACE's website which was officially launched in August 2005, enables citizens to take action by e-mailing directly to members of Congress and other federal officials



Coalition to Restore Coastal Louisiana (www.crcl.org)

"Go Coastal!" membership drive allows people to volunteer and support advocacy efforts

Partnerships for Citizen Action



CITIZEN ACTION & ADVOCACY

COAST GUARDIANS



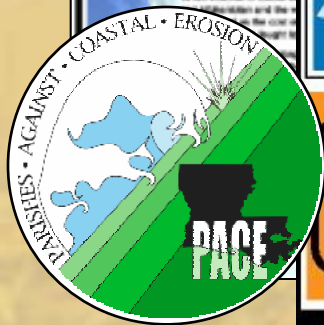
- Business leaders and executives
- Mission to ensure that Louisiana is effectively rebuilt
- Believe coastal restoration is needed to maintain sustain viability
- Understand OCS revenue sharing is the most effective way to fund restoration

Business Advocacy



CITIZEN ACTION & ADVOCACY

America's WETLAND Flood 'Em Petition



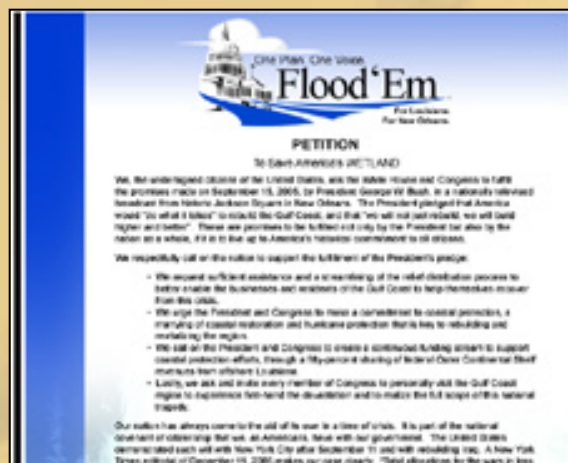
- Advocates for coastal protection funded through OCS revenue sharing as vital to rebuilding Louisiana
- To date, over 30,000 online and hard copy signature actions have been taken
- A media partnership with the Campaign and WWL-AM New Orleans WWL will promote the petition with affiliates around the country.
- Petition launched at December 2005 press conference with members of the LA Congressional delegation, local parish presidents and representatives from the LA Recovery Authority, LA Coastal Protection and Restoration Authority and LA Department of Natural Resources

Partnerships for Citizen Action



CITIZEN ACTION & ADVOCACY

America's WETLAND Flood 'Em Petition



- Support of the America's WETLAND Flood 'Em Petition has translated into strong nationwide support for OCS revenue sharing
- National and state Cooperating Organizations have urged members to sign the petition
 - National Wildlife Federation
 - Environmental Defense
 - American Fisheries Society
 - Restore America's Estuaries
 - Coalition to Restore Coastal Louisiana
 - U.S. Dept. of Agriculture - Plants Division

Advocating for OCS Revenues



CITIZEN ACTION & ADVOCACY

Building Support in Washington, DC

OpinionJournal
from THE WALL STREET JOURNAL Editorial Page

Revenue Sharing Can Aid Our Energy Independence
February 6, 2006; Page A19

Former Senator John Breaux's February 6, 2006 letter in The Wall Street Journal called for OCS revenue sharing to fund coastal protection and restoration

- **Calls to support OCS revenue sharing are regularly included in the remarks and published editorials of current and former members of the Congressional Delegation and representatives of the Governor's Office**
- **Meetings have been convened in Washington, DC to build pro-revenue sharing coalitions amongst industry associations, corporate interests and government leaders**

Advocating for OCS Revenues



COMMUNITY INVOLVEMENT



Developed in conjunction with:

- AmeriCorps
- Louisiana Serve Commission
- National Wildlife Federation
- Louisiana Wildlife Federation
- Coalition to Restore Coastal
- BTNEP

- National and local conservation and environmental organizations as partners
- **Message of responsible stewardship**
- Build community pride and environmental awareness through volunteerism and education

Conservation Corps



“UP-RIVER” OUTREACH

The map displays the Mississippi River basin in green, with a blue outline of the river system. Three large yellow stars are positioned on the left side of the map, each containing the name of a partner organization: Wynton Marsalis, The Neville Brothers, and Dr. John. A central purple box contains the text 'SPIRIT OF NEW ORLEANS', the 'America's WETLAND' logo (a purple star above a blue star), 'Campaign to Save Coastal Louisiana', and 'REVIVAL TOUR'. On the right side of the map, several small yellow stars indicate outreach locations. A light blue box on the right lists these locations and dates: Schenectady, NY (June 12), Highland Park, IL (June 13), and Indianapolis, IN (June 14). A purple oval at the bottom right contains the text 'Part of the AW "up-river" strategy'.

Wynton Marsalis

The Neville Brothers

Dr. John

SPIRIT OF NEW ORLEANS

America's WETLAND
Campaign to Save Coastal Louisiana

REVIVAL TOUR

- ★ Schenectady, NY
June 12
- ★ Highland Park, IL
June 13
- ★ Indianapolis, IN
June 14

Part of the AW "up-river" strategy

America's WETLAND Revival Tour



PUBLIC MESSAGE

SHORE UP

America's Energy Coast

FUEL THE NATION

OCS Revenue Sharing



ADVOCACY MESSAGE

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

**FEDERAL
GOVERNMENT
&
CONGRESS**



S h a r e t h e E n e r g y

Save America's Energy Coast

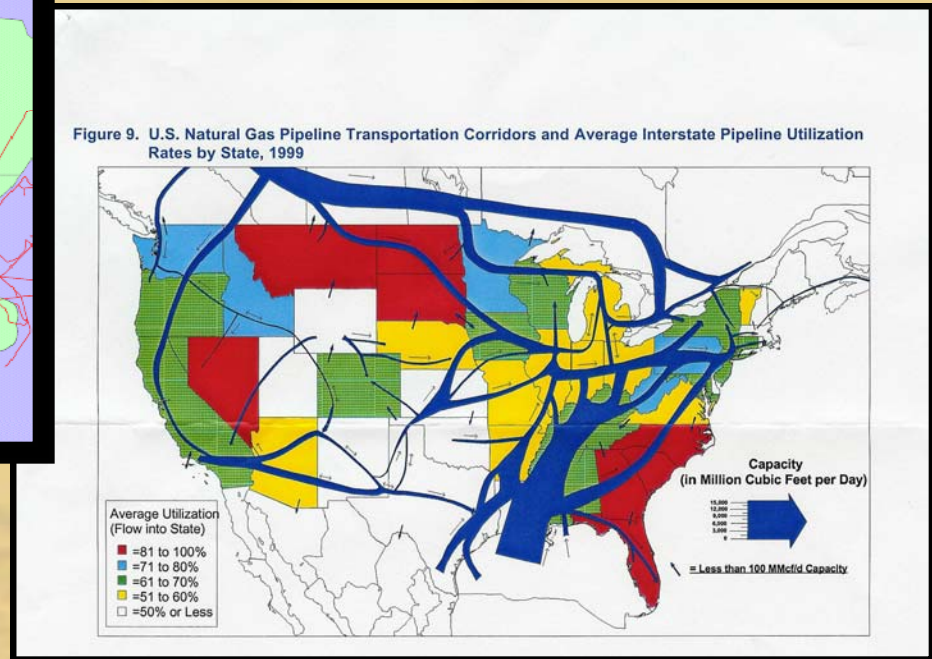
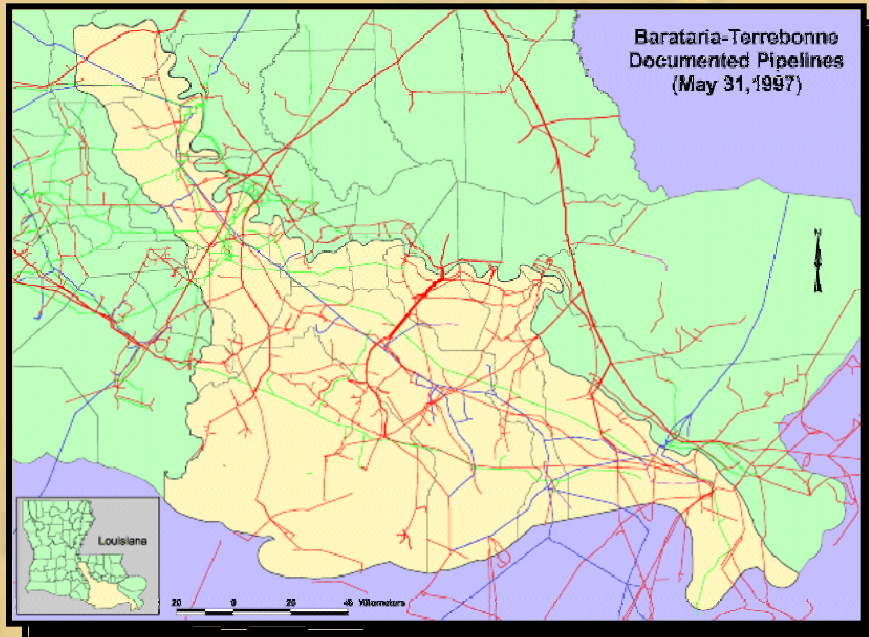
S h a r e t h e S h e l f

The graphic features a stylized map of the United States coastline. The top portion is orange with a white star on the left and a blue star on the right. Below this is a blue horizontal band with the text 'Save America's Energy Coast'. The bottom portion is orange with a blue sun rising over the water.

OCS Revenue Sharing



NATIONAL IMPACT



Pipeline & Natural Gas Infrastructure

GULF REGION'S STRATEGIC IMPORTANCE

Total Gross Domestic Product (in \$ millions)		"Purchasing Power Parity" GDP (in \$ millions)	
1 United States	11,667.5	1 United States	11,628.1
2 Japan	4,623.4	2 China	7,123.7
3 Germany	2,714.4	3 Japan	3,774.1
4 United Kingdom	2,140.9	4 India	3,363.0
5 France	2,002.6	5 Germany	2,325.8
6 Gulf States	1,926.7	6 Gulf States	1,968.9
7 Italy	1,672.3	7 United Kingdom	1,832.3
8 China	1,649.3	8 France	1,744.4
9 Spain	991.4	9 Italy	1,621.4
10 Canada	979.8	10 Brazil	1,482.9
11 India	691.9	11 Russia	1,408.6
12 Korea	679.7	12 Spain	1,046.2
13 Mexico	676.5	13 Mexico	1,014.5

The Gulf States Are:

Florida, Alabama, Mississippi, Louisiana, Texas
Campeche, Quintana Roo, Tabasco, Tamaulipas, Veracruz, Yucatan

Economic Strength



ACCOMPLISHMENTS



Public Relations Society of America's **SILVER ANVIL AWARD**



The industry's highest honor, it recognizes campaigns that meet the highest standards of performance, incorporating sound research, planning, execution and evaluation.

Additionally, the America's WETLAND Campaign and its components have won 25 other national awards for campaign partnerships, print, broadcast and electronic advertising, print materials and video production.

National Awards Recognition





America's WETLAND

Campaign to Save Coastal Louisiana

www.americaswetland.com

1-866-4WETLAND

