

# Communications Plan



University of Florida  
Center for Landscape Conservation  
and Ecology

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# Why a communications plan?

- Relevant to my job
- Required by my boss





# What is it?

- Mission
- Vision
- Communications goals & objectives
- Target audience
- Partners, resources
- Message, channels
- Work plan
- Evaluation plan





# Why do we need it?

- Long-term goals
- Short-term priorities
- Because of origins of Center





# Background: CLCE

- Agriculture is #2 industry in Fla.
- Green Industry is #1 agriculture industry in Fla.
- Fla. G.I. contributed \$10 billion in 2006; \$15 billion in 2007





# Background: CLCE, cont.

- Industry needs communication with public
- UF has neutrality, science, access, infrastructure, prestige
- Established in 2006
- \$15 million line item in legislative budget





# CLCE's function

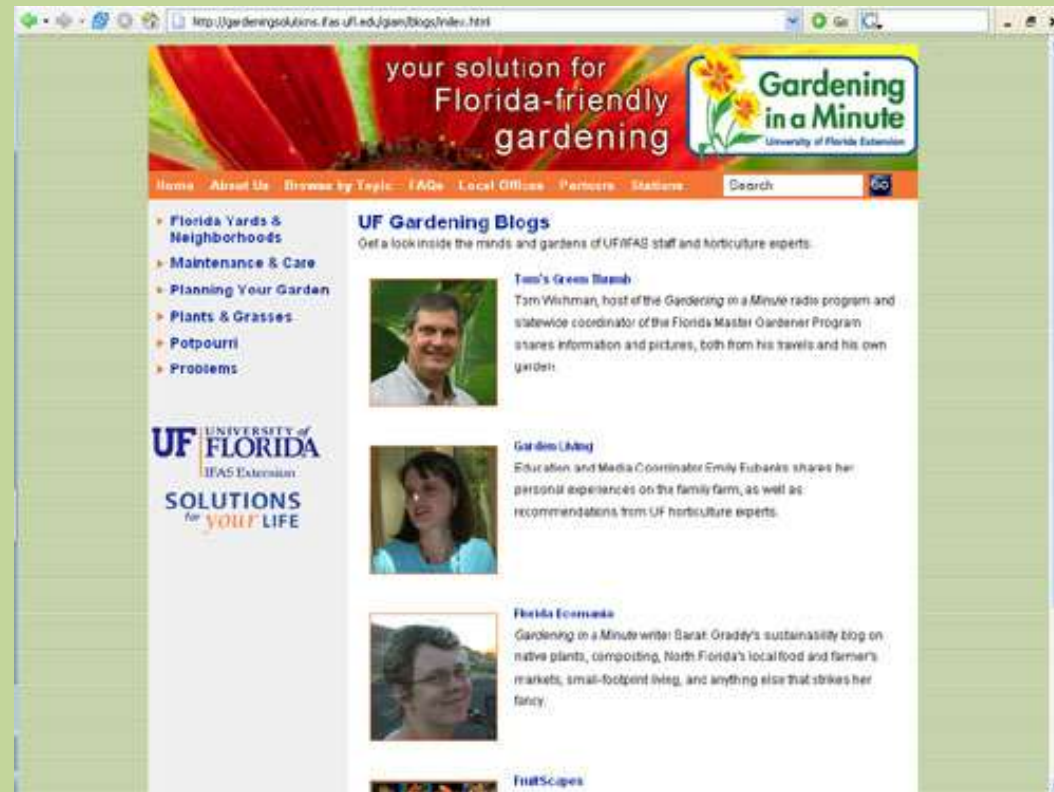
- To communicate sustainable landscape management practices to stakeholders
  - Create relationship with G.I.
  - Advocate for G.I.
  - Publicize research
  - Publicize Florida-friendly efforts
  - Work with Extension to evaluate and change public behavior





# CLCE

- Director
- New faculty
- Information office
  - Radio program



Some of the CLCE Information Office team





# My job, on paper

- Radio program
  - Write
  - Manage
  - Awards
  - Show expansion



Threatened & Endangered Plants





# My job, on paper

- Press releases

University of Florida News - UF radio program blossoms, wins awards - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://news.ufl.edu/2007/05/31/gardening-in-a-minute/

University of Florida News UF News Search

### UF radio program blossoms, wins awards

Filed under: Campus, Awards & Honors on Thursday, May 31, 2007.

GAINESVILLE, Fla. — University of Florida extension's newest radio program, "Gardening in a Minute," and its companion Web site have been educating and entertaining Floridians only since October 2006, but already have racked up five prestigious national communications awards.

"We've heard from our listeners that they get a lot out of the show, but it's also nice to be recognized by our peers," host Tom Wichman said.

The program is written in a friendly and fun style that appeals to both amateur and experienced gardeners — covering such topics as lawn care, flower planting, watering and fertilizing. There are also shows about outdoor living, garden-related crafts, hurricane preparation and recovery, as well as coping with drought.

"Americans love to garden," said Wichman, who is also the primary content reviewer for the program and the state Master Gardener coordinator. "And we think this format is a great way to get people interested in the latest University of Florida research information."

Three out of four American households have some kind of yard or garden, according to the Garden Writers Association. In fact, Florida's green industry, which encompasses all lawn- and gardening-related business, contributed \$15.2 billion to the state economy in 2006. Research shows that gardeners are not only willing to spend to get the landscapes they want, they are also voracious seekers of gardening-related information.

Each "Gardening in a Minute" show refers the audience to county Extension offices and the "Gardening in a Minute" Web site, [www.gardeninginaminute.com](http://www.gardeninginaminute.com). Both the program and Web site emphasize Florida-friendly gardening practices, which impact the state's unique environment as little as possible.

Archives by Category

- Audio
- Campus
- Announcements
- Appointments
- Awards & Honors
- General
- Op-Eds
- Research
- Aging
- Agriculture
- Architecture
- Arts
- Business
- Education
- Engineering
- Environment
- Family
- Florida
- Gender
- Health



# My job, on paper

- Web site content, stories, blog

g Gardening in a Minute University of Florida

About Us Browse by Topic FAQs Local Offices Partners Stations Search

Yards & Neighborhoods  
Maintenance & Care  
Dig Your Garden  
Trees & Grasses  
Pests  
Tools

UNIVERSITY of FLORIDA  
IFAS Extension  
SUSTAINABLE LIVING  
SUSTAINABLE LIFE

## News

### Radio Show Celebrates One Year of Programming

GAINESVILLE, Fla. --- "Gardening in a Minute," the award-winning University of Florida Extension radio program, celebrates its one-year anniversary this month.

The first show aired October 2, 2006, and since then almost 260 shows have been broadcast—covering topics as wide ranging as wildflowers in the garden, organic fertilizer, mowing safety and Arbor Day.

"We make sure 'Gardening in a Minute' appeals to gardeners of all levels, and that it's friendly and fun," said Tom Wichman, the program's host and main content reviewer.

In the first year of programming, the "Gardening in a Minute" radio program and companion Web site received five national communications awards. Each show is one minute long, but the Web site has more information about each topic.

"The show is a great way to get people to the Web site, where we have tons of great research- based facts and tips for our visitors," said Wichman.

The gardening information offered comes from the University of

**General Resources**

- UF/IFAS Extension Garden
- Florida Master Gardener Program
- Florida Yards & Neighborhoods

**Missed a Show?**

Here are two easy ways to catch up: Archive Podcasts

10 Mic... iTunes 2 Wind... Commun... Adobe P... 2 Mic...



# My job, on paper

- Marketing materials





# Unofficially...

- Style guide
- Partnerships
- Working groups
- Training (communications, outreach)
- Sustainability/FYN
- Writing, editing, marketing resource for all of IFAS
- Grant applications
- Departmental needs
- Special events
- Ideas: gardening store, media day, alumni connections...
- **CONNECTIONS!!!**





# Back to NRLI (goals)

- Convening people/consensus building
- Getting to know issues around Florida
- Listening openly to different perspectives
- Using tools, concepts, and skills
- Tapping in to a network of people





# NRLI's impact on me/my job

- Issues less abstract
- Other perspectives more understandable
- Obstacles as opportunities
- Overall, more effective in my job





# Questions?

