



Citizens Organizing for Positive Community Change

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About 1000 Friends of Florida:

- Founded in 1986, 1000 Friends of Florida is a 501(c)(3) nonprofit membership organization.
- We work to save special places and build better communities.
- We educate, advocate and negotiate to protect Florida's high quality of life.
- Our bipartisan board of directors includes advocates and experts from across the state.
- Visit www.1000friendsofflorida.org/alerts/ to sign up for email alerts!
- Please join us at www.1000friendsofflorida.org/donate-now/
- Follow 1000 Friends on [Facebook](#) and [Twitter](#)!



Dr. John M. DeGrove Community Steward Webinars



- Icon of comprehensive planning both in Florida and across the nation
- One of founders of 1000 Friends of Florida
- First Secretary of the Florida Department of Community Affairs
- His accomplishments recognized with the John M. DeGrove Eminent Scholar Chair in Growth Management and Development at Florida Atlantic University
- To find out more, please visit:
www.1000friendsofflorida.org/dr-degrove/



Thank you to the Dr. John M. DeGrove Webinar Sponsors:

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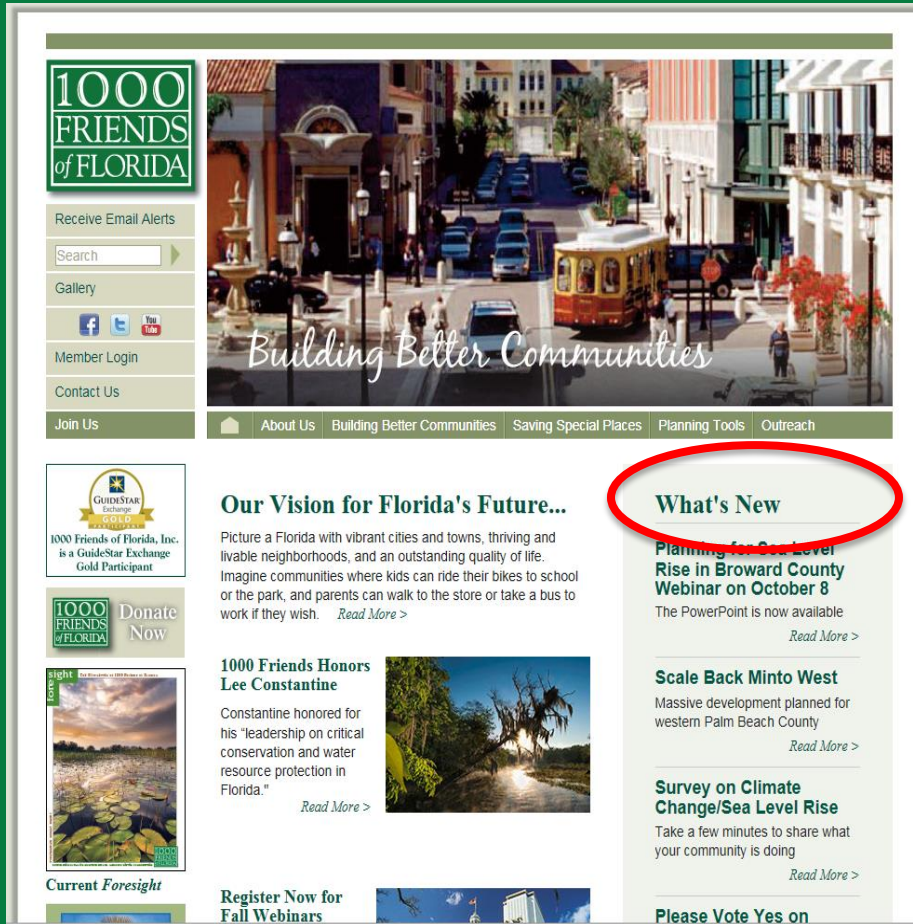
Thomson Brock Luger & Company

Treasure Coast Regional Planning Council

Peter & Helen Wallace



The PowerPoint is available at www.1000friendsofflorida.org



The screenshot shows the homepage of the 1000 Friends of Florida website. The header features the organization's logo, a navigation menu with links like 'About Us', 'Building Better Communities', and 'Outreach', and a large banner image of a city street with a trolley. Below the banner, there's a section titled 'Our Vision for Florida's Future...' with a paragraph about vibrant communities. To the right, a red circle highlights the 'What's New' section, which lists upcoming events: 'Planning for Sea Level Rise in Broward County Webinar on October 8', 'Scale Back Minto West', and 'Survey on Climate Change/Sea Level Rise'. The left sidebar includes a search bar, social media links, and a 'Donate Now' button.

1000 FRIENDS of FLORIDA

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Our Vision for Florida's Future...

Picture a Florida with vibrant cities and towns, thriving and livable neighborhoods, and an outstanding quality of life. Imagine communities where kids can ride their bikes to school or the park, and parents can walk to the store or take a bus to work if they wish. [Read More >](#)

1000 Friends Honors Lee Constantine

Constantine honored for his "leadership on critical conservation and water resource protection in Florida." [Read More >](#)

Current Foresight

Register Now for Fall Webinars

What's New

Planning for Sea Level Rise in Broward County Webinar on October 8

The PowerPoint is now available [Read More >](#)

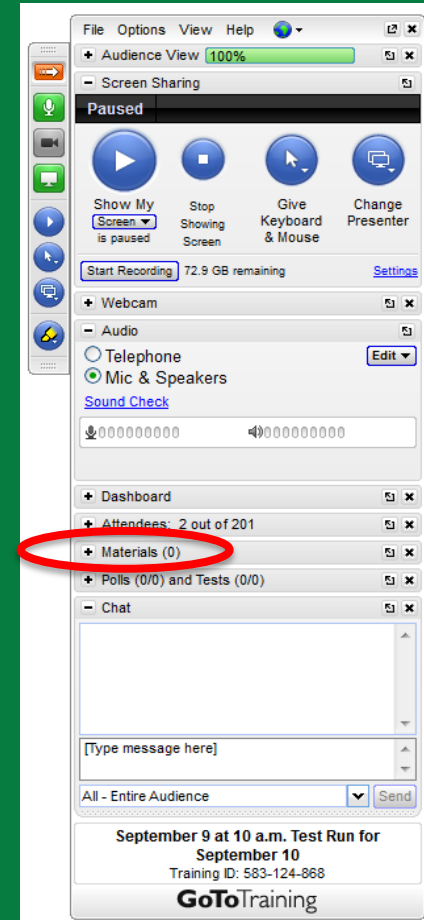
Scale Back Minto West

Massive development planned for western Palm Beach County [Read More >](#)

Survey on Climate Change/Sea Level Rise

Take a few minutes to share what your community is doing [Read More >](#)

Please Vote Yes on



The screenshot shows the GoToTraining interface for a session titled 'September 9 at 10 a.m. Test Run for September 10'. The interface is in 'Audience View' and is currently 'Paused'. A red circle highlights the 'Materials (0)' link in the left sidebar. The main area displays controls for screen sharing, including buttons for 'Show My Screen', 'Stop Showing Screen', 'Give Keyboard & Mouse', and 'Change Presenter'. There are also links for 'Start Recording', 'Webcam', and 'Audio'. The bottom of the interface shows the session title, date, and time, along with a 'GoToTraining' logo.

File Options View Help

Audience View 100%

Screen Sharing

Paused

Show My Screen (is paused)

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Start Recording 72.9 GB remaining

Webcam

Audio

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Mic & Speakers

Sound Check

Dashboard

Attendees: 2 out of 201

Materials (0)

Polls (0/0) and Tests (0/0)

Chat

[Type message here]

All - Entire Audience

September 9 at 10 a.m. Test Run for September 10

Training ID: 583-124-868

GoToTraining



Upcoming Webinars

Visit www.1000friendsofflorida.org/webinar/ to find out more!

REGISTRATION OPEN:

- **Sprawl Repair for Florida's Communities ***
Wednesday, November 18, 2015, noon to 1:30 p.m.
- **The Economics of Downtown Revitalization in Florida *** Wednesday,
December 9, 2015, noon to 1:30 p.m.

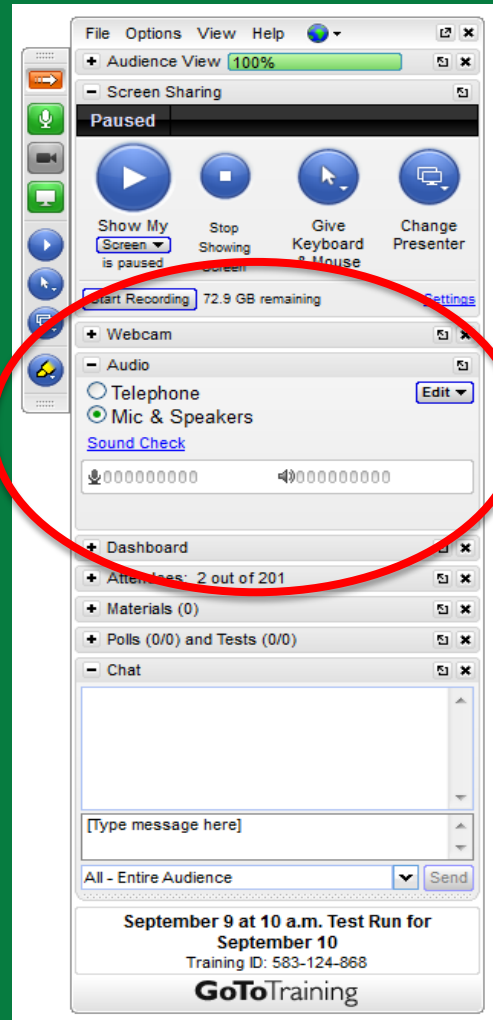
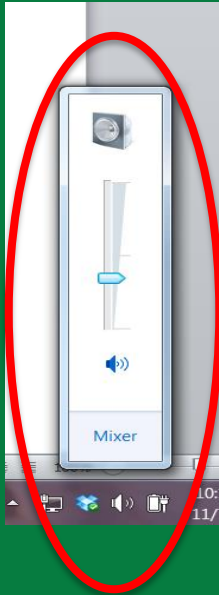
REGISTRATION COMING SOON:

- **2016 Florida Legislative Preview**
Wednesday, January 13, 2016, noon to 1:30 p.m.
- **FREE CITIZEN WEBINAR: Topic Pending**
Wednesday, February 10, 2016, noon to 1:30 p.m.
- **2016 Florida Legislative Wrap Up**
Wednesday, March 23, 2016, noon to 1:30 p.m.

*approved for AICP CM

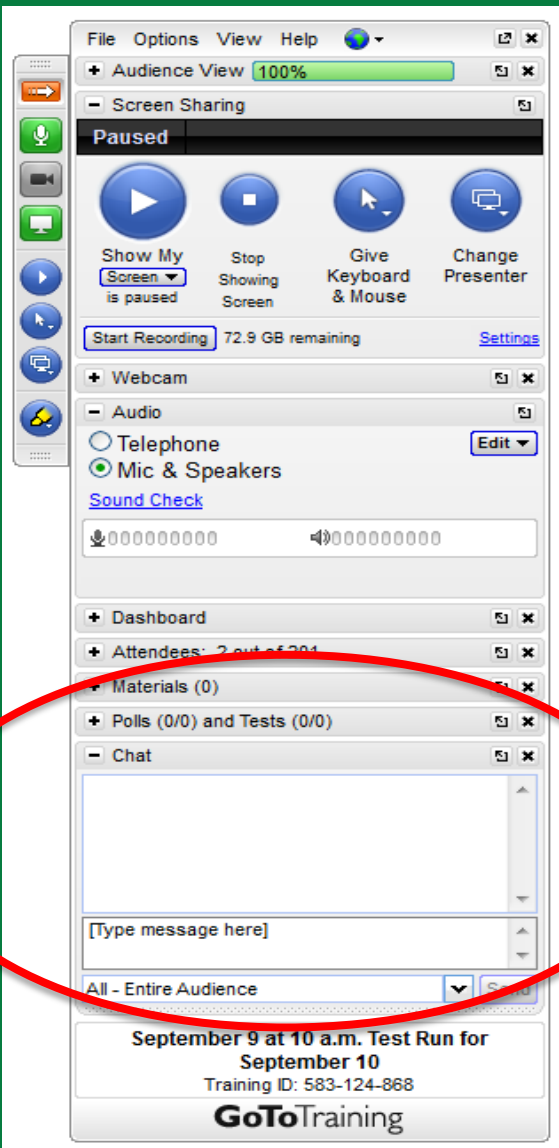


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1. Adjust the volume on your computer
2. Adjust the audio on Go-to-Training

If you have questions:



- Your webinar control panel includes a “Chat” box
- Please click on “+” sign and type any questions in this box
- Please refer to the slide number and/or speaker when you post your question
- Please keep your questions succinct!
- Staff will ask the presenters questions, as time permits
- Please complete the survey in the post-webinar email

For more on Citizen Advocacy please visit:

www.1000friendsofflorida.org/connecting-people/floridas-planning-process/



www.1000friendsofflorida.org/alerts



Presenters



Pamela Hall

Keep It Rural Coalition



- A PhD plant biologist and statistician turned environmental and land use civic activist
- Since moving to Tallahassee in the late 90's has led and been involved in a number of citizen-driven opposition to environmentally irresponsible commercial and residential sprawling development
- Over the years has learned that the best way to redirect development is to be involved in planning and regulation policy from the "get-go": participate in citizen advisory committees, provide "expert" reviews of comprehensive plan amendments and environmental regulation revisions, and generally pay attention to the County and City commission agendas

KEEP IT RURAL!

Preserving Rural Lands in Leon County

www.KeepItRural.curg.org

Laura Reynolds, Executive Director Tropical Audubon Society



- Executive Director since 2007; previously on Board of Directors as Chair of Education & Outreach and as Vice-President, doubling volunteer capacity and gaining experience in conservation issues facing Miami-Dade
- Has lobbied for Climate Change legislation since 2005
- On Board of Directors for Everglades Coalition; chair of Environmental Committee for Chamber South; sits on Biscayne Bay Regional Restoration Coordination Team; on Advisory Board for Pinerockland Coalition and Friends of Ludlum Trail; member of South Miami Green Task Force and Cutler Bay Parks Committee
- In 1991, earned B.S. in Marine Biology and Environmental Science at Jacksonville U.
- First at the University of Miami, and later at Florida International University, pursued science research and education at the Masters Level, focusing on Everglades restoration and its impact on the food web



Cris Costello, Senior Organizing Representative Sierra Club



- An organizing representative for the Sierra Club since May 2007
- Coordinates Sierra Club's statewide campaign to prevent harmful algal blooms in Florida's coastal and inland waters.
- Also is the lead organizer for the 152 organization strong Floridians' Clean Water Declaration Campaign coalition dedicated to building and demonstrating broad public demand for clean water across the state.
- Works on the following issues: Everglades restoration, springs protection, local and state-level urban fertilizer management policy, water quality standards for Florida's fresh and estuarine waters, and volunteer water quality monitoring.
- Prior to joining the Sierra Club, was a rural and urban grassroots community organizer, a Peace Corps Volunteer in Honduras, and an organizer and a negotiation/arbitration specialist in a seventeen year career in the labor movement.



Case Study: Keep It Rural

Pamela Hall
Keep It Rural Coalition

KEEP IT RURAL!

Preserving Rural Lands in Leon County

www.KeepItRural.org



Rural Leon County and Canopy Roads



Proposed Gas Station/Convenience Store Location: The Crump Family Home



Proposed: A Typical Gas Station and Convenience Store



KEEP IT RURAL!

NO GAS STATION

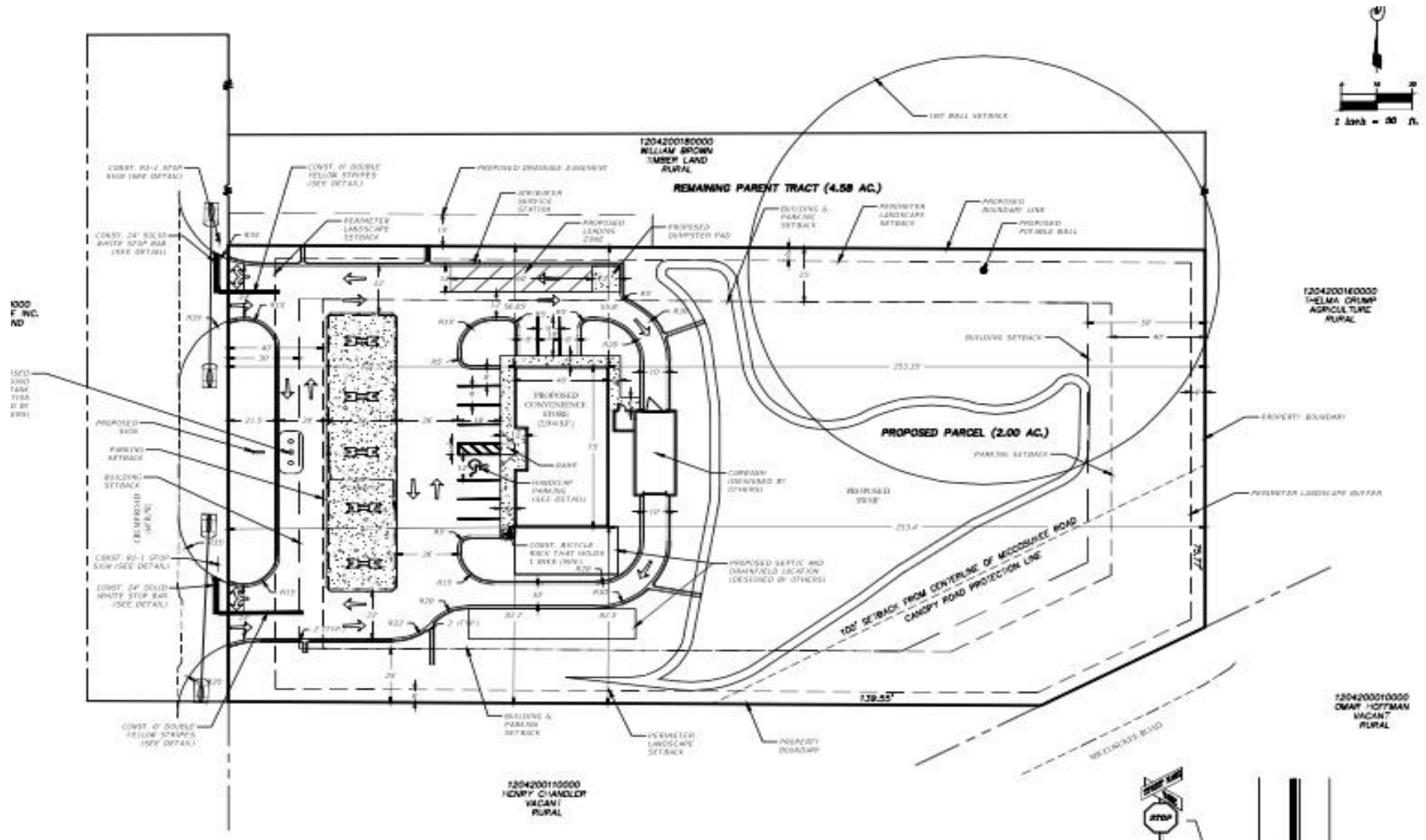
**On CRUMP
at MICCOSUKEE Road**

KeepItRural.curg.org

Time Line: *Keep It Rural !* and the Gas Station

- **Sept 2013** --- Owner first official “ask” about allowance of gas station development at corner of Crump and Miccosukee (PUV)
- Oct 2013 --- Immediate neighbor contacts staff & commissioner, other neighbors start talking to each other, local expertise in development issues, scope of issue discussed
- Feb 2014 --- Owner submits development plan for 10 pump gas station, car wash and convenience store
- Feb 2014 --- Keep It Rural (KIR) is formed (incorporation papers filed in May)
- Mar & Apr 2014 --- Development Review process
- May 2014 --- Preliminary Written Decision – permit approved
- June 2014 --- Appeal of permit filed
- June 2014 --- Commission amends zoning to reduce number of rural intersections where development is allowed by >100 to about 40
- July 2014 --- Settlement Negotiations, draft agreement includes payment for development rights, amending zoning and “initiation” of Comp Plan amendment
- Sept 2014 --- Commission (finally) approves Settlement Agreement
- Sept 2014 --- KIR submits Comp Plan amendment – not waiting for staff
- Oct – Dec 2014 --- Settlement Agreement implement (with delay and resistance from land owner) including payment, zoning amendment and land purchase
- Jan – Apr 2014 --- Negotiations on Comp Plan amendment and Zoning revision
- **July 2014** --- Comp Plan amendment and Zoning revisions adopted

Gas Station Site Plan



Creating *KEEP IT RURAL* !

- **IMMEDIATELY** made bumper stickers and signs
- **Organization – Simple, Collaborative and Legal**
 - Board of Directors: **collaborative leadership** encourages collaboration of all participants
 - Register as LLC, create bank account, keep records
 - Meet regularly, **create and follow agendas**, minutes, tasks for next meeting
 - Limit issue but not appeal
- **Expertise and Division of Labor**
 - **Public Relations**: Webpage, Facebook, Listserv, Press, generate membership
 - **Event Organization**: fundraising, generate membership
 - **Policy, Regulations and Process**: local experiences due to other civic actions
 - **Lobbying**: experiences and personal knowledge of public officials
 - **Legal and Planning expertise**: courtroom, amendments to laws
 - **Feet on the Ground, People in the Stands**
- **BOD “seed” fundraising with their own donations**

Process: **Development Review**, Legal Proceedings, Land Use Policy and Zoning Regulation Revision

- **Development Review: February – May 2014**
 - Used local experts in community for site plan review, Comp Plan consistency
 - **Contacted staff, understand criteria of review, solicit staff opinion**
 - Spoke about general environmental or neighborhood “protection”
 - Spoke about what is different with rural living: “inconvenience” store
 - Provided detailed analysis based on regulations and policy
 - **Make sure some folks are “reasonable”,**
 - **Encourage everyone offer opinion**
 - **Profit is NOT a “dirty” word:** We all live and shop in “developments”
 - Neighbors and community involvement
 - **MEET, WRITE, CALL and ATTEND**

Events: Discussion & Information, Fundraising and Fun!

- February 2014 --- Name, bumper stickers and signs, website, facebook
 - March 30 --- Community Gathering ON SITE
 - May 21 --- Community Meeting ON SITE
 - May 26 --- Memorial Day Community Picnic ON SITE
-
- June 15 --- Father's Day: Music, Silent Auction, Local Pottery IN TOWN
 - June 28 --- Community Garage Sale and Crafts ON SITE
 - August 24 --- Jazz at the Blue's Club
 - September 13 --- Cajun Dinner at the Miccosukee Land Co-op
 - November 30 --- ToFurkey Jam: Music, Auction, Local Crafts IN TOWN

Gathering the Community & Development Review

Keep It Rural

Community Gathering

at Omara's Country Store on the corner
of Miccosukee and Crump Roads
Sunday, March 30th 2:00-4:00 p.m.



Community Forum and Gas Station Update

Join "Keep It Rural" members for an update regarding the proposed 2,900-square-foot convenience store and gas station. Learn how to keep this from happening in your neighborhood.

Bring camp chairs and snacks and good ideas to share.

For more information, call 850-321-6262

<https://www.facebook.com/keepitrural>

KEEP IT RURAL!

NO Gas Station at Crump & Miccosukee

Please attend the *Application Review Meeting* and express your concerns about the proposed Gas Station & Convenience Store.

Meeting Date: Wed. April 2, 2014

Meeting Time: 1:30 p.m.

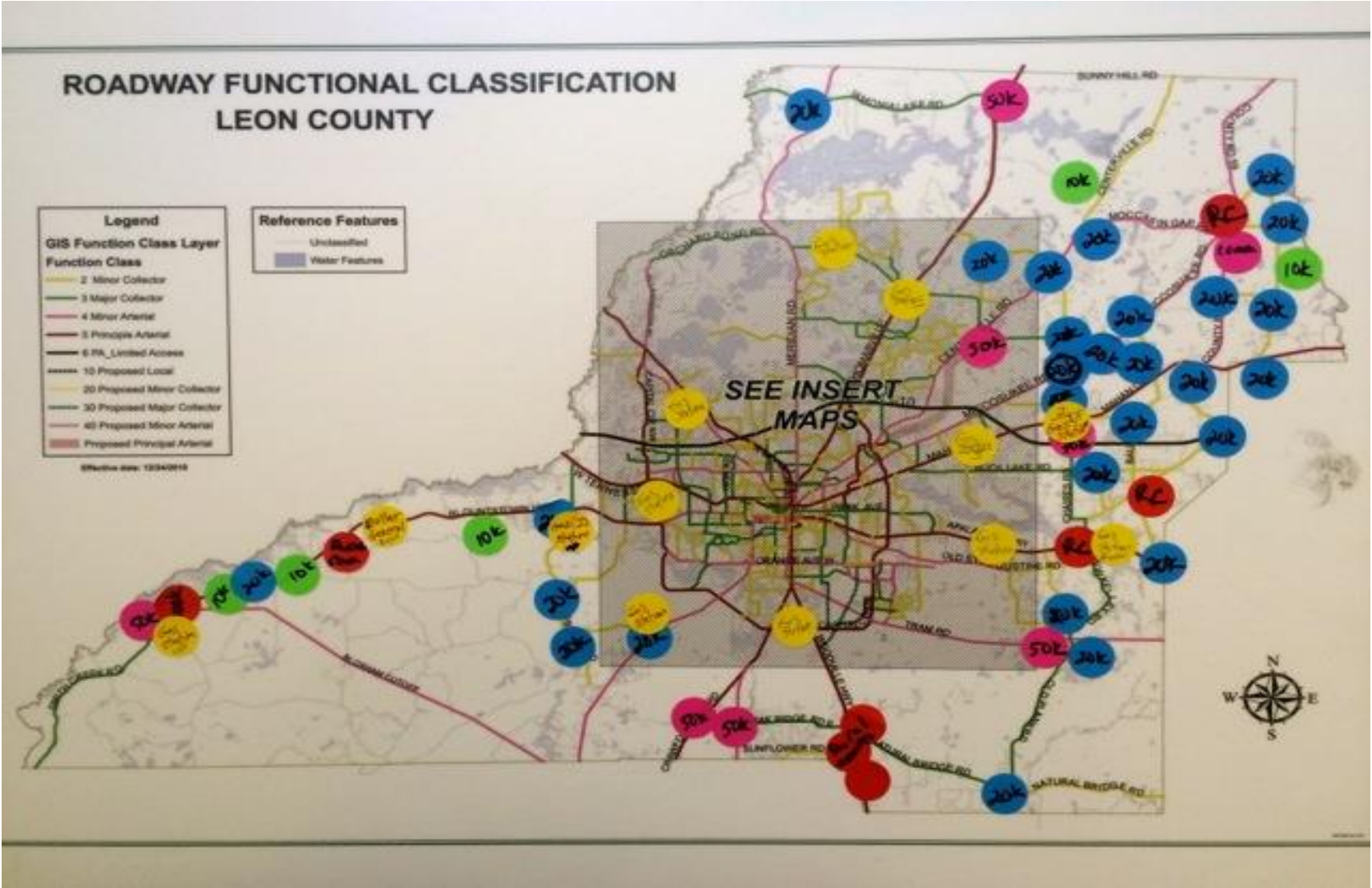
Meeting Location: Renaissance Center 435 N. Macomb Street, 2nd Floor meeting room

- **Contact: Scott Brockmeier**
BrockmeierS@leoncountyfl.gov 850.606.1317
Write to Scott and ask to be added to notification email list so you'll know when any meetings are held. Let him know that you oppose a gas station near this rural intersection.
- **While our Commissioners do not vote on the Application Review Process, it is appropriate to let them know of your concerns.** Call or e-mail county commissioners TODAY. Be respectful. Express your concerns. Include your address. This is evolving rapidly! This property is in District 4. Contact all!
 - **Bryan Desloge** DeslogeB@leoncountyfl.gov 850.606.5364 District 4
 - **Kristin Dozier** DozierK@LeonCountyFl.gov 850.606.5365 District 5
 - **MaryAnn Lindley**
LindleyM@leoncountyfl.gov 850.606.5369 Commissioner At Large
 - **Nick Maddox**
MaddoxN@LeonCountyFl.gov 850.606.5367 Commissioner At Large

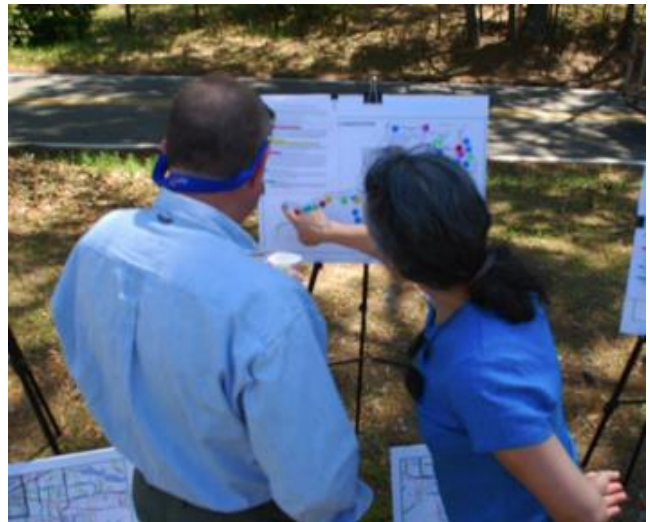
<http://keepitrural.curg.org>

"Like" Keep It Rural on Facebook <https://www.facebook.com/keepitrural>

OUR Rural Intersections are under Assault!
Keep It Rural !



Community Picnic: Discussion, Information and Public Awareness



The Development is Permitted Legal Action Begins

LEON COUNTY, FLORIDA

IN RE: CRUMP ROAD GAS STATION AND CONVENIENCE STORE -- LSP 140004

PETITION FOR A *DE NOVO* QUASI-JUDICIAL HEARING

Petitioner THELMA CRUMP, by and through her undersigned counsel, pursuant to Section 10-7.414 of the Leon County Land Development Code ("County's LDC"), files this Petition for a *De Novo* Quasi-Judicial Hearing.

RECEIVED
Leon County
JUN 05 2014
Development Support
& Environmental
Management

Process: Development Review, **Legal Proceedings**, Land Use Policy and Zoning Regulation Revision

- **Legal Proceedings: May to December 2014**
 - Identify plaintiff and **provide direct financial support** through *Keep It Rural!*
 - **Agreement among BOD for legal objection – make it broader than NIMBY**
 - Assess legal situation – **paid a lawyer to provide objective assessment**
 - Commit to paying lawyer - fundraising for many months until bills are paid
 - **Let lawyer lead on legal issues NOT on politics and policy**
 - Understand legal process, possible costs, points of exit, risks
 - **Agree to negotiations with government and developer**
 - Consider **offering payment** for development rights, land purchase
 - Members of organization should do lobbying – as much as allowed by court
 - **Rational expectations and FOLLOW THROUGH with action and money**
 - **Policy changes to be considered by Commissioners**

Events: Discussion & Information, Fundraising and Fun!

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Fundraising – During the Legal Process

Keep it Rural on Father's Day

With the

**Labamba Brothers
The New 76ers
Harvest Gypsies
& the Rychlik/Bradley
Family Band**

at the

American Legion Hall

June 15 2:00-6:30 pm

\$15 a person Kids free

A Family Friendly Fundraiser for the

protection of the sacred rural landscapes of Leon County

Adult & Kids' Silent Auction

From 2:00-5:00

Also appearing members of Catfish Alliance & Trial by Stone



Sunday Aug 24 6-9pm

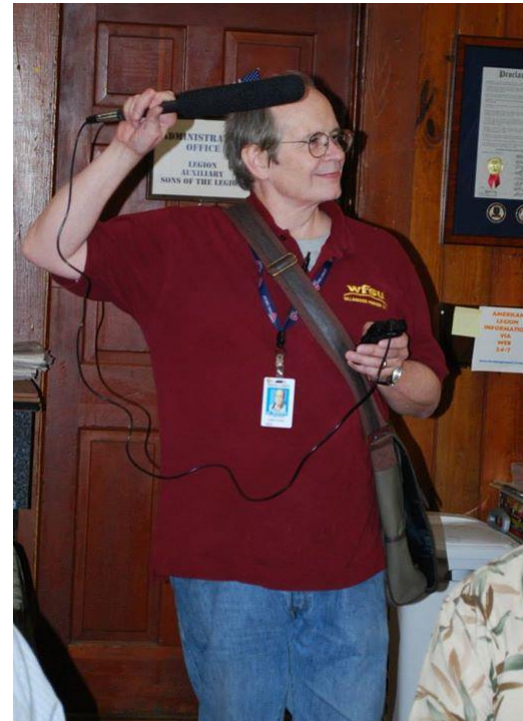
LONGINEU PARSONS

A benefit concert for Keep It Rural www.keepitrural.curg.org

Bradfordville Blues Club

Tickets are \$20 and will be sold at the door.

Proceeds will support the continued advocacy efforts of the Keep It Rural Coalition. Food and drinks will also be available for purchase. Cash and checks accepted.








www.evesweb.com

Two Night stay in Historic St. Augustine
at Eve's Web Retreat on Vilano Beach

Up to 4 people, over \$300 value.
Enjoy a great getaway.....on us

Susan Bradley & Gilda Strutz



Settlement Agreement Approved Implementation Begins

Leon County Board of County Commissioners

Cover Sheet for Agenda #24

September 23, 2014

To: Honorable Chairman and Members of the Board

From: Vincent S. Long, County Administrator
Herbert W.A. Thiele, County Attorney

Title: Approval of a Proposed Settlement and Forbearance Agreement to Resolve
Litigation Related to a Proposed Gas Station on Crump Road

Fundraising After Success – Paying for Development Rights

- After weeks of negotiation, a settlement agreement was recently reached through the legal mediation process. **As part of the agreement, Keep It Rural, Inc. will compensate the developer for commercial rights of the parcel and he will abandon the permit. We must raise the final funds needed to do this.**
- *Please donate TODAY and help stop the gas station. Please share this with friends and neighbors. Let's carry each other to the finish line to Keep It Rural!*
- Can you please pitch in to get the job done? \$250, \$100, \$50, \$25? We can do it together!
- **Imagine driving past that corner in 5 years and telling your kids or grandkids that a gas station *almost* went in there, but the neighbors worked together to Keep It Rural.**

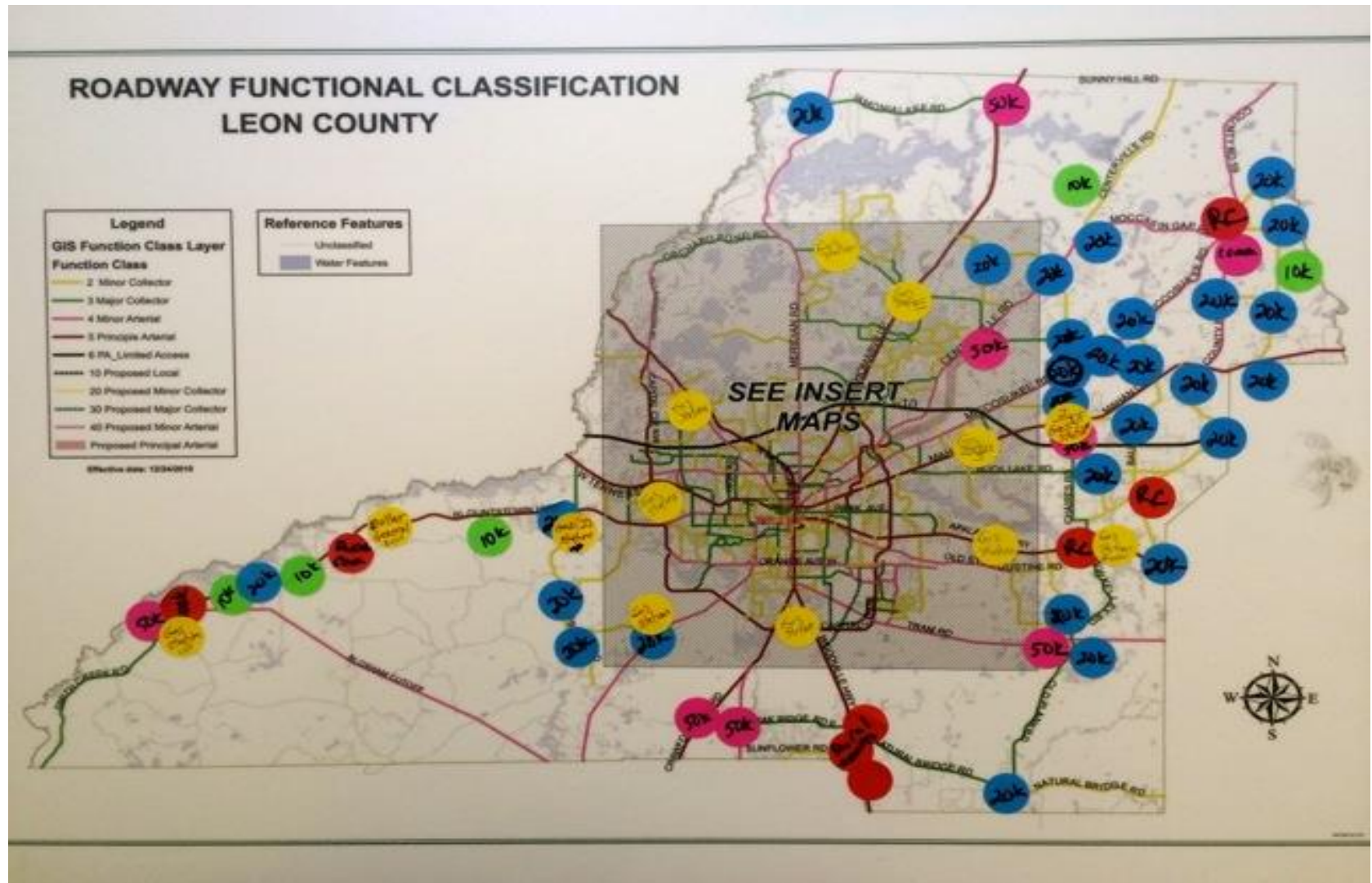


Process: Development Review, Legal Proceedings, **Land Use Policy and Zoning Regulation Revision**

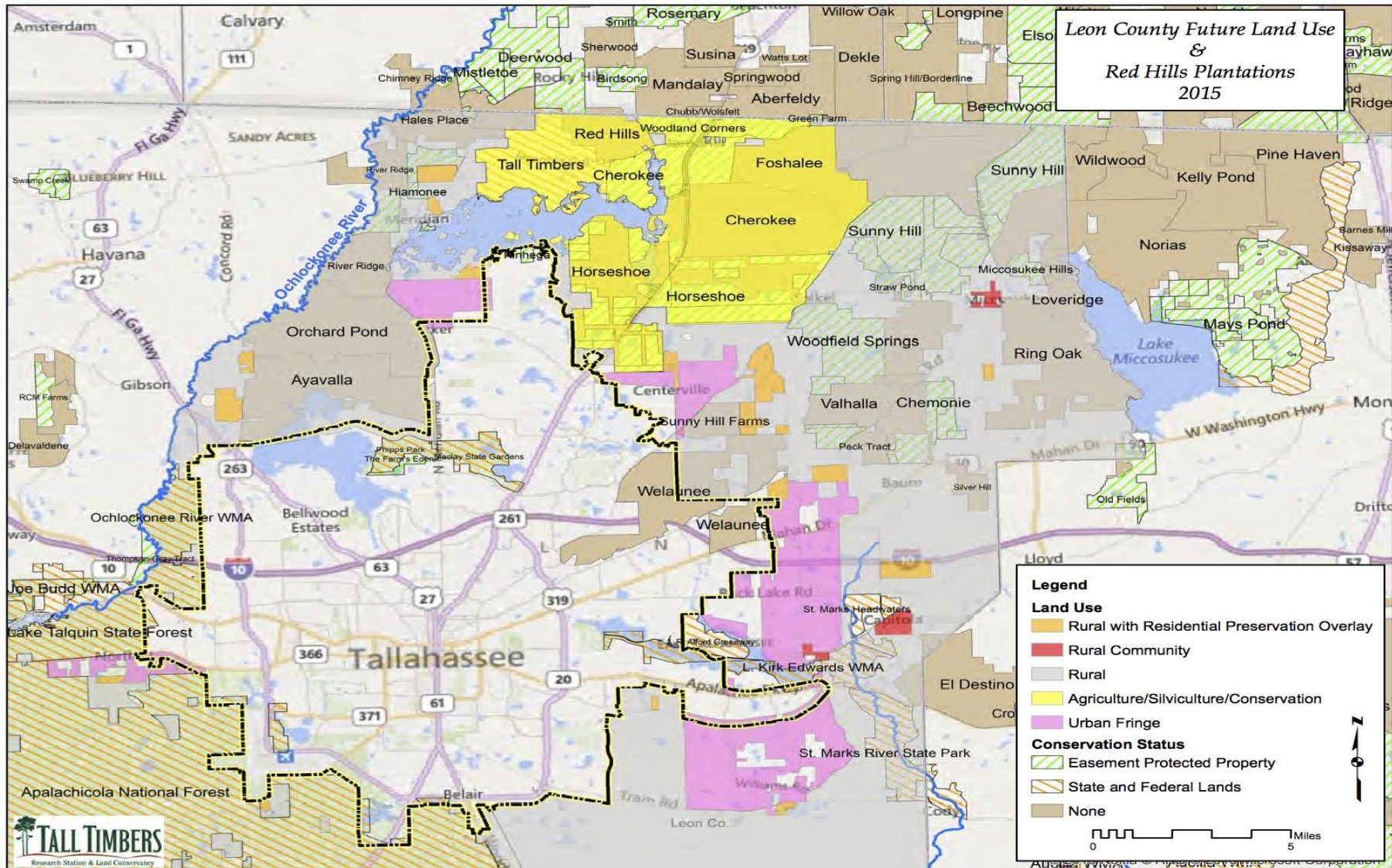
- Land Use Policy and Zoning Regulation Revision: Sept 2014 – July 2015
 - **Made it part of the settlement agreement**
 - **Submitted Comp Plan Amendment ourselves**
 - Did land use analysis of rural area
 - **Negotiated for months with Planning and Regulatory staff**
 - Members of the KIR **attended every public hearing**
 - Let it be done in steps
 - Changes in locations for commercial (County proposed, adopted in July)
 - Disallowing gas stations (Settlement Agreement, adopted in December)
 - Comp Plan Rural Land Use Category revision (Adopted in June)
 - Rural Zoning (Adopted in July)

OUR Rural Intersections are under Assault!

Keep It Rural !



Plantations and Conservation Easements







Results of the Comprehensive Plan Revision

- Rural Land Use policy and zoning was completely rewritten
 - Focus on **natural resource based activities**: farming and timber.
 - **Not the “next” place for development**
 - **Residential development is allowed but not encouraged**
 - **Commercial development** is limited to very few intersections of major roads, **must be related to rural activities**, small buildings and not many
 - No more gas stations or convenience stores (petroleum uses)
 - Emphasizes location of higher density and uses is for the **Rural Communities and inside the Urban Services Area**
- Created a **strong differentiation between “city” and “country”**
 - Leon County starting revision of all Future Land Uses in Comp Plan
- Created a group of informed, active and respected citizens

KEEP IT RURAL !

Preserving Rural Lands in Leon County

www.KeepitRural.curg.org

- Gas Station and Convenience Store development at Crump and Miccosukee roads, a Rural intersection, was stopped.
- Reframed “back yard” issue into a County-wide Issue: Rural Life and Land preservation.
- Comprehensive Plan policy for Rural Land Use completely revised.
- Rural Zoning category rewritten to reflect new policy.
- Set strong precedent for future (next year!) land use policy change.
- Got to know and work with a great group of folks

Lessons Learned

- Get going **IMMEDIATELY!**
- Be polite, concise, tenacious and noisy
- Create an organization with **collaborative leadership**
- Learn the entire process of review, legal protest, negotiation, revision
- Find experts in your community
- **Protest based on the values** of the local and larger community
- **Argue based on data, analysis, scope and criteria of review**
- Fundraise using events and solicitations
- **Seek legal advice about quality of legal case before hiring lawyer**
- Work with closely with staff BUT lobby elected officials early and often
- Reframe the issue: **“This could happen in YOUR backyard!”**
- Propose policy revision: **“He who write the first draft wins.”**
- **Get involved in the land use planning process to effect persistent change**

**Come for your Neighborhood
Stay for your Community**

Building Coalitions

*Laura Reynolds, Executive Director
Tropical Audubon Society*





100 Years in Conservation

Laura Reynolds * Executive Director * Tropical Audubon Society



Our Mission



To conserve and restore South Florida ecosystems, focusing on birds, other wildlife and their habitats Tropical Audubon Society endeavors to achieve its Mission via Conservation, Education, Preservation & Recreation

Major Environmental Issues facing South Florida

Land and Water Thread Through all of Florida Conservation



Everglades Restoration



Bird Conservation



Growth Management

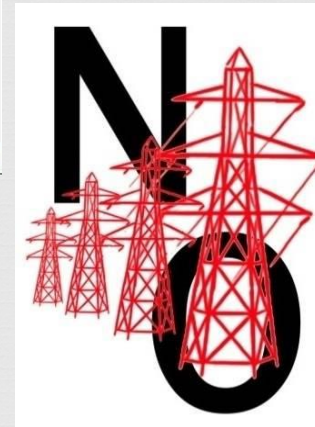


Health of Biscayne Bay

Coalition Building



MORE WATER!
RESCUE THE EVERGLADES
www.tropicalaudubon.org



Hold the Line!
campaign



VOTE
YES
ON 1

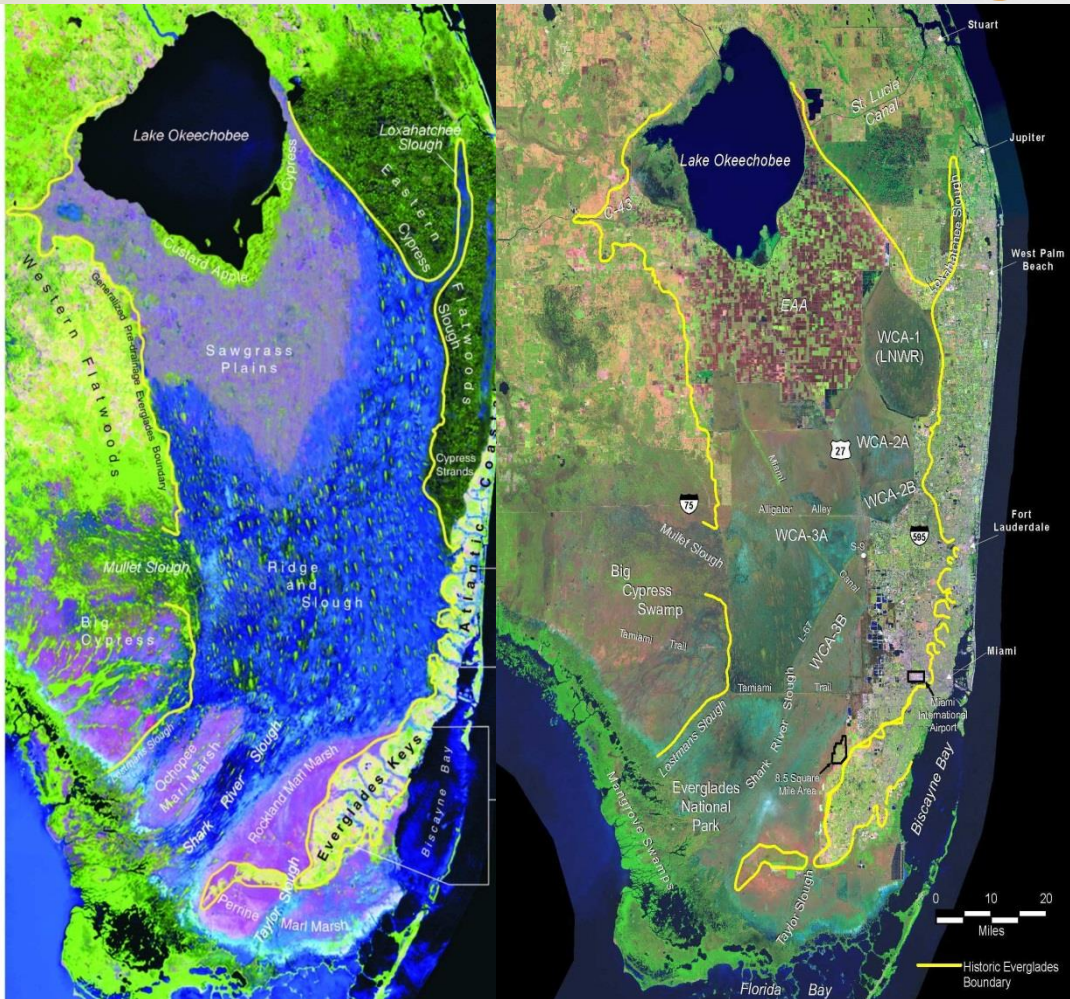
The Environmental Community has fought back... and won!



- ❧ Everglades and Biscayne National Parks Established
- ❧ No Oil Drilling in Biscayne Bay and No Jetport
- ❧ CERP approval
- ❧ Successful protection of over 2,000 acres HTL
- ❧ A Better Virginia Key Master Plan
- ❧ Biscayne Bay Aquatic Preserves Kept Open
- ❧ Saved State Parks from “other uses”
- ❧ Saved Museum Park, BBAP and Matheson Hammock
- ❧ No Power lines in Everglades National Park
- ❧ Amendment 1 Approved
- ❧ Saving Pinerocklands
- ❧ Cleaning up FPL's Pollution

Everglades Coalition

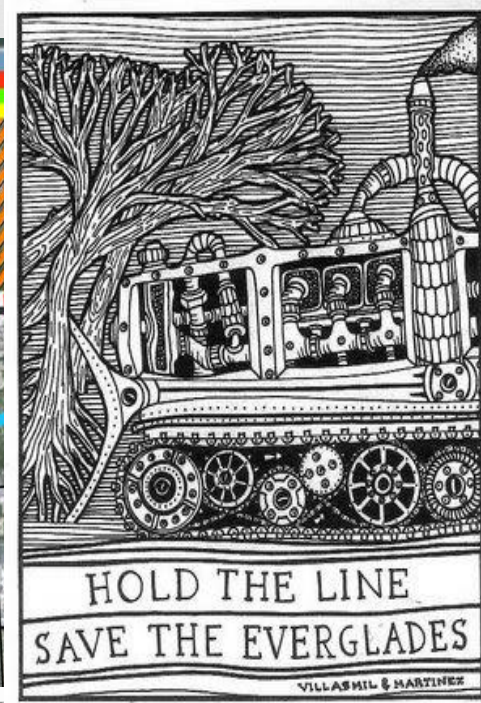
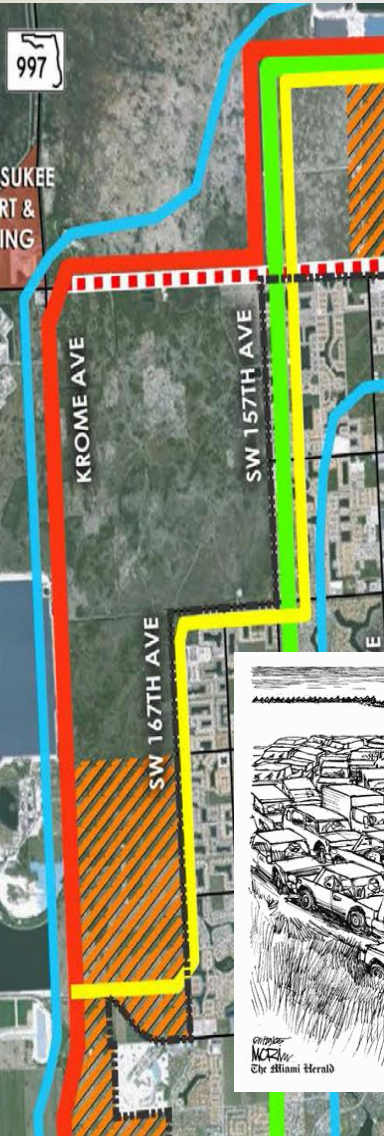
Restore the flow of clean fresh, water south



Friends of the Everglades and
Tropical Audubon Society
Co Founded 30 years ago
57 Member groups
Representing over 6 Million people

- Will combat sealevel rise
- Will improve conditions for wildlife
- Will improve quality of life
- Will recharge our water supply
- Will improve the Economy

Hold The Line- 12 yrs Preventing Sprawl



- Will concentrate our tax dollars
- Improved infrastructure in city core
- Will improve mobility-public transit
- Will protect our water supply
- Will protect 50,000 acres of active agriculture
- Will improve quality of life
- Will allow for "complete streets"
- Increase connectivity
- Protect Greenspace

2 yrs-Protecting Pinerocklands



Benefits:

- The protection of Endangered species
- Maintain Biodiversity
- Example for future generations
- Helps maintain corridor from ENP
- Important for Bird Migration and the Atlantic Flyway
- Enhance MiamiZoo Experience
- Future education experiences
- Major Carbon Sink

Case Study: Biscayne Bay Coalition



- ❧ Tropical Audubon Society (TAS) launched the Biscayne Bay Coalition (BBC) in 2008
- ❧ To bring together people and organizations with a shared interest in the health of the bay under a single mission.
- ❧ Mission: To unite the Miami community to help protect, restore, and enhance Biscayne Bay for future generations.
- ❧ BBC membership now includes individuals, small businesses, non-profits, and municipalities.

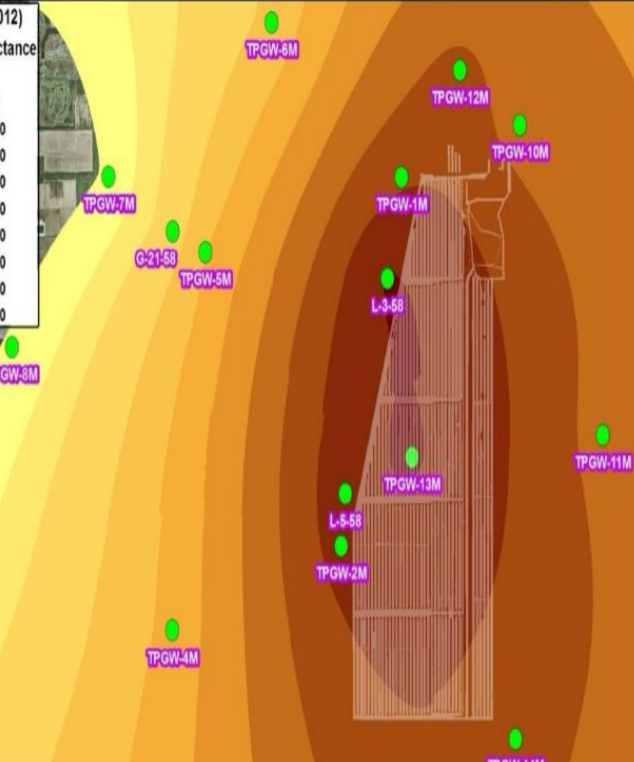
Biscayne Bay Coalition



Accomplishments



- ❧ Fought for the People's plan for Virginia Key and advocated for the passing of the 2010 Virginia Key Master Plan by the City of Miami Commission.
- ❧ Advocating to our elected officials for swift completion of the Biscayne Bay Coastal Wetlands Project that will deliver fresh water to Biscayne Bay.
- ❧ Defeating David Beckham's Soccer Stadium plan to build on the last remaining unfilled parcel on the western boundary of Biscayne Bay Aquatic Preserves.
- ❧ Preventing the defunding and closing of the Biscayne Bay Aquatic Preserve state office.



Pollution Plume at Turkey Point

Benefits of clean up and Abatement:

- Protect Biscayne Aquifer
- Protect our Water Supply
- Protect Biodiversity and foodweb
- Protect both National Park
- Reduce Water Demands
- Restoration and its implementation will be more successful
- Will show true cost of Nuclear, will help incentivize Solar Power
- Contain harmful contaminants



Once we had a coalition....



- ❧ Elevating public awareness of Florida Power & Light Company's Turkey Point proposed new nuclear units', power lines and current operations and the impact on Biscayne Bay, Wetlands and the public's fresh water supply.
- ❧ Improving dredging methods for the Port Miami expansion to safeguard sea grasses and corals, and ensure turbidity would not damage marine life during dredging; simultaneously helping secure \$2.5 million for adjacent mitigation and restoration projects.
- ❧ Campaigning successfully to stop proposed changes to the Miami-Dade County Manatee Protection Plan that would have endangered manatees.
- ❧ Establishment of a Marine Reserve in Biscayne National Park.
- ❧ Mounting a lawsuit against FPL to stop the state from issuing blanket permission to continue polluting Biscayne National Park for the next 30 years---currently in hearing

Maintaining Coalitions



- ❧ Relationships are everything- Be fair, clear and show respect- establish trust
- ❧ Establish guiding principals, by-laws and something to govern with
- ❧ Elect a board to resolve any conflict
- ❧ Build the coalition around galvanizing issues
- ❧ Make a list of target members and try to get them involved
- ❧ Find funding and hire a person to be the coordinator
- ❧ Be sure organizations are allowed to keep their identity
- ❧ Evolve with the times-continue to be relevant
- ❧ Go through planning exercises together frequently to find out the overlapping goals and work toward those- not the issues that divide the member groups

Suggested Resources



❧ Planning Tools-Spitfire strategies-
<http://www.spitfirestrategies.com/tools/#tab1>

1. **Discovering the Activation Point**-How to turn Passive Supporters into Activists
2. **Smart Chart 3.0**-six steps to planning your communications-given limited resources-Who makes the decision-FIND TARGET
3. **Planning to Win**-six step process to planning a winning campaign

Engaging Elected Officials



Make sure they know who you are-Build a relationship

- ❧ Visit with elected officials in the off season-get to know them
- ❧ When you see them you thank them for something they have done
- ❧ Build relationships with constituents and organizations in their district
- ❧ Get ahead of the issues, stop only playing defense-teach them what to say ahead of time-show them you are the go to person for information
- ❧ Make them look good by thanking them on social media or getting some press for them
- ❧ Show them your issue is supported by the masses-sign on letters work great for this

Importance of Environmental NGO's

We are a non-partisan, mission-driven organization responsible to work outside the politics of the day, to protect only what we love



- ❧ Speak for Wildlife and Habitat that otherwise does not have a voice
- ❧ Working for the public good for clean water, air and land
- ❧ Bridging the gap between science and policy
- ❧ Public awareness and media coverage on important issues
- ❧ Education of the public and elected officials on environmental issues
- ❧ Enjoyment and appreciation of nature
- ❧ Opportunities for interns to learn
- ❧ Stewardship of the land with our various restoration projects
- ❧ Collection of data that helps to protect greenspace and parks and influence better management plans

Join us in Conservation for the next 100 years!



We invite all of you to-



Join TAS and get involved!
Visit a 3-acre slice of old Florida
Tours available upon appointment
5530 Sunset Drive, Miami FL

Laura Reynolds
@tropicalaudubon
www.tropicalaudubon.org
director@tropicalaudubon.org

How to Put on a Press Event

Cris Costello

Sierra Club Senior Organizing Representative



How to put on a press event

Step by step to make it easy!



**“If you don’t exist in the press,
you don’t exist”**

It is a fact.

**Too many activists get intimidated by the
prospect of putting on a press event.**

**But it is an easy to learn skill, and the success
of your cause may depend on mastering it!**





So let’s take it one step at a time...

Build your list of media contacts

Comb through website contact lists:

- Newspapers (email addresses and phone numbers)
 - Reporters
 - News Editors/Assignment Editors
 - Opinion Editors
- TV News / Radio (email addresses and phone numbers)
 - Reporters
 - News Desk
 - News tip lines
- Statewide or special-interest publications/online press outlets/blogs

Try the “Contact Us” page on the website:



Web Search by **YAHOO!** | [HOME DELIVERY](#) | [REWARDS](#) | [CONTACT](#) | [HELP](#) | [PLACE AN AD](#)

[Home](#) [News](#) [Business](#) [Sports](#) [Entertainment](#) [Living](#) [Opinion](#) [Obituaries](#) [Classifieds](#) [Real Estate](#) [Jobs](#) [Cars](#)

ADVERTISING

Classified Advertising
(941) 953-5555
[Buy a classified ad online](#)

Retail Advertising
Sarasota: (941) 361-4000
Manatee: (941) 745-7808
Venice: (941) 486-3030

Online - HeraldTribune.com
(941) 361-4044

Direct Mail Services - Herald-Tribune Direct
(941) 361-4000

[Advertising Directory](#)
[Ad Rates](#)

Television - SNN - Suncoast News Network
(941) 361-4222

CIRCULATION

Customer Service
Sarasota: (941) 365-6060
Manatee: (941) 745-7888
Venice: (941) 486-3000
Englewood: (941) 473-5475
Charlotte: (941) 429-5875
North Port: (941) 486-3040

HERALDTRIBUNE.COM

By Mail
HeraldTribune.com
1741 Main St.
Sarasota, FL 34236

By Phone
Main Switchboard: (941) 953-7755

By E-Mail
webmaster@heraldtribune.com

MAIN NEWSROOM

By Mail
1741 Main St.
Sarasota, FL 34236

By Phone
Newsroom: (941) 361-4800
SNN - Suncoast News Network: (941) 361-4600
Main Switchboard: (941) 953-7755

[Newsroom Directory](#)

By Email
For the newspaper: advocate@heraldtribune.com
For the web site: webmaster@heraldtribune.com
For SNN - Suncoast News Network:
news@snn6.com

By Fax
Newsroom: (941) 361-4880
SNN - Suncoast News Network: (941) 361-4699

Some will include lists of reporters

but you may have to really search...

myPalmBeachPost

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Staff Members

Name	Title	Phone	Email
Abramson, Andrew	Reporter		Email
Andera, Scott	Sports/News Producer		Email
Anderson, Brynn			
Asuaje, Andrea			Email
Balmaseda, Liz		561-820-4416	Email
Beall, Pat	Reporter	561-820-4404	Email
Bennett, Bruce	Photographer		Email

PRE-EVENT

Build relationships with Editorial Boards & key reporters

Make appointments; don't "drop in"

[Home](#) [Sections ▼](#) [Weather ▼](#) [Traffic](#) [Jobs](#) [Homes](#) [Cars](#) [Classifieds](#) [Weekly Ads](#)

Contact Us

[Contact us](#) [Staff directory](#) [Customer service](#)

NAPLES DAILY NEWS STAFF DIRECTORY

Naples Daily News Staff Directory

[Newsroom](#) [Executive Leadership Team](#)

First Name	Last Name	Title	Phone number	Email
Manny	Garcia	Editor	(239) 263-4863	Email Manny
Nancy	Evans	Office manager	(239) 435-3414	Email Nancy

WEBSITE, APP AND DIGITAL INITIATIVES

Jigsha	Desai	Digital director	(239) 403-6146	Email Jigsha
Vonna	Keomanyvong	Digital managing editor	(239) 213-5380	Email Vonna
Rebecca	Reis	Digital content producer	(239) 403-6145	Email Rebecca
Katherine	Rosenberg-Douglas	Breaking news editor	(239) 435-3461	Email Kate

EDITORIAL, OPINION & LETTERS


Allen	Bartlett	Editorial & Opinion editor	(239) 435-3457	Email Allen
Brent	Batten	News Columnist	(239) 263-4776	Email Brent

NEWS & SPORTS

Brett	Blackledge	Investigations editor	(239) 263-4814	Email Brett
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Everglades University

Earn your Alternative Medicine degree. Classes now enrolling!



TRENDING STORIES

- ➦ Open firearm carry bill makes progress in committee meeting - Naples Daily News
- ➦ Buddy Quarles, owner of embattled BQ Concrete, found dead in his home - Naples Daily News

Determine LOCATION and TARGET to attract the most press attention:

- Does *target* have the power to fix the problem?
- Does *target* have ability to get message to decision-maker?
- Is location easy to get to for press and participants?
Easy, free parking?
- Does it provide a good visual backdrop?
- Is there shade? If not, will a 10x10 canopy work?
- Is room big enough/not too big?
- What about sound? Need a sound system?
Megaphone? Is there traffic or airport noise?
- Need a podium?

Target = legislature



Visual backdrop = Indian River Lagoon

PRE-EVENT

Choose a START TIME and DAY that best suits participants/target/press:

- 10-11:30 am on Tue, Wed or Thu is best for the press.
- Try for 12 pm live TV coverage.
- Weekend coverage is much harder to get.
- Holiday coverage is even harder.

PRE-EVENT

Determine MESSAGE:

- Easy for public to understand and connect the dots (avoid wonkiness and make connections)
- Be timely – take advantage of current events/public sentiments
- Use humor when possible
- Use lists (i.e. “the county’s five worst polluters”)





Determine BEST FORM for press event:

You need to “make” news to get attention

- Rally (needs demand and a large crowd)
- Stand-alone press conference (announcement or demand)
- Decision-maker visit (i.e. make appointment to meet or make a delivery)
- Water activity (a paddle, shoreline human chain, cleanup, flotilla)







Who

- Identify and confirm emcee/key spokesperson
- Find a volunteer to act as “media liaison” (to greet reporters, provide materials, connect them to spokespeople)
- Identify, invite and confirm speakers who can succinctly tell a compelling story (# of speakers depends on form of press event but fewer is better – no one speaks for more than 5 minutes *ever*)
- Designate a photographer to take photos of the entire event (that way even if press is a no-show you will have photos for the press release and social media)

Determine Visuals (MUST HAVE)

- Hand-made hand-held posters
- Props (i.e. jars of slimy water, poster-size photos, maps, costumes, cute kids)
- Use humor when possible







PRE-EVENT

Recruit participants through social media, phone-banking, and email

- If you can't get at least 20 participants there, then rethink your plans



Draft and send PRESS ADVISORY* to press contacts via email

- Send it 3, even 5 days, in advance and then the day before and the early morning of event day.
- Call to make sure they got it each time.
- Never put too much info in an advisory (if you put too much they won't need to come to the event)
- Include basic who, what, where, and when so they are enticed but left wondering what is coming
- The exception to the “be vague” rule is when you have a big name speaker that will draw the press
- Always include in the advisory that there will be visuals (identify them if they will entice attendance)

PRE-EVENT

Prepare PRESS RELEASE* in advance (gather quotes beforehand)

- You should be more detailed with the *who*, *what*, *where*, and *when* and you should add the *why* and *how* too. Aim to keep release no longer than a page and a half.
- Don't say who you are coordinating with before you say what you are doing. Put the most important information at the top.
- Use concrete language, and explain how your activities will benefit real people in the real world

EVENT

- On the morning of the event, **make press CALLS** to sell event/confirm they are coming; **email advisory again** with “TODAY” in subject line (make sure they know that you will have good visuals)
- Arrive 30 minutes early at the location
- Make sure all attendees sign in (use a clipboard) so you can turn them out again the next time
- Have copies of press release/fact sheets to hand to reporters
- Have participants stand behind speakers if possible (for good visuals)
- Start as promptly as possible – don’t anger reporters who arrived on time by waiting for stragglers



POST-EVENT

- Plan B if press is a no-show: Take as many of the participants as possible directly to the closest newspaper office and ask to speak with reporter, news editor or opinion editor
- Add important details (especially # of participants if high) to already prepared press release
- Get photos/press release onto social media and sent by email to reporters (those who came and those who did not) as quickly as you can after the event and before 3 pm
- The day after, send news clips and photos to all attendees (makes them more likely to show up the next time)
- Most of the time, when a reporter hears from the public it is negative. COMPLIMENTS go a long way; if a reporter nails it, send a “thanks and great job” by email/phone call/social media



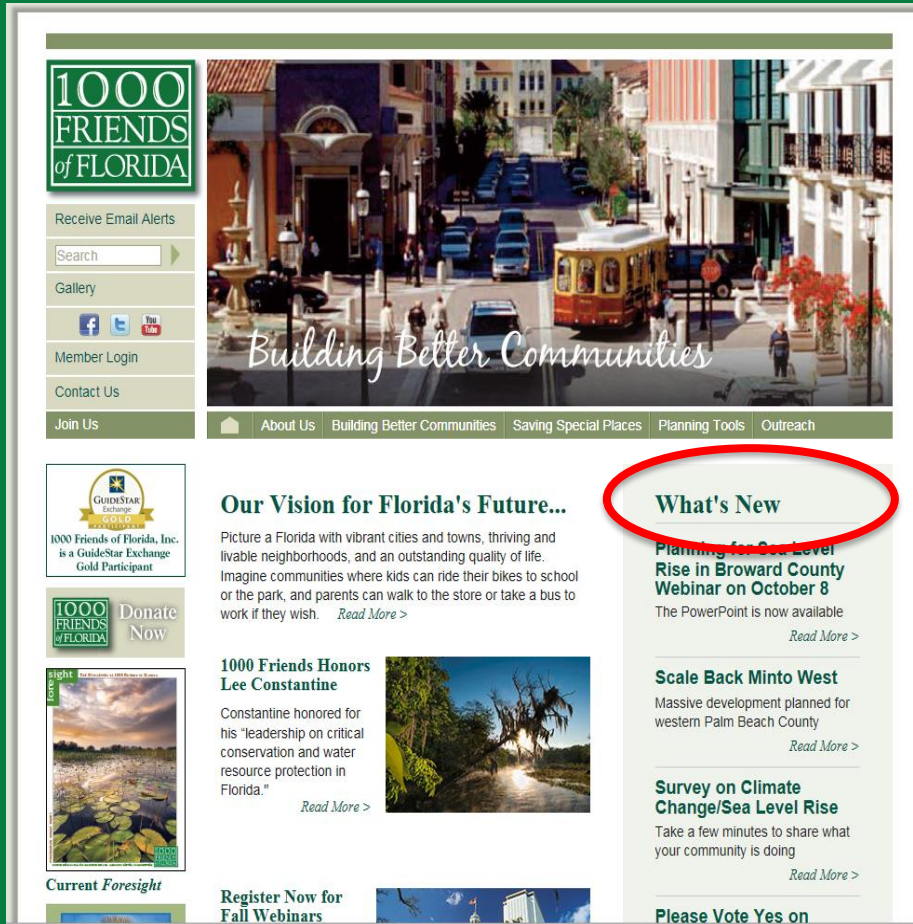
ABOUT PRESS CONFERENCES:

- Reporters have no time for conferences that deal with info they can get in other ways; make sure you have some genuine news
- Press conferences should not last more than 20 minutes – DO NOT DELAY GETTING TO PUNCHLINE
- For press conferences have one key spokesperson, then introduce others to answer questions
- Reporters think in terms of headlines and lead paragraphs and so should you
- Develop a list of key statements that you can drop in when responding to a reporter's questions
- Preface key statements with indications that they are worth remembering like "The crucial issue is..." "There are 3 things to remember..." or "What's really important is..."
- If reporter asks questions that get off the desired track, get back on it with "That is a good question but the real issue is..." or "That is a good question but we are here today because..."

**A great press conference
can be put together
in less than a week!**



The PowerPoint is available at www.1000friendsofflorida.org



The screenshot shows the homepage of 1000 Friends of Florida. The header features the organization's logo, a navigation menu with links like 'About Us', 'Building Better Communities', and 'Outreach', and a large banner image of a city street with a trolley. Below the banner, there are several content blocks: a 'What's New' section with a red circle around its title, a 'Our Vision for Florida's Future...' section, and a '1000 Friends Honors Lee Constantine' section. The footer includes a 'Current Foresight' section and a 'Register Now for Fall Webinars' link.

1000 FRIENDS of FLORIDA

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Building Better Communities

Our Vision for Florida's Future...

Picture a Florida with vibrant cities and towns, thriving and livable neighborhoods, and an outstanding quality of life. Imagine communities where kids can ride their bikes to school or the park, and parents can walk to the store or take a bus to work if they wish. [Read More >](#)

1000 Friends Honors Lee Constantine

Constantine honored for his "leadership on critical conservation and water resource protection in Florida." [Read More >](#)

What's New

Planning for Sea Level Rise in Broward County Webinar on October 8

The PowerPoint is now available [Read More >](#)

Scale Back Minto West

Massive development planned for western Palm Beach County [Read More >](#)

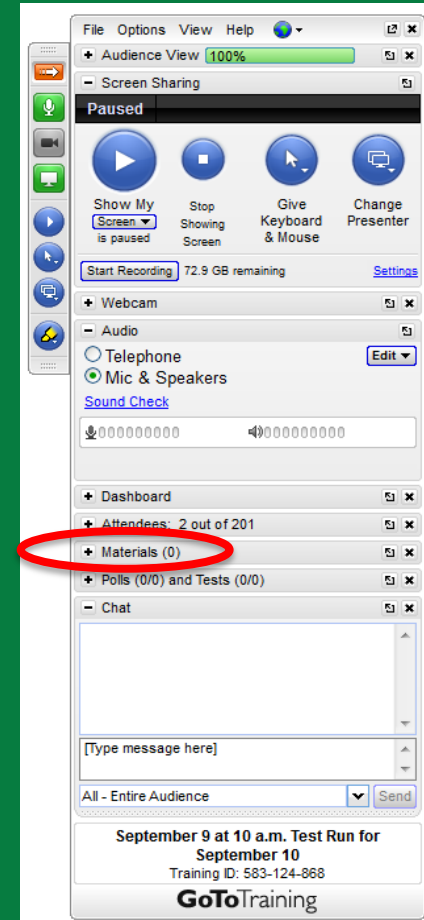
Survey on Climate Change/Sea Level Rise

Take a few minutes to share what your community is doing [Read More >](#)

Please Vote Yes on

Current Foresight

Register Now for Fall Webinars



The screenshot shows a web browser window displaying the 1000 Friends of Florida website. The interface includes a top navigation bar with 'File', 'Options', 'View', and 'Help'. Below this is a 'Screen Sharing' section with a 'Paused' status and buttons for 'Show My Screen', 'Stop Showing Screen', 'Give Keyboard & Mouse', and 'Change Presenter'. A 'Start Recording' button is also visible, along with a 'Webcam' section showing 'Audio' and 'Telephone' options. The 'Attendees' section shows '2 out of 201' attendees, and the 'Materials' section shows '(0)' materials. The 'Chat' section is at the bottom, with a text input field and a 'Send' button. The footer of the interface displays the date and time 'September 9 at 10 a.m. Test Run for September 10' and the training ID '583-124-868', along with the 'GoToTraining' logo.

File Options View Help

Audience View 100%

Screen Sharing

Paused

Show My Screen (is paused)

Stop Showing Screen

Give Keyboard & Mouse

Change Presenter

Start Recording 72.9 GB remaining

Webcam

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Telephone

Mic & Speakers

Sound Check

Dashboard

Attendees: 2 out of 201

Materials (0)

Polls (0/0) and Tests (0/0)

Chat

[Type message here]

All - Entire Audience

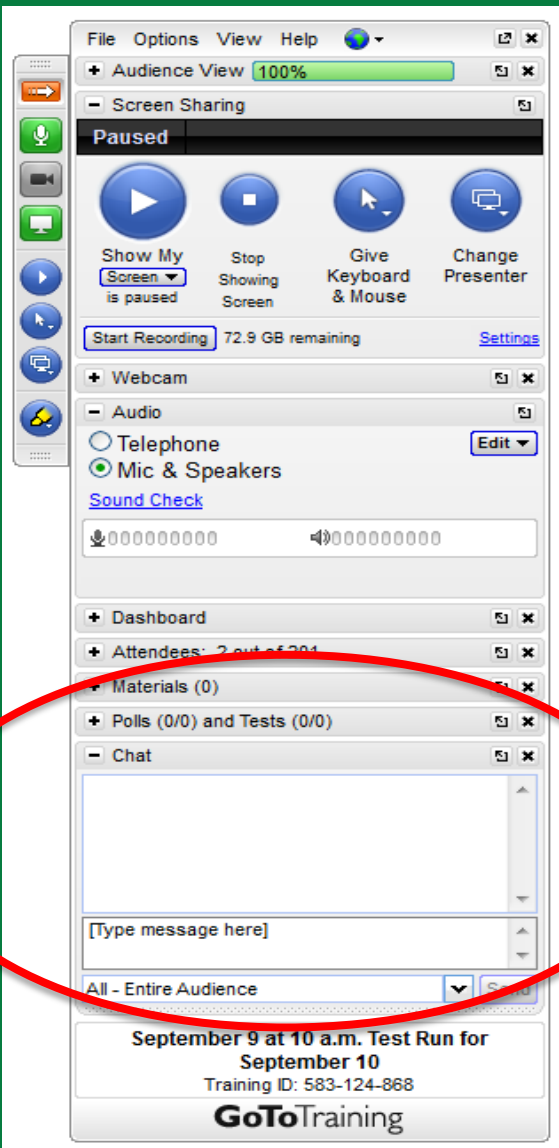
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Training ID: 583-124-868

GoToTraining



If you have questions:



- Your webinar control panel includes a “Chat” box
- Please click on “+” sign and type any questions in this box
- Please refer to the slide number and/or speaker when you post your question
- Please keep your questions succinct!
- Staff will ask the presenters questions, as time permits
- Please complete the survey in the post-webinar email

For more on Citizen Advocacy please visit:

www.1000friendsofflorida.org/connecting-people/floridas-planning-process/



www.1000friendsofflorida.org/alerts



Upcoming Webinars

Visit www.1000friendsofflorida.org/webinar/ to find out more!

REGISTRATION OPEN:

- **Sprawl Repair for Florida's Communities ***
Wednesday, November 18, 2015, noon to 1:30 p.m.
- **The Economics of Downtown Revitalization in Florida *** Wednesday,
December 9, 2015, noon to 1:30 p.m.

REGISTRATION COMING SOON:

- **2016 Florida Legislative Preview**
Wednesday, January 13, 2016, noon to 1:30 p.m.
- **FREE CITIZEN WEBINAR: Topic Pending**
Wednesday, February 10, 2016, noon to 1:30 p.m.
- **2016 Florida Legislative Wrap Up**
Wednesday, March 23, 2016, noon to 1:30 p.m.

*approved for AICP CM



Please support 1000 Friends of Florida:

www.1000friendsofflorida.org/donate-now/

If you would like your donation to support 1000 Friends' webinars, please allocate your donation to the DeGrove Education Fund

