

MAMSWaP I&E Update

November 10, 2011

Respectfully submitted by Marcia Hartwig, Madison Area Municipal Storm Water Partnership (MAMSWaP) Storm Water Education Coordinator, 608-224-3746, hartwig@co.dane.wi.us. Please feel free to contact me with questions.

CONSULTANTS AND MUNICIPAL REPRESENTATIVES: *Please make this report available to your municipalities.*

Love Your Lakes, Don't Leaf Them

While the annual campaign is similar to previous years, the majority of my time since August has been spent negotiating ad space, reprints, distribution, following up to ensure ads ran as ordered, etc. Last year we had enough printed materials. When ordering reprints this year, we modified the text to be more direct about the desired action. We were able to distribute 20 times the coasters that we had in previous years and expanded the number of inserts.

- Inserts to area weekly newspapers, Isthmus and the Wisconsin State Journal
- On-air and online ads with Entercom
 - 18 spots (ads) on WOLX and WMMM every Friday in October
 - ads linking to myfairlakes.com for both stations' email lists
 - ads on both stations' websites
- ~100,000 coasters delivered to local establishments
- Yard signs (improved with request for direct action)
- Brochures
- articles and press releases

In 2010, we focused primarily on print advertising. This year, we used the inserts, radio ads, lawn sign and coaster distribution. Neil Heinen had an editorial urging folks to pay attention to the annual plea to help the lakes by keeping leaves out of the street. www.channel3000.com/news/29509867/detail.html Partner weather forecasters, at our request, also reminded folks to keep their leaves out of the street.

Looking Ahead...

- Providing "Salt and Deicing Strategies to Protect Water Quality" webinar courtesy of Water Star Wisconsin on CD (or thumb drive) to member municipalities
- Developing 2012 I&E Plan
- Plant Dane! 2012 (please be sure to promote this through your websites, emails, etc.)
- Retain the Rain Workshop

REMINDERS

Tools Available to Municipalities

The items listed below have been developed for MAMSWaP municipalities. Be sure to report how you are using the materials on your reports to the DNR. Contact me if you need more of any of these items.

- Brochure
- DVD
- CD
- Love Your Lakes, Don't Leaf Them yard signs, brochures, window signs, coasters
- Enviroscene model (courtesy of Sun Prairie) for check out
- Storm drain markers
- Displays for loan

myfairlakes.com Website and Social Media

Please make sure your municipality's website is linked to myfairlakes.com. The more links to our website the better results we have with search engines.

2012 MAMSWP Meeting Dates (Large Group, *not I&E*)

Quarterly are held the first Tuesday of February, May, August and November at 1 Fen Oak Ct.

February 7, 2012 (Conf. Rm. A&B)

May 1, 2012 (Conf. Rm. A&B)

August 7, 2012 (Conf. Rm. 121A)

November 6, 2012 (Conf. Rm. A&B)