



# The Nebraska Environmental Trust

preserving NATURAL NEBRASKA™ for future generations

Pete Ricketts, Governor

Mark A. Brohman, Executive Director

## 2017 PUBLIC INFORMATION PLAN

Pursuant to the language in our 2017 Grants Contract under Item **G. PUBLIC NOTICE OF GRANT AWARD**, all grantees are required to develop/ implement a Public Information Plan for Trust funded projects.

It is important to have a Public Information Plan in place as the value of our grants is only appreciated through familiarity of these great projects.

This document is intended to help you think about ways you can be more effective in planning the publicity for your project. We have developed the following outline as a general guide to publicizing your project.

A completed outline must be submitted to the Trust no later than when you return your signed grant contract in April. Please e-mail this form to: [sheila.johnson@nebraska.gov](mailto:sheila.johnson@nebraska.gov) . Naturally, we are eager to have these *as soon as possible* to begin working with you.

Also note, you may add separate attachments for the different components in this form if additional space is needed.

**Grant #:** \_\_\_\_\_ **Project Sponsor:** \_\_\_\_\_

**Project Name:** \_\_\_\_\_

**Name of public information contact for grant publicity:** \_\_\_\_\_

(Note: Please provide the name of the Project Manager or Coordinator, not the spokesperson of organization or establishment)

**Title:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Phone #:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**(Please indicate or update your website address. This address will be hyperlinked to the new Trust website for promotional purposes)**

### Publicity Opportunities:

**Events.** Grantees sponsor public events, dedications, volunteer recognitions, etc. Trust staff can attend and participate, help distribute media announcements and provide materials for these events. List any events you anticipate and tentative dates if known:

700 S 16<sup>th</sup> St • PO Box 94913 • Lincoln, NE 68509-4913  
Phone: 402-471-5409 • Fax: 402-471-8233  
[www.environmentaltrust.org](http://www.environmentaltrust.org)

(Examples: annual meeting, county fair, ribbon cutting ceremony, workshops, conferences, exhibitions.)

**News Releases.** Most projects have periods of greater activity that are good opportunities for media contact. List activities and tentative dates if possible:  
(Example: spring planting, work days, project launch day)

**Signs and adhesive stickers.** The Trust can supply logo stickers for equipment in several sizes, metal signs and brass plaques. Indicate whether any of these might be applicable to your project, and estimate numbers please:

**Your brochures, newsletters, and publications.** Consider what print materials or handouts you might use for your project and how the Trust logo and grant acknowledgement language could be included. Trust staff will be happy to work with you in designing new materials.

**Trust brochures, newsletters and annual reports.** The Trust can supply a variety of printed materials to you for distribution to grantee beneficiaries, event participants or for distribution in your office. Please indicate any opportunities you can identify to use these materials. Estimate numbers needed.

**Your website.** We ask that you place a Trust logo and notice of your grant on your website, especially if the content discusses the grant. A link to the Trust website is fantastic—and we would love the opportunity to place a link to your website on our pages.

**“Resource” - Trust monthly newsletter** – If you have a project launch, a project update or an event that is “newsworthy,” please keep the Trust posted. We would be happy to include details of your event in our newsletter if it coincides or relates with our theme.

**Trust Digital Photo Library** – Deposit/share your project photos with our digital photo library. The Trust is always looking for ways to promote grantee projects in our Annual Report, Trust brochures and our website. We welcome your input/creativity by e-mailing high resolution photos to be stored in our photo library. Also, be sure to include the name of the person that took the photo and which organization it belongs to, to ensure necessary credits are given to the photographer. These photos may be e-mailed to:  
[sheila.johnson@nebraska.gov](mailto:sheila.johnson@nebraska.gov)

**Other.** You are a creative professional. How else can we promote these important projects?

**For Additional Comments:**