

# **Arizona Stronger Economies Together (SET)**

## **COMMUNICATION/OUTREACH PLAN**

### **I. Situation Analysis**

Arizona is the sixth largest state in area. Of the state's 113,998 square miles, approximately 15% is privately owned. The remaining area is public forest and park land, recreation areas Native American reservations.. Today, Arizona has one of the largest U.S. Indian populations with more than 20 tribes represented on 20 reservations. Among those is the Navajo Nation, the largest reservation in the nation, with portions in several states. One of the greatest challenges to outreach in Arizona is the size of the state, the remoteness of many regions, and the harshness of the summer weather.

Arizona has two major media markets: Phoenix and Tucson. The Yuma and Flagstaff areas are medium-small media markets and the rest of the communities in the state are mostly covered by local weekly newspapers and a few radio stations.

Many of the Indian tribes in Arizona have their own media outlets, ranging from monthly newsletters to daily newspapers and radio stations. On the Navajo Nation, the communities are broken into Chapters and the individual Chapters are often the best way to communicate with individuals on the Nation.

### **II. Resources**

In creating an outreach protocol for Rural Development, I have created "phonebooks" for the various constituencies within the state. These lists are broken down by county (we only have 15 in Arizona), by media type (radio, television, newspapers, magazines, newsletters), by special constituency (Native America, Hispanic, other minority, women, environmental, senior, etc.). By creating the lists ahead of time, we can assure that every story reaches the outlet or the reporter most interested in that story. Because Phoenix and Tucson are such big media markets, their newspapers and electronic media have many specialized reporters. Those reporters are listed within the special constituency lists. As well, we have created a listing of radio and television stations that feature interviews and talk shows. Those are broken down by emphasis with information such as producer, whether the show is taped or live, and how to schedule an interview. These are also broken down by region. I have also created a general category of "phonebook " which includes such entities as the Associated Press, radio network news organizations (that feed to both rural and metro stations) and include non-media people

who are decision makers and “talkers”—the idea being to keep those folks in the loop of our activity and projects.

### **III. Plan**

- Beginning in April, the SET Team will send a news release out to every rural media in the state describing the project and asking for inquiries.
- The news release will be followed-up with telephone calls to encourage the inclusion of the release in the local papers.
- Each of the SET Team members will be given a solicitation of application letter to send to their own constituencies and partners.
- That letter will also be sent to cities, towns, county governments, councils of governments, chambers of commerce, and non-profit partners across the state.
- Contact will be made with interview shows to schedule PSAs or actual interviews with SET Team members.
- Guest Editorials will be written and sent to all rural newspapers.
- SET Team members will be asked to visit local media when traveling to those communities and meet with editorial boards of larger newspapers or editors of smaller papers.
- We will contact the Intertribal Council of Arizona to make a presentation to their membership at their April meeting. The ITC represents all but the Navajo Nation. Contact will be made with the President’s Office of the Navajo Nation to inform them of the project.
- SET Team members will attempt to visit the less remote Chapters on the Navajo Nation.
- SET Team members will be asked to attend local civic organizations and town council meetings during April to promote the project and solicit applications.
- By mid-April the SET Team will meet and evaluate the success and progress of the outreach efforts and tweak as necessary.
- Colonias and the Hispanic communities will be reached via Spanish language television, radio and newspaper as well as through such entities as Chicanos por la Causa, the Hispanic Chamber of Commerce, and Campesinos.
- Besides the target areas of Hispanics and native Americans, we will solicit input from hard hit economic areas, including the depressed mining areas.