

Outreach 101

The Marketing of Mussels

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Outline :

WHY do we do Outreach ?

WHO are the audiences we want/ need to reach ?

HOWstrategies and tools for the job

Why ?

They are **cool** (*diversity of size, shape color*)



They are **right here, right now** (Rain forest)



It is **not rocket science** ...no 3D glasses required



High **“spin”** potentialmultiple tacts to take

Safe ...no departure from the usual and ordinary



Message is the same...

....Message it differently per the audience

Who are these people ?



- Studentselementary through undergrad
- Teachers
- Fisheries Professionals
- Admin's and policy wonks
- Civic / Service orgs
- NGO's
- "Friends " groups
- Foundations



People are sheep

...they need only **be led**



Predictable stimulus: *NICHE*



- Ownership (Pride & sense of place)
- **Right** versus **Wrong**
- Curiosity...what IS behind door # 1 ?
- Safety...I'm not alone here
- **SEX**

Do your homework ...know your audience

Kurt Welke's

TOP 10



TIPS for OUTREACH

1

Have a *Hook*



hook\huk\n\[ME,fr,OE *hoc*] **b:** something intended to attract and ensnare

2

Use an *Ice breaker*the “neutral in ”



3

USE *metaphor* ...parallel examples



4

Use “**STUFF**”...touchy feely

*If a picture is worth a thousand words, the **REAL THING** is worth a thousand pictures*

Shells, buttons, jewelry, harvest memorbelia,curios

5

USE *Visual imagery...*

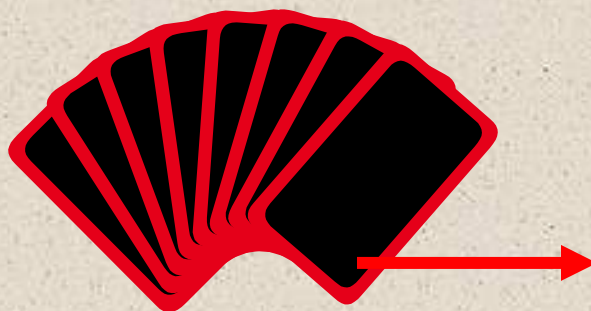
...if I can see it, I can understand it



Mussel pillow

6

Play *Trump*



(Video images from MC Barnhart)

7

Everyone is a *winner*

Keep it alive with a “take home”



8

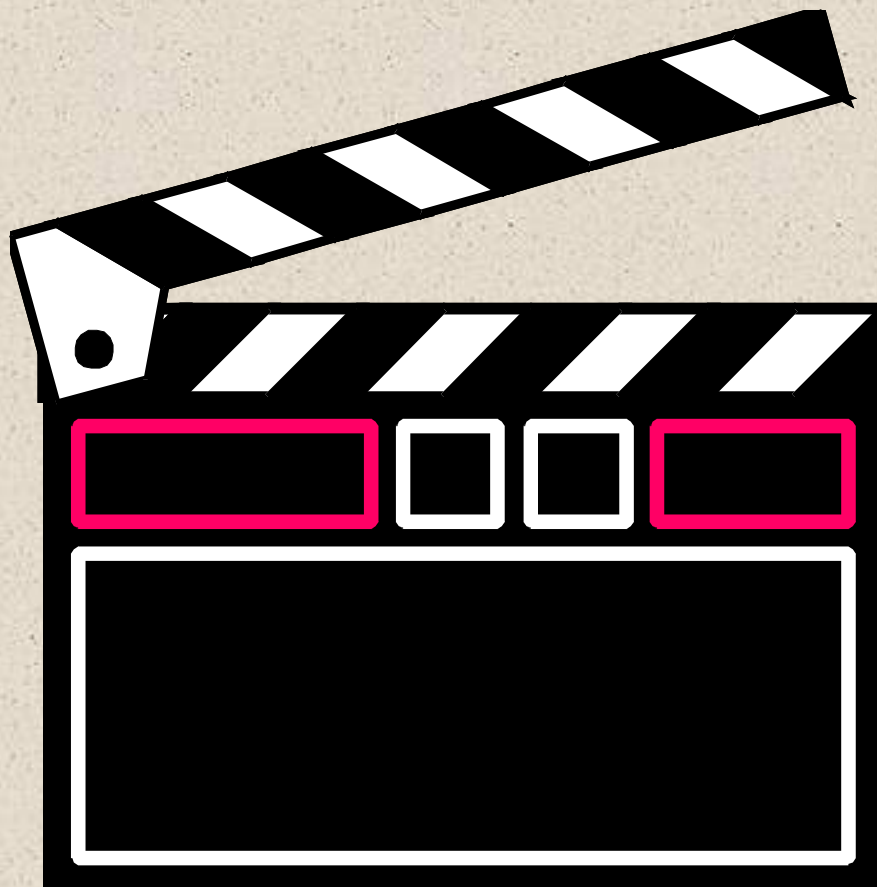


Tune to your audience....

(Know when to run)

9

Practice...practice...practice

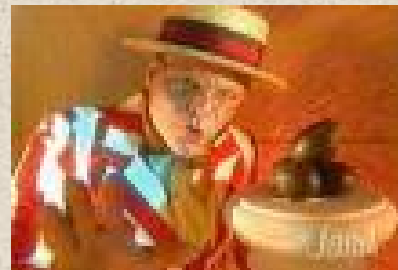


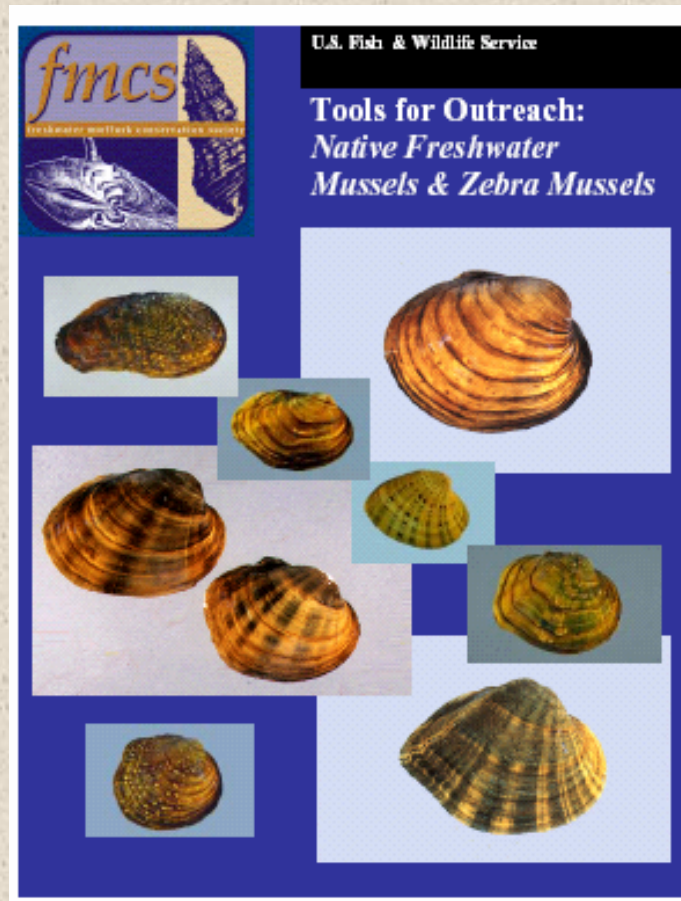
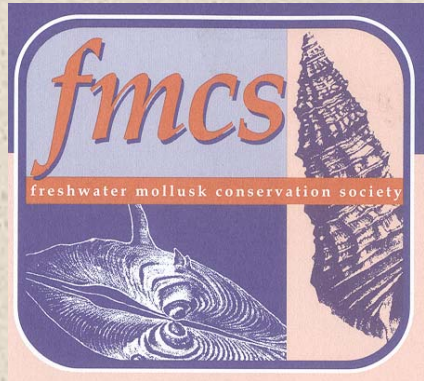
And.....# 10

HAVE FUN !



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<http://ellipse.inhs.uiuc.edu/FMCS/Outreach/index.html>