

Communications



Thames River

PHOSPHORUS REDUCTION COLLABORATIVE

Objectives

- Build awareness and support for project from farmers, municipalities, public
- Build support for phosphorus reduction
- Help secure support from government (funding, technical, regulatory, programming)
- Leverage co-operative efforts (CAs, municipalities, farm, academic, environmental, First Nations groups)
- Report results of research and encourage uptake of technologies



Tactics

- Face to face meetings – government, industry
- Website – mobile friendly, updated regularly
- Conferences – Outdoor Farm Show, OFA AGM, Drainage Engineers, Latornell, Great Lakes Executive Committee, WOWC
- Communications MOU with GLSLCI



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Tactics

- News releases
- Social Media – Twitter
- Newsletter – PRC Update – one coming in July
- Three surveys – baseline complete, next in January, final at project end
- Tours of demonstration sites – media invited
- Upcoming: AMO in August, SWAC (survey)



Results (so far)

- Dozens of face-to-face productive meetings, including municipal councils
- Good coverage: Farmtario, CBC, CTV, TVO, LFP, Ontario Farmer, Blackburn News, Water Canada
- Profile on CBC Radio Windsor in March
- Contributed articles to Drainage Contractor and Better Farming



Windsor · The New Wave

Stopping algae blooms may start on farmlands

Goal is to reduce amount of phosphorus entering area waterways 40 per cent by 2025

CBC News - Posted: Mar 27, 2019 6:00 AM ET | Last Updated: March 27



In 2013 and 2014, toxins from the algae blooms on western Lake Erie infiltrated water treatment plants along the shoreline, shutting down drinking water supplies and prompting public health notices. (D'Arcy Egan/Plain Dealer/Associated Press)



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Results (so far)

- OFA commentaries in March, August, December – to 38,000 members
- Web stats: 2,200 site visits in the past year, 4:21 minutes average time spent.
- Twitter following of 150
- PRC Update goes to 132 – signup on website

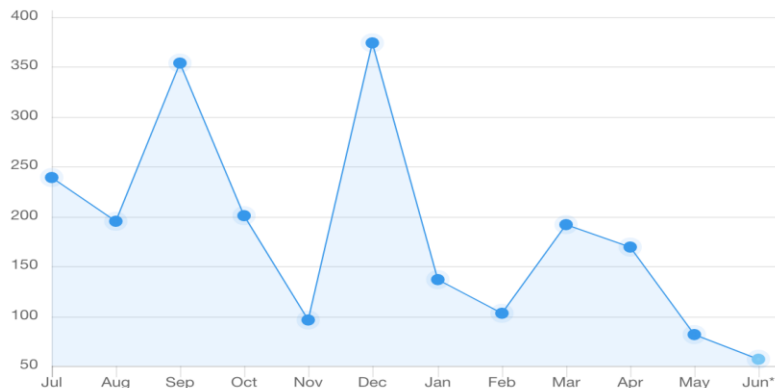
How Many Site Visits Do You Get?

2,198 visits

Last Week

Last 3 Months

Last Year



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Help Us Out!

- Visit thamesriverprc.com and sign up for our newsletter
- Share our website with your organization/ network
- Tweet today - #TRPRC2019
- Contact us at thamesriverprc@thamesriverprc.com

