

# Community Relations

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2011 Ohio Brownfield Conference

Dublin, Ohio

Jane Dailey, Ph.D., APR



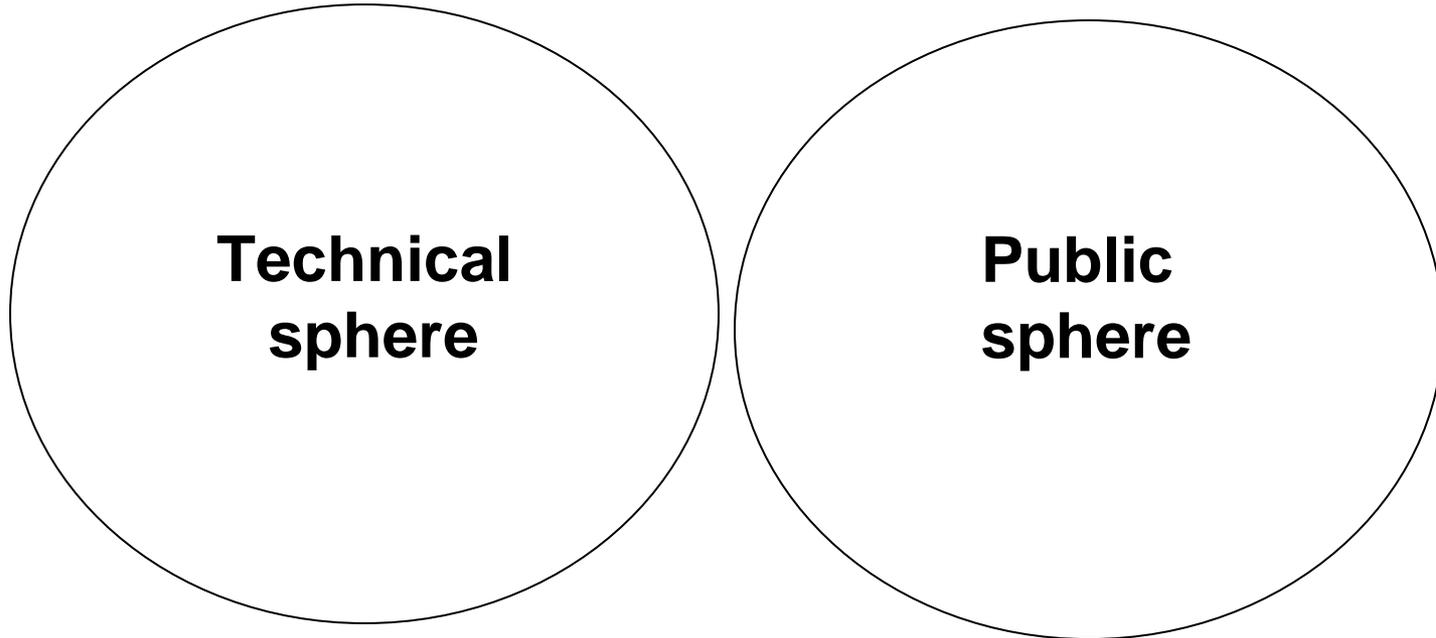
# Regulatory public involvement

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- Three routes
  - Access to information
  - Public comments to agency
  - Right, through courts, to hold agencies/businesses accountable
- *Level 1 public involvement*
- Drawbacks
  - Primarily one-way
  - Spiral of silence
  - Competing concerns

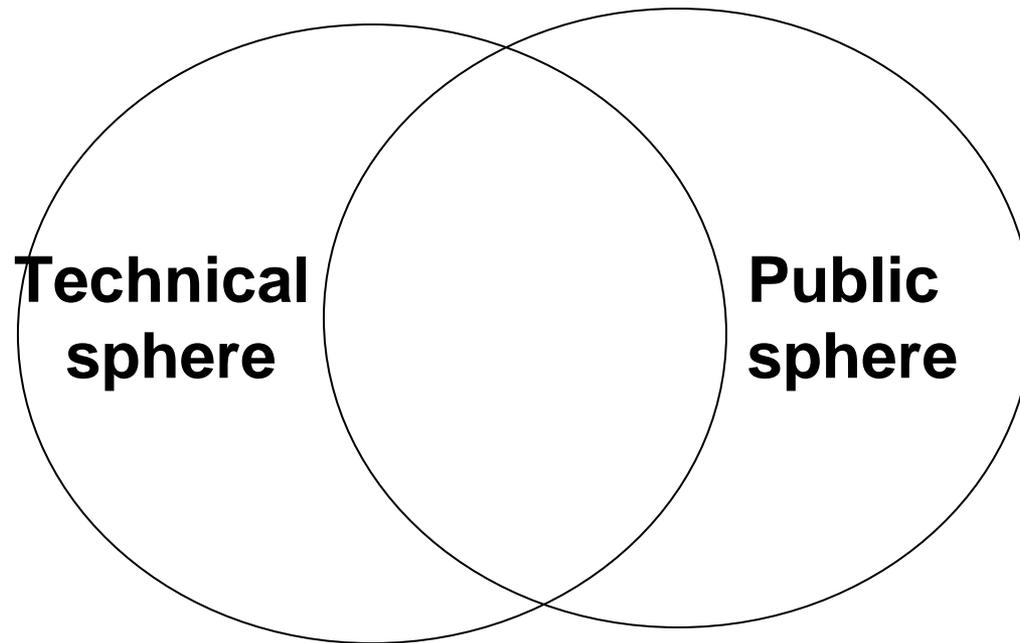
# Technical versus public sphere

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# Technical versus public sphere

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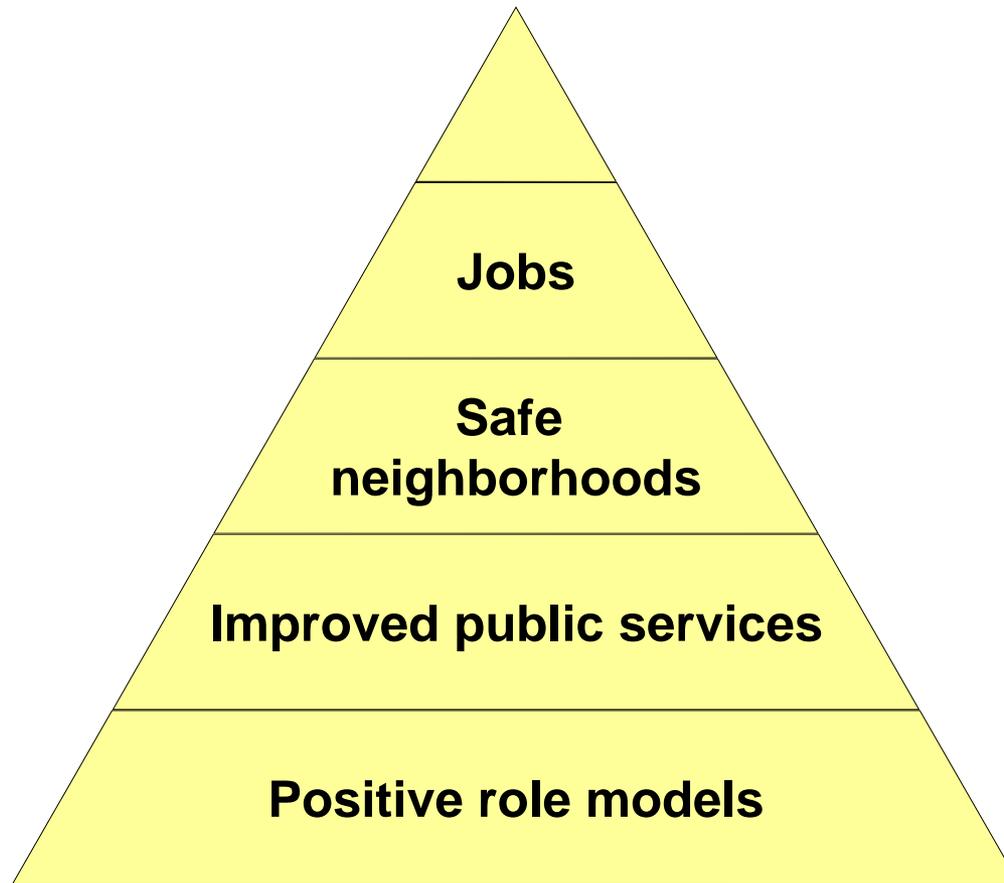


# Research – Dayton



# Community concerns

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SOURCE: Presenter's research, 200



# Level 2

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- **Direct, ongoing citizen involvement by knowing community concerns and relating project to them**
- Payoff
  - Increased community buy in
  - More positive media coverage
  - Expanded state/federal support

# Five Mile Creek Greenway Project

## Birmingham, Alabama

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SOURCE: Wendy Jackson, Freshwater Land Trust  
Birmingham, Ala.

# Assessment

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- Held multiple stakeholder meetings
- Defined brownfield and educated them about blight
- Asked citizens to be “eyes and ears” of assessment
- Asked who else should be involved?
- Built contact database



Photos by Beth Maynor Young

# Cleanup

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- ❑ Organized teams of citizen volunteers
- ❑ Involved stakeholders in trail and park construction, cleanup of streams
- ❑ Created “Friends of Five Mile Creek”



Photos by Beth Maynor Young



# Impact of community relations

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- Helped ID sites
- Secured \$26 million in funding
- Pressured recalcitrant landowners to clean up their act
- Erased stigma of contamination attracting new businesses and residential communities
- Created positive media coverage

# Take aways...

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1. Participation in the process increases the likelihood of acceptance.
2. An appeal to audience self interest is most likely to be effective.



# Additional information

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- <http://www.freshwaterlandtrust.org/>
- Youtube: Decline and Renewal: Five Mile Creek Greenway Partnership, 1 and 2
- Wendy Jackson, Freshwater Land Trust  
(205)226-7900  
wendy.jackson@freshwaterlandtrust.org

# Media Relations

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2011 Ohio Brownfield Conference

Dublin, Ohio

Joan Price, Ph.D.



# New media

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- *Buffalonews.com*
- *Buffalo.com*
- Unique visitors:  
1.4 million per month
- Page views:  
43 million per month





# Traditional media model

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- *The Buffalo News*
- One-way communication
- Linear



# Evolving media model

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- *Buffalonews.com* and *Buffalo.com*
- Two-way communication
- Non-linear



# Role of social media

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- Non-linear
- Gatekeeper function transformed
- Cons:
  - Less control, amateur content creators
- Pros:
  - Leverage of experts/stakeholders
  - Increased prospect of buy-in

# Scope of social media

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- Facebook:  
500 million+ active users
- Twitter:  
65 million tweets per day
- YouTube:  
2 billion video views per day





# News is social media

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- 75% of online news consumers get news through e-mail or posts on social media sites
- 52% share links to news with others
- 51% of Facebook users get news daily from people they follow
- 23% follow news organizations or journalists on social networking sites

2010)

(Pew Internet and American Life Project,



# Social media attributes

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- Portable:
  - 33% access news on cell phones
- Personalized:
  - 28% customize home page news
- Participatory:
  - 37% contribute, comment or disseminate news

(Pew, 2010)



# Successful communication

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- Move away from one-way communication
- Engage publics in two-way communication, promoting active dialogue among stakeholders
- Prepare information in “chunks” that can be easily digested and shared
- Integrate social networking in project’s media plan



# Additional information

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- Pew Internet and American Life Project:  
“Understanding the Participatory News  
Consumer” (March 2010):

<http://www.pewinternet.org/Reports/2010/Online-News.aspx>