



AGENDA

INTRODUCTION

AUDIENCE

MESSAGING

APPROACH

BREAKOUT GROUPS

RECAP + WRAP



ABOUT US



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ABOUT YOU?

KEY TAKEAWAYS



**ROLE OF
RESEARCH**



**TARGET
AUDIENCE**



**CRAFTING
MESSAGE**



**ENGAGING
AUDIENCE**



REACHING YOUR AUDIENCE

KNOW YOUR AUDIENCE



**WHO ARE WE
TALKING TO?**



**WHAT DO WE WANT
THEM TO DO?**



**WHEN DO WE
WANT TO SEE IT?**



**HOW DO WE
MEASURE CHANGE?**

KNOW YOUR AUDIENCE

WHAT'S THEIR MOTIVATION?

ELECTED OFFICIALS

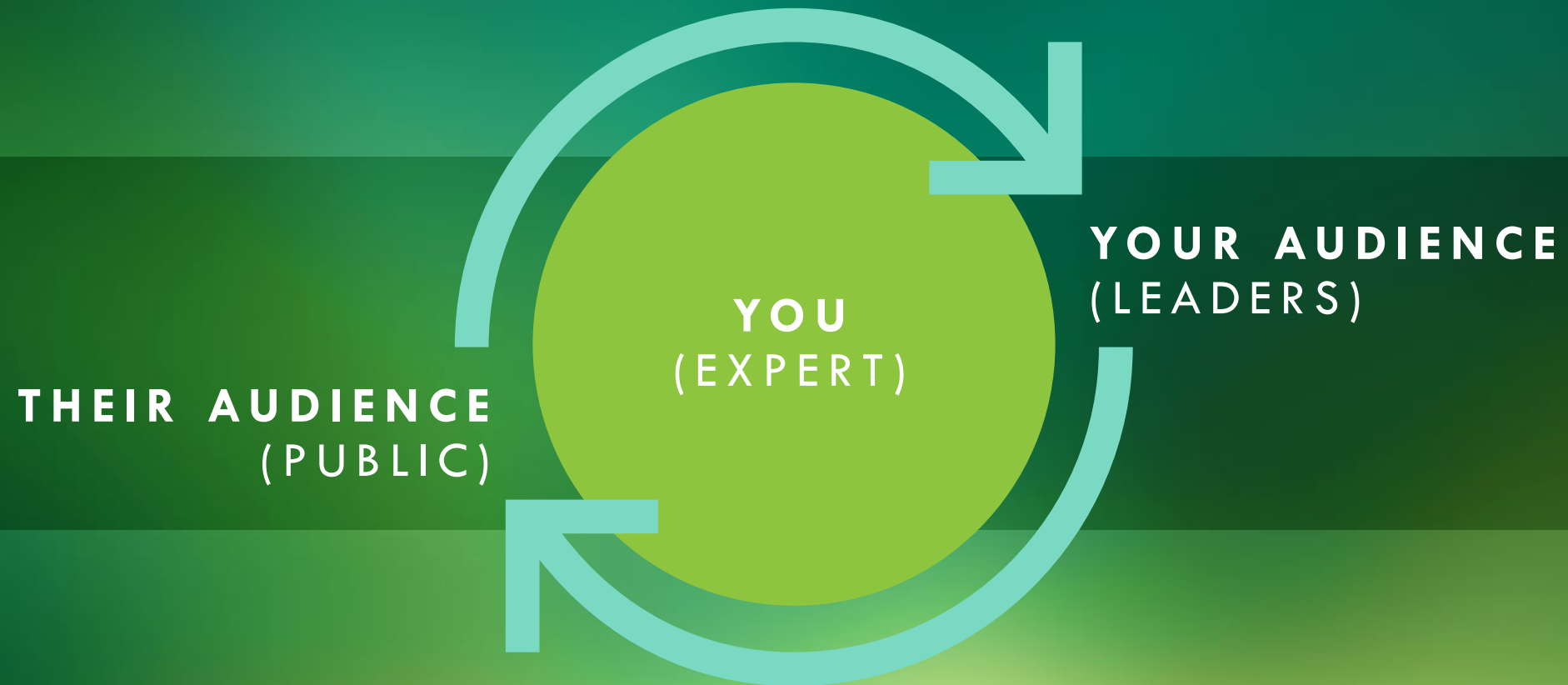
Problem Solvers
Help the Community
Good public image
Serving All Voters



LOCAL NON-SOLID WASTE LEADERSHIP

Jurisdiction run smoothly
Aware of issues
Budget Implications
Data / Information
Public Image
Serving the public

RELATIONSHIPS



Please note: Territory data (except Puerto Rico) is not available as comparable to the US. It is only comparable to the territory itself by using the 'Compare to State' functionality. Likewise, some of the indicators may not be available for

Compare to US Compare to State

Environmental Justice Indexes

Supplemental Indexes

Pollution and Sources

Socioeconomic Indicators

Demographic Index

Supplemental Demographic Index

People of Color

Low Income

Unemployment Rate

Limited English Speaking

Less Than High School Education

Under Age 5

Over Age 64

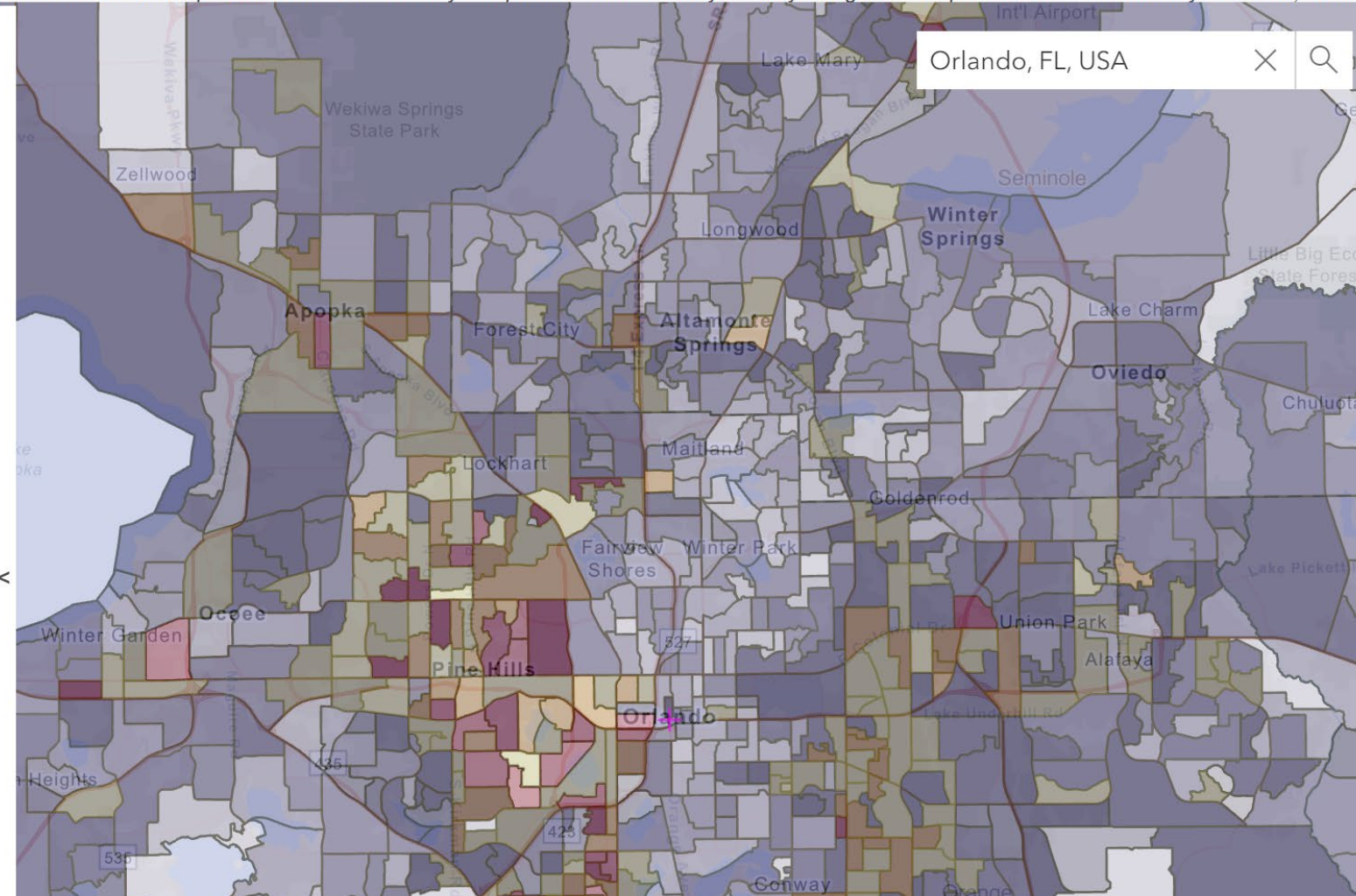
Health Disparities

Climate Change Data

Critical Service Gaps

Additional Demographics

Threshold Map



Orlando, FL, USA

Map Contents

Socioeconomic Indicators

Demographic Index (National Percentiles)

- 95 - 100 percentile
- 90 - 95 percentile
- 80 - 90 percentile
- 70 - 80 percentile
- 60 - 70 percentile
- 50 - 60 percentile
- Less than 50 percentile
- Data not available

2017-2021 ACS (Blockgroup)

Hispanic Population

- > 522 - 12,448
- > 199 - 522
- > 70 - 199
- > 11 - 70
- 0 - 11

ENVIRONMENTAL JUSTICE

SCREENER



EFFECTIVE MESSAGING

ELEVATOR PITCH

1

CONNECT

2

CONFIDENT

3

CLEAR

4

CONCISE

COME BACK

1

**STATE MAIN
IDEA**

2

CLARIFY

3

CONNECT

4

**STAY ON
MESSAGE**

BRIDGE

- We find the more important issue is
- I think it would be more accurate to say
- What matters most in this situation, is ...





SEAL THE DEAL

THEY ARE INTERESTED, NOW WHAT?

- Main issue
- Data, data, data
- Attach / link to more information



APPROACH

WHAT DO YOU NEED TO KNOW ABOUT THEM?

ELECTED OFFICIALS

Curbside disposal

Staff gatekeeper

Time limited

High-level information



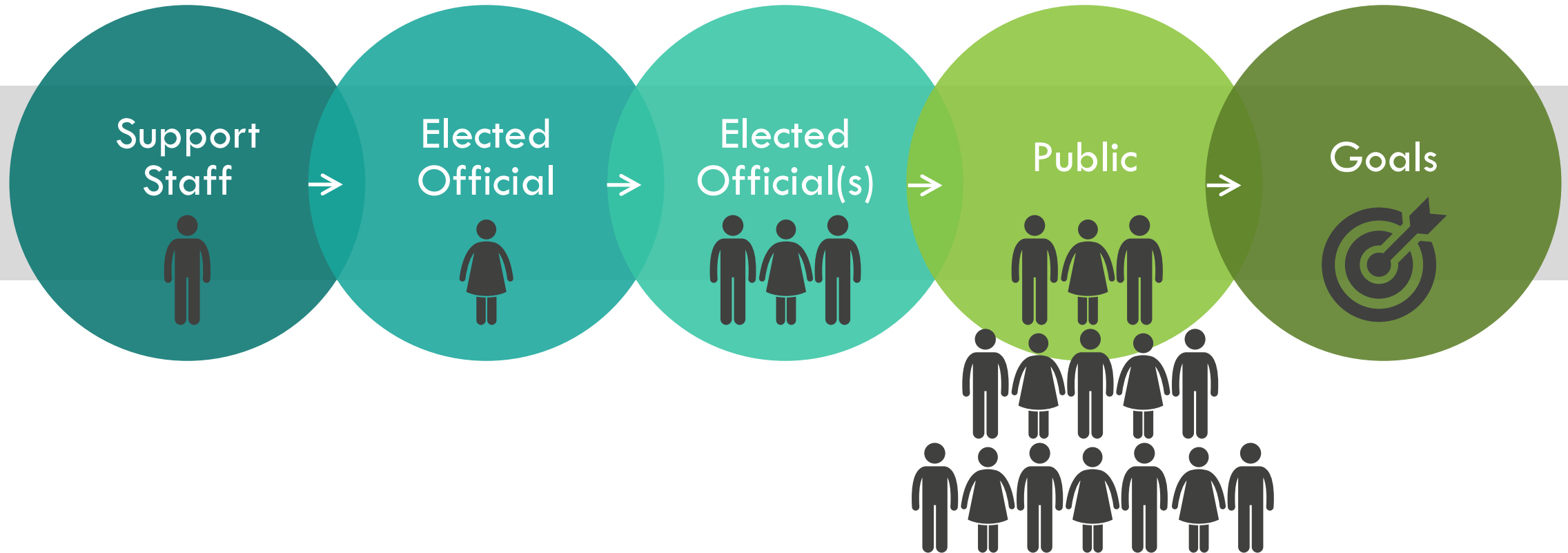
LOCAL NON-SOLID WASTE LEADERSHIP

Curbside disposal

Time limited

High-level and detailed information where appropriate

APPROACH ELECTED OFFICIAL



APPROACH

MUNICIPAL DECISION MAKERS





THE MEETING ELECTED OFFICIALS

- Provide Additional Information
- Follow-up
- Check in regularly / build relationship

HOW TO APPROACH NON-SOLID WASTE LEADERSHIP

- Send SIMPLE introduction email
- Set a meeting for detailed information.
- Follow-up to continue the relationship





LET'S PRACTICE

BREAKOUT

EXERCISE

1

Select **one person** as official/staff or leadership

2

Topic card for every group

3

Brainstorm

1. Elevator pitch
2. Bridge
3. Come Back

4

Role Play!

1. Target Audience
2. Approach
3. Critique

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