



## Video PR Project Brief

Coalition of Oregon Land Trusts

DATE: January 2, 2019

Proposals due: January 11, 2019

### Outcome

Our project will:

- Raise awareness and support for land trusts' community relevance
- Increase video reach
- Help better equip Oregon land trusts to communicate their work in a manner that relates and appeals to diverse audiences.

### Project description

This fall, COLT, in partnership with the Land Trust Alliance, produced a series of new videos for Oregon land trusts to help them raise their profiles within their communities. Ideally, these videos can help these organizations engage their communities more broadly and deeply, and in turn, will help to attract support for their individual and collective work.

Central to COLT's mission is building the resources and tools to support conservation and community engagement across the state. Now, more than ever, we need a strong network of land trusts in Oregon serving their communities—organizations rooted in local values and raising their voice collectively for the things that make Oregon, Oregon. And we need our land trusts to showcase their value and connect to communities. We need creative new ways to do this. We hope the videos will help do this and **we are seeking a public relations strategist to craft a plan—and implement it—to broadly share the products and increase video placement and reach.** We want to get these videos in front of new audiences and raise the profile of land trusts regionwide. We also aim to build the communications acumen of our membership and are **looking for PR coaching capacity as well.**

We are seeking a partner who will:

1) Serve as a public relations strategist:

- Research, build and share a distribution plan to help COLT and our 21 members distribute the videos in our communities and beyond.
- Implement the plan:
  - Take ownership and serve as the project designer, manager and key contact for all opportunities
  - Support securing at least 20 video showings—release events—for our members
  - For COLT, secure 5 “high level” creative video placements—locally and even nationally—outside our standard channels and conservation circles. Initial ideas include possible partnership with film festivals and airlines.
- Measure all associated metrics and reach

2) Serve as a PR coach/trainer:

- Train and build the capacity of our membership by sharing expertise and tools to increase the communications effectiveness of Oregon land trusts.

### Project deliverables: 2 distinct pieces of work

1) Video public relations work:

- Discovery and research; share research docs/summary report
- Video PR & distribution plan, with input from COLT members
- Plan implementation: opportunity outreach and cultivation (includes shared tracking docs)
- Support at least 20 video release opportunity/events for our members, as detailed above

- Securing at least 5 high level creative video placements, as detailed above
- Track reach and provide a metrics memo
- Project wrap-up report and recommendations

#### 2) PR training and coaching:

- Strategy Q/A: Host (and work with our videographer to help host) an “video strategy” Q/A discussion, for COLT member organizations, to provide key resources and tips
- Distribution guide: Craft a basic “how to distribute a video” guide for COLT members—based on the PR plan developed for this project and implementation experience—for how to get videos out in the world
- Promotion webinar: To build communications capacity, design and host a PR coaching webinar, “how to promote your video” using the distribution guide as your resource and your work around the videos as a case study, for COLT membership
- Templates: Follow up the training by sharing templates you developed for distribution, research and outreach

#### **General:**

- Work in partnership with the COLT team, our members and videographer and meet regularly with the project team
- Provide weekly project reports (basic email updates are fine!)
- We welcome creative ideas!
- Existing relationships in the video, creative and entertainment community is a plus

#### **Budget**

- Flat fee of \$8,000 for this contract, includes all time, travel and expenses
- Additionally, the team has a working budget of \$1,500 to support video placements

#### **Timing**

We estimate a timeframe of 6 months, entering into a partnership Jan 2019 and completing the project in the summer of 2019. We are aware that video event possibilities and cultivation may land outside the time period and are open to an extended time window for the work, as needed/advised.

#### **The videos**

- Wild Possibilities (Full film, 11 minutes) <https://youtu.be/LOoaQo3n2IE>
- "Sizzle" highlight reel (45 seconds) <https://youtu.be/6rSsSwkYnF8>
- Why conserve land? Because food. (~1 min) <https://youtu.be/KPA9HlyrcR8>
- Why conserve land? Because community. (~1 min) <https://youtu.be/yttTm9tVsXg>
- Why conserve land? Because water. (~1 min) <https://youtu.be/JEbtLgdyEkg>

#### **Our team**

Kelley Beamer, Executive Director, COLT

Mike Running, Administrative Coordinator, COLT

Jen Newlin, Communications Director, COLT (will project manage this contract)

Brady Holden, videographer

#### **Deadline**

Please submit a basic proposal by January 11, 2019

#### **Proposal requirements**

Please include your approach, relevant work samples, why you believe you're our perfect partner for this work and anything else you think is important to share. Send a PDF to Jen Newlin

([jen@oregonlandtrusts.org](mailto:jen@oregonlandtrusts.org)) on or before January 11, 2019. **Thank you!**