

ANNE KLEIN COMMUNICATIONS GROUP

Winning Government Approval Through Community Education

One in a Series of Award-Winning Solutions

The Challenge:

Resolve citizen concerns and prevent public objection to a proposed pipeline and filtration plant planned by the New Jersey-American Water Company (NJAW).

Results:

- NJAW, in concert with Anne Klein Communications Group, created an informed, aware public who understood the water shortage issue, the need for the pipeline and the construction plan.
- By speaking with residents in advance, NJAW representatives learned of and were able to deal with community concerns.
- In the first community to fully implement the program, local government officials unanimously approved the pipeline and expressed gratitude that NJAW had gone to such lengths to inform and educate the public.
- AKCG received Best of Show and Berny awards in Ongoing PR Programs from the PR Professionals of Southern N.J.; and Best of Show and Peppercorn awards in Public Affairs from the Philadelphia chapter of PRSA.

Background:

The goal of the program was to ensure numerous town councils' approvals of a pipeline and filtration plant that would carry water from the Delaware River to residents of nearby counties by creating awareness and thereby minimizing the potential for public opposition.

Target audiences included: 1) residents and property owners along the pipeline route; 2) local government officials; and 3) other interested persons and organizations.

The Campaign:

AKCG recommended that NJAW fully inform local residents and address their concerns through face-to-face neighborhood meetings in advance of town council hearings. AKCG conducted extensive research to identify issues of most concern and measure the effectiveness of the communications program.

AKCG created an identity for the project, including a new name and common logo for all campaign materials. Information kits were mailed to individuals along the pipeline route, local and county government officials, school principals, interested local media and state authorities. These individuals also received a quarterly newsletter that reminded them to write or phone with any questions or concerns. NJAW's community relations manager or project engineer answered inquiries promptly.

The company held a series of editorial board meetings with local newspapers. AKCG also prepared a slide presentation about the history of the water shortage problem and the need for the project for anyone who wanted more information.

To learn more about how Anne Klein Communications Group can help you gain community support for your special projects, please call and ask for Anne Klein or John Moscatelli.