

# Skagit Video Series Production Strategy

## Goals of Video Series:

1. Raise general public awareness of high water temperature causes and solutions.
2. Motivate viewers and inspire them to take action in their communities.
3. Start conversations that lead to a change the social norms and build momentum.

## Purpose of Video Series

1. For Ecology and partners to engage with the public.
2. To increase voluntary landowner enrollment in riparian restoration programs.
3. To increase riparian vegetation in the Skagit.
4. Boost awareness of existing restoration resources/programs and work being done.
5. Demonstrate collaboration across agencies in the watershed

## Target Audiences

- Larger Skagit community
- Rural, non-agricultural riparian landowners
- Agricultural riparian landowners

## Video Series Content

A series of 4 videos that provide general education in the beginning, and narrow in on more focused audiences and their motivators and barriers.

- Videos 1 & 2: Education for larger Skagit community
- Video 3: Examples and resources for rural, non-agricultural riparian landowners
- Video 4: Examples and resources for agricultural riparian landowners

### **Video #1 –The Big Picture overview, answers the following questions:**

- What causes warm water temperature problems?
- Why does it matter, specifically in the Skagit?
- Who is working together to solve this problem? (faces to be featured in future videos)?
- What do the solutions look like?
- How can I learn more, or get involved?

### **Purpose of Video #1:**

- To lay the context, set the stage for the following videos
- Explain the temperature problem and briefly show the negative impact of high temps

- To show multiple perspectives on why this is important (scientists, landowners, and tribal members)
- To show how everyone is working together and it's not too big of a problem for us (focus on community involvement)
- Introduce the faces and scenes to be seen in the future videos
- To show that every Skagit resident can play a part in fixing the problem
- Introduce the content of the other videos and encourage additional viewing

#### **Audience for Video #1:**

- All residents in Skagit County
- All property owners in Skagit County
- All business owners and people employed in Skagit County

#### **Storyline of Video #1:**

1. We live in a great place; this is Skagit Valley (exciting, positive, scenic).
2. Our landscape is facing challenges as we grow, and warming waters threaten the wildness that we love.
3. Description of warm waters, the issues it causes for wildlife, and where we know it is occurring in Skagit Valley.
4. Voices of various perspectives explaining why this is important.
5. We need to work together and fast to solve this problem.
6. Introduction to the video series, what to expect in the videos (images of people taking action and scenes coming in future videos).
7. In our next video we will talk with local experts to learn more about what is happening and how we can all do our part to keep our Skagit wild and cool.
8. Call to action: watch the next video and visit storymap website to learn more about warming waters in the Skagit.

#### **Messages of Video #1:**

- Skagit Valley is beautiful, wild, and unique.
- Some Skagit streams are getting too warm in the summer months
- Cool water is a critical piece of the wild nature of the Skagit
- We need to reestablish a balance with our natural environment
- Puget Sound orcas will not survive without healthy Chinook salmon runs from the Skagit
- Keep our Skagit wild and cool
- We are all responsible for protecting water quality in Skagit Valley
- You can make a difference!

#### **Feel and Tone of Video #1:**

- Tone is exciting and positive
- "playing the heartstrings" of viewers
- Feature positive actions people are taking

- Build on the small-town, connectedness and community centered approach to dealing with a problem – we're all in it together
- Tie the water temperature problem to the wildlife, scenic beauty of Skagit Valley
- Emphasize imagery that shows the ideal state of restoration

**Video #2** – The how to fix it video, answers the following questions:

- Can we fix the water temperature problem in Skagit Valley? How?
- Who are the people and organizations that are working together on this problem?
  - What are our local gov and agencies doing to remedy the problem?
- What different things can be done to keep water cool? What are the solutions?
- Why are these activities important to reducing water temperatures?
- How can I learn more, or get involved?

**Purpose of Video #2:**

- To explain that this is a Puget sound wide issue – connection to orcas
- To show that by working together we can fix this problem – community approach
- To explain and visualize the solutions to reducing water temperatures
- To show how everyone is working together (landowners, gov, orgs, farmers) – emphasis on collaboration
- Provide examples of projects currently happening through local gov and others
- Provide examples of ways for general community to get involved (planting trees, volunteering ,etc)
- To show that every Skagit resident can play a part in fixing the problem
- Provide introduction to landowner-centric videos, sneak peak of featured projects, and encourage viewing

**Audience for Video #2:**

- All residents in Skagit County
- All property owners in Skagit County
- All business owners and people employed in Skagit County

**Storyline of Video #2:**

1. Many Puget Sound watersheds are facing the problem of warming waters – the impacts of the Skagit on Puget Sound wildlife are big, meaningful
2. Local government, tribes and organizations are working hand in hand with landowners to find solutions, big and small.
3. Visually highlight a few collaborative projects (tribes, farmers, other landowner)
4. Hear the voices of project participants explaining why they took action, how they are contributing.
5. Everybody can do their part to keep the Skagit wild and cool
6. Highlight volunteer events, community projects, non-landowner or riparian activities.
7. In our next two videos we will talk with streamside landowners and local experts about the programs and resources available to support projects and look closer at some examples.

8. Call to action: watch the next video if you are a streamside landowner and visit storymap website to learn more about warming waters in the Skagit.

### Messages of Video #2:

- Cool water is a critical piece of the wild nature of the Skagit
- We all must work together to protect this special place that we love.
- We need to reestablish a balance with our natural environment
- Puget Sound orcas will not survive without healthy Chinook salmon runs from the Skagit
- Keep our Skagit wild and cool
- We are all responsible for protecting water quality in Skagit Valley
- You can make a difference!
- Making real progress involves educating each other, building relationships, and finding multi-benefit solutions.
- We are the key to preserving the wild nature of the Skagit, and it's on each and every one of us to do our part.

There are multiple organizations working in the Skagit to provide high quality environmental education to the community, and everyone can benefit from these resources. (community awareness is really important)

- Making real progress involves educating each other, building relationships, and finding multi-benefit solutions.
- Temperatures are too high in some of the lower Skagit tributaries, and these conditions are harmful for fish and wildlife. (there is a problem)
- Reducing temperature pollution from many small nonpoint sources has a cumulative effect on water quality improvement. (every bit counts, we can do this together)

### Feel and Tone of Video #2:

- Tone is exciting and positive
- “playing the heartstrings” of viewers
- Feature positive actions people are taking
- Build on the small-town, connectedness and community centered approach to dealing with a problem – we're all in it together
- Tie the water temperature problem to the wildlife, scenic beauty of Skagit Valley
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### Video #3

## Core Messages

- Skagit waters are heating up, but together we can keep them cool
- Some Skagit streams are a sizzling 10 degrees above the temperature that kills adult salmon
- Skagitonians can make a big impact when we work to find common ground
- The Skagit can heal if we all pitch in to help

## Video Format

- All videos will be in mp4 format, .mov files
- Each video will be 3-5 minutes
- Videos 1&2 overarching videos to raise awareness – point viewers to additional videos and websites
- Videos 3&4 will be more focused on specific audiences

## Video Distribution

- Hosted on Ecology's YouTube channel
- Embedded on Ecology website
- Shared on social media platforms (facebook, twitter, Instagram, nextdoor)
- Posted/embedded on local websites
- Email campaign/newsletters
- Ecology blog series
- Partner blogs

## Evaluation

In order to measure the effectiveness of our Lower Skagit Tribes Media Package, we will be monitoring a number of metrics provided by each of the media sharing tools that we will utilize. We anticipate that much of this content will be viewed and shared on YouTube, Facebook, Instagram and other social media platforms, as well as through the Ecology blog and website.

Measures of success will include, but are not limited to the following:

- Number of video views
- Length of video views
- Number of video shares
- Number and content of video comments received
- Partner agency feedback
- Number of Lower Skagit Tribes website views
- Number of Story Map views
- Number of Story Map shares
- Number of blog views
- Number of blog shares
- Number and content of blog comments received
- Number of partner agencies that post the links on their websites
- Number of emails sent with links to Ecology media content (by Ecology or partner agencies)
- Other social media metrics
- Follow up survey