



DEPARTMENT OF THE ARMY
GALVESTON DISTRICT, CORPS OF ENGINEERS
P. O. BOX 1229
GALVESTON, TEXAS 77553-1229

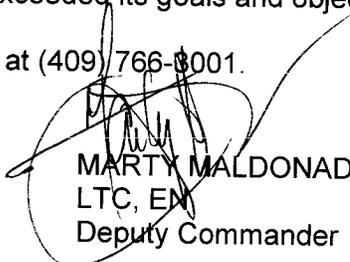
CESWG-DE

29 January 2014

MEMORANDUM FOR Mr. Bernard Tate, Manager, Herbert A. Kassner/Maj. Gen. Keith L. Ware Awards Program, Headquarters, U.S. Army Corps of Engineers Public Affairs Office, Washington, D.C.

SUBJECT: Nomination for the "***Saving Shorelines: Communicating a Campaign to Save Shorelines***," Herbert A. Kassner/ Maj. Gen. Keith L. Ware Community Relations Category C: Special Event.

1. I strongly recommend the selection of the U.S. Army Corps of Engineers' Galveston District's Public Affairs Office for the Department of the Army Herbert A. Kassner /Maj. Gen. Keith L. Ware Community Relations Award for Category C: Special Event, for outstanding achievement in the realm of community relations by public affairs professionals.
2. Fondly known as the "custodians of the coast," the USACE Galveston District staff has a long history of leading the way in community relations initiatives and caring for the Texas coast.
3. In 2013, Southwestern Division Commander Gen. Thomas Kula identified the Texas coast as one of our top three regional priorities and encouraged the district to convey to the public our relevancy and the impact our services have on strengthening the nation's security, energizing the economy and reducing risks from disasters.
4. The USACE Galveston District's Public Affairs Office accepted the challenge of implementing a strategic communication's campaign that addressed our services that add value to the nation and launched a one-day special event at Texas' famed spring break destination – South Padre Island – to highlight the district's mission of keeping waterways navigable, combating storm surge, preventing coastal erosion, generating economic growth through increased tourism and providing opportunities for recreation through beach renourishment efforts.
5. Relying on district employees to convey key messages to the public, the district reached its goals of supporting the Department of the Army's strategic engagement intent of understanding and engaging key stakeholders and the public to promote transparency and build on our reputation and relevancy to both a local and international audience.
6. With the successful one-day media event to highlight the district's beach renourishment efforts along the Texas coast, the "***Saving Shorelines: Communicating a Campaign to Save Shoreline***" event, the USACE Galveston District's PAO maximized outreach efforts, engaged the public, told the Corps' story and exceeded its goals and objectives.
7. Point of contact is the undersigned at (409) 766-8001.


MARTY MALDONADO
LTC, EN
Deputy Commander



DEPARTMENT OF THE ARMY
GALVESTON DISTRICT, CORPS OF ENGINEERS
P. O. BOX 1229
GALVESTON, TEXAS 77553-1229

CESWG-PA

16 January 2014

MEMORANDUM FOR Mr. Bernard Tate, Manager, Herbert A. Kassner/Maj. Gen. Keith L. Ware Awards Program, Headquarters, U.S. Army Corps of Engineers Public Affairs Office, Washington, D.C.

SUBJECT: Nomination for the "**Saving Shorelines:** ," Herbert A. Kassner/ Maj. Gen. Keith L. Ware Community Relations Category B: Program Award

1. I strongly recommend the selection of the U.S. Army Corps of Engineers' Galveston District's Public Affairs Office for the Department of the Army Herbert A. Kassner /Maj. Gen. Keith L. Ware Community Relations Award for Category C: Special Event, for outstanding achievement in the realm of community relations by public affairs professionals.
2. In 2013, Southwestern Division Commander Gen. Thomas Kula identified the Texas coast as one of our top three regional priorities and encouraged the district to convey to the public our relevancy and the impact our services have on strengthening the nation's security, energizing the economy and reducing risks from disasters.
3. The USACE Galveston District's Public Affairs Office accepted the challenge of implementing a strategic communication's campaign that addressed our services that add value to the nation and launched a one-day special event to highlight the district's efforts to save shorelines along the Texas coast through our beach renourishment program.
4. Relying on district employees to convey key messages to the public, the district reached its goals of supporting the Department of the Army's strategic engagement intent of understanding and engaging key stakeholders and the public to promote transparency and build on our reputation and relevancy.
5. With the successful one-day media event to highlight the district's beach renourishment efforts along the Texas coast, the "**Saving Shorelines: Communicating a Campaign to Save Shoreline**" event, the USACE Galveston District's PAO maximized outreach efforts, engaged the public, told the Corps' story and exceeded its goals and objectives.
6. Point of contact is the undersigned at (409) 766-3005 or via email at sandra.arnold@usace.army.mil.

A handwritten signature in cursive script, appearing to read "Sandra Arnold".

Sandra Arnold, APR+M
Chief, Public Affairs
USACE Galveston District



SAVING SHORELINES

Corps Cares: Communicating a Campaign to Save Shorelines

2013 Maj. Gen. Keith L. Ware &
Herbert A. Kassner Public Affairs Competitions
Category C: Special Event

Col. Richard P. Pannell

District Commander
Sandra Arnold, APR+M & Isidro Reyna, APR
U.S. Army Corps of Engineers Galveston District
2000 Fort Point Road
Galveston, TX 77550
409.766.3001

sandra.arnold@usace.army.mil

Web: www.swg.usace.army.mil

Facebook: www.facebook.com/GalvestonDistrict

DVIDS: www.dvidshub.net/units/USACE-GD

YouTube: www.YouTube.com/GalvestonDistrict

Twitter: www.twitter.com/USACEgalveston



CORPS CARES: Communicating a Campaign to Save Shorelines

Sandra Arnold, APR+M and Isidro Reyna, APR
2013 Maj. Gen. Keith L. Ware & Herbert A. Kassner Public Affairs Competitions
Category C: Special Event

Background

In a year filled with budget cuts, hiring freezes and a reduction in staffing, the U.S. Army Corps of Engineers Galveston District commander tasked the Public Affairs Office to increase Texas residents' awareness and understanding of the district's ecosystem restoration mission, economic contributions to the nation and efforts to employ environmentally and economically responsible ways to use dredged materials to benefit local communities and improve eroded coastlines through beach nourishment and beneficial use programs. This special event was conducted in 2012 and was monitored and evaluated through the completion of the project in 2013.

About the USACE Galveston District

Encompassing the Texas coast from Louisiana to Mexico; an area that spans across 50,000 square miles, contains more than 1,000 miles of channels (750 shallow-draft and 250 deep-draft) serves 28 ports and 700 miles of coastline, the USACE Galveston District successfully executes its mission of providing vital public engineering services in peace and war to strengthen the nation's security, energize the economy and reduce risks from disasters.

With its 300 dedicated professionals and annual budget of approximately \$150 million, the district provides valuable navigation, flood risk management, ecosystem restoration, shoreline protection, regulatory (which issues more than 2,500 permits annually), military construction and emergency management services to our nation and remains fully committed to continuing its mission of building strong.

Better Beaches

One way the USACE Galveston District contributes to the well-being, economic success and quality of life of local communities is through the beneficial use of dredged material (sand) to renourish beaches.

Annually, the Galveston District dredges approximately 30 to 40 million cubic yards of material. If placed on one city block, the material would create a mountain 14,000 feet above sea level. While undertaking its mission of keeping America's waterways navigable, the Corps is able to turn that into an added benefit for homeowners, tourists and businesses. The Corps employs environmentally and economically responsible ways to use dredged materials to benefit local communities and improve eroded coastlines through beach renourishment and beneficial use programs.

Entrusted with managing the district's community relations program, the PAO implemented communications initiatives to instill confidence with Texas coastal residents to inform them of the district's integral role in getting the nation's economy back on steady ground by investing in America's future while balancing economic development with environmental protection.

Operating within the existing budget, the two-person PAO team launched an aggressive community relations campaign to maximize outreach efforts to a multicultural audience of English and Spanish-speaking residents along the Texas coast, engage the public and tell the Corps' story.

This campaign provides an overview of staff's research, planning implementation and evaluation efforts along with supporting documentation.

*USACE Galveston
District Boundaries*



INTRODUCTION



The USACE Galveston District PAO staff conducted a variety of research that was used throughout all stages of this campaign to enable staff to clearly define short-term planning requirements, goals and objectives; direct which strategies and tactics to implement as well as shape effective command messages throughout the implementation and evaluation phases and **exceed all campaign objectives**.

Secondary research (web and media analysis) as well as primary research gathered through informal interactions during quarterly town hall meetings between the commander and staff; visits to district offices; stakeholder engagements; weekly staff meetings and through public feedback via online comments and survey responses, provided the command with critical data that depicted the public's perception of the district and its missions.



A brief summary of research findings revealed:

- While overall awareness of the Army is high, understanding of the U.S. Army Corps of Engineers mission is low.
- As Corps functions and constituencies have become more diverse and complex, effective flow of information gives stakeholders and residents the opportunity to have a say in how their tax dollars are and will be spent.
- In the absence of extensive paid advertising and marketing campaigns, the news media remains the primary tool for reaching audiences.
- The more influencers and educators know about the district's mission, the more likely they are to support the district's project decisions.
- With the nation facing a series of difficult cuts in spending, USACE projects are in jeopardy of receiving continued funding that supports operation and maintenance of essential projects.
- Reductions in the Corps' budget would have a direct impact and reduction on the nation's economic wellbeing, as the district provides quality planning, design and construction services that benefit 28 ports handling more than 500 million tons of commerce annually and keeps waterways open for navigation.
- In an effort to inform and educate the public of the direct impacts these reductions have at a local level, the Corps will need to increase community engagement efforts under a constrained budget.



The PAO staff initiated a series of planning meetings to establish goals and objectives necessary to develop a successful plan for communicating the district's ecosystem restoration mission and the direct economic contributions made to the nation.

Research provided the PAO team with a solid way forward in the planning stage and set the stage for the successful execution of the implementation and evaluation phases. Data obtained from informal and formal meetings, content analysis, emails as well as primary and secondary research provided the PAO team with an accurate depiction of the strengths, weaknesses, opportunities and threats and helped guide the team in developing key talking points, strategies, tactics, effective messages and prioritizing vulnerabilities early in the planning and decision-making processes.

Long Term Goal: To execute a successful communication management campaign that continues to highlight the district's value to the nation, build relationships, promote transparency, understanding, commitment and action to encourage community participation and bring about awareness of the USACE Galveston District's programs.

Short Term Goals: To execute a well-planned and managed one-day event that would inform Texas coastal residents about the district's ecosystem restoration mission and its continued economic contributions to the nation as well as assist the PAO team in achieving the following objectives:

- **Objective 1:** To inform a potential audience of more than 200,000 residents along the Texas coast about the USACE Galveston District's ecosystem restoration mission and its economic contributions to the nation.
- **Objective 2:** To have the district's beneficial use mission publicized on at least four Spanish and English media outlets.
- **Objective 3:** To engage at least three local partner agencies to assist in communicating the district's ecosystem restoration efforts and economic contributions to the nation.



SOUTH PADRE ISLAND, Texas – USACE Galveston District staff discuss beach renourishment efforts with Cameron County staff at Isla Blanca Park.

Successfully addressing these objectives demanded a cooperative and integrated effort among the USACE Galveston District and all partners involved including local, state and federal levels of government and industry.

The strategy needed to maximize awareness and inform residents along the Texas coast included:

- Outreach to internal audiences and partners
- Media outreach

Outreach to partners and media is designed to provide awareness of the district's beneficial use efforts to target audiences to include hosting a media availability to highlight the district's ecosystem restoration mission and its economic contributions to the nation; enlisting the assistance of agencies, generating pitches to local media that produce ecosystem restoration stories aimed at reaching local community audiences; using Internet and social media sites to provide information and disseminating ecosystem restoration articles in internal newsletters.

Seeking to highlight one of USACE Galveston District's beneficial use projects that implemented cost-saving measures to save taxpayers' dollars, the PAO planned a media event to showcase beach renourishment of approximately one half mile of South Padre Island, Texas, using beach-quality sand harvested from a local dredging project to combat storm surge, prevent coastal erosion, generate economic growth through increased tourism and provide opportunities for recreation.



Capitalizing on the dedicated work of Corps employees (who have forged strong working relationships with officials from partner agencies), the PAO targeted the following organizations for support with the district's beneficial use event:

1. Partners:

- Cameron County, Texas
- City of South Padre Island, Texas
- Port of Brownsville
- Texas General Land Office;

2. USACE employees instrumental in executing the district's beneficial use mission and;

3. Media:

- *Brownsville Herald*
- *Dredging News Online*
- *Dredging Today*
- *El Mañana de Reynosa (Mexican Media)*
- *Expreso/Conexión Total Newspaper (Mexican Media)*
- *Fox-TV 2 Rio Grande Valley*
- *Port Isabel South Padre Island Press*
- *Televisa Matamoros (Mexican TV station)*
- *Univision-TV 48 Rio Grande Valley (Spanish)*
- *Valley Morning Star Newspaper*

Using the data collected during the research phase, the PAO staff drafted the following key messages for inclusion in the beneficial use collateral materials:



Key Messages

The U.S. Army Corps of Engineers Galveston District contributes to the well-being, economic success and quality of life of local communities by employing environmentally and economically responsible ways to use dredged materials to improve eroded coastlines through beach nourishment and beneficial use programs.

Annually, the USACE Galveston District dredges approximately 30 to 40 million cubic yards of material as part of its mission of keeping America's waterways navigable. The Corps is able to turn that into an added benefit by employing environmentally and economically responsible methods to uses dredged material to benefit local communities and improve eroded coastlines through marsh restoration, beach renourishment and other beneficial uses when possible.

This dredging project provides multiple benefits with lasting impacts on the South Texas economy.

Not only do we take care of our mission of keeping America's waterways navigable, our beach renourishment efforts assist in combating storm surge, preventing coastal erosion, generating economic growth through increased tourism and providing opportunities for recreation.

The beach nourishment project called 'Beneficial Use,' employs environmentally and economically responsible ways to use dredged materials to benefit local communities to improve eroded coastlines through the placement of dredged material.

Approximately \$1.3 million taxpayers' dollars were saved in fiscal year 2013 by using a hopper dredge for the South Padre Island beneficial use beach renourishment project.

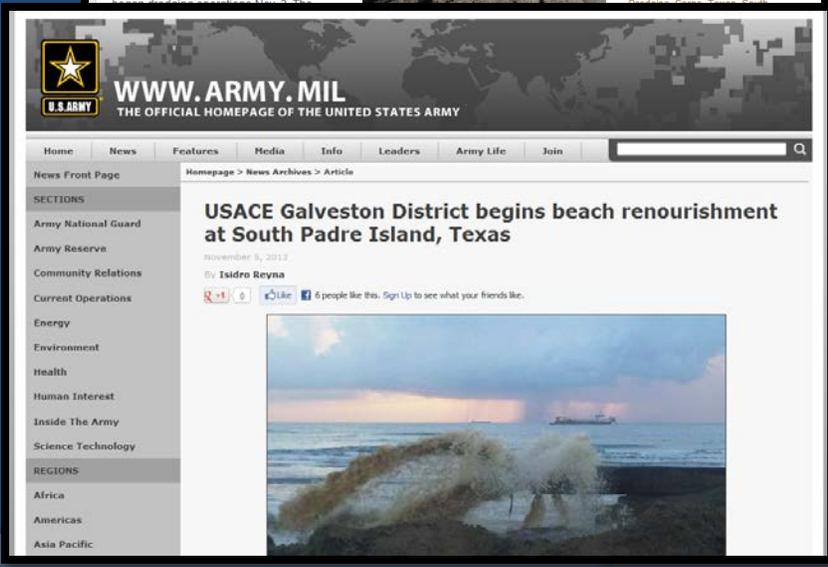
Communications Tactics and Products

Staff developed the following campaign communications tactics and products:

- **Army.mil** story and photo release
- Defense Video & Imagery Distribution System (DVIDS) story and photo release
- Fact sheets
- Media advisory
- News release
- Newsletters –
USACE Southwestern Division **Pacesetter**
USACE Galveston District **Sand Castle**
- Press Kits
- Q&A Series: What is the Corps' Beneficial Use Program/What is Dredging?
- Social media –
Twitter (www.twitter.com/USACEgalveston)
Facebook (www.facebook.com/GalvestonDistrict)
Facebook (www.facebook.com/USACEHQ)
- USACE Galveston District website
www.swg.usace.army.mil



PLANNING



“The Brownsville Ship Channel Dredging Project provides multiple benefits with lasting impacts on the South Texas economy. Not only do we take care of our mission of keeping America’s waterways navigable, our beach renourishment efforts combat storm surge, prevent coastal erosion, generate economic growth through increased tourism and provide opportunities for recreation.”

– Former Commander Col. Christopher Sallèse, USACE Galveston District (2010-2013)



Pre and Post Planning Activities

Action	Action Officer/Agency	Completion Date	Comments
Initial coordination with public information officers/partner agencies	PAO (USACE Galveston District – lead agency)/Navigation Branch to coordinate with Port of Brownsville/Rio Grande Valley Resident Office to coordinate with Cameron County	Oct. 2	Emails/follow-up phone calls to Texas General Land Office PIO/City of South Padre Island PIO
Determine time and location for Beneficial Use Media Event	USACE Galveston PAO/Alicia Rea, USACE Galveston Navigation Branch	Oct. 15	Email/ensure bulldozers and dredge will be in operation for photo opportunities
Reserve Isla Blanca Park Pavilion for media interviews	Chip Worley, USACE Galveston Rio Grande Valley Resident Office	Oct. 22	Pavilion serves as an inclement weather location; coordinate with Cameron County
Secure on-camera subject matter experts for individual media interviews	USACE Galveston PAO/USACE Galveston Navigation Branch/Rio Grande Valley Resident Office	Oct. 22	Provide talking points to subject matter experts/review media interview tips
Draft talking points/key messages	USACE Galveston PAO	Oct. 22	Share talking points and key messages with PIOs
Draft and pitch media advisory/news release	USACE Galveston PAO/Coordinate with City of South Padre Island PIO for updated media contacts	Oct. 22	Include quote from Texas General Land Office Commissioner
Site preparation	Chip Worley, Rio Grande Valley Resident Office	Nov. 7	Ensure beach is prepared for on-camera interviews; coordinate with contractors to ensure dredging operations occur
Press kits	USACE Galveston PAO	Nov. 7	Media advisory, news release, What is Beneficial Use? Q&A article, dredging photos, district brochure
Photography of event	USACE Galveston PAO	Nov. 8	Batteries/business cards in travel bag
Send out follow-up photos from ceremony to media outlets not in attendance	USACE Galveston PAO	Nov. 8	Include cutlines with speakers and links to social media and websites
Post photos to Facebook/Twitter; follow up with USACE headquarters for posting to national audience	USACE Galveston PAO	Nov. 8	www.facebook.com/GalvestonDistrict www.facebook.com/USACEHQ www.twitter.com/USACEgalveston
Include post-event publicity in command information publications – <i>Sand Castle</i> and <i>Pacesetter</i> ; include stories on DVIDS and CORE sites	USACE Galveston PAO	Nov. 8	www.army.mil and www.dvidshub.net/units/usace-gd
Follow up with various media outlets and disseminate completion of project release	USACE Galveston PAO	January 2013	



Brig. Gen. Thomas Kula
 Commanding General
 USACE Southwestern Division

“Fiscal year 2012 presents us with a remarkable opportunity to reconnect with our core constituency, the American people. Though this fiscal year ushers in a new era of decreased funding cycles and challenges, it also brings with it the opportunity to tell and show our neighbors, our communities and our nation how the Corps of Engineers touches their lives every day.”

Target audiences: While the PAO team’s goal was to educate the general population residing within the USACE Galveston District, staff recognized the necessity to educate Corps employees about the district’s current programs, projects and initiatives as they are often our “first line of defense” and remain our best storytellers. As a result, our community relations program’s target audiences included both external (public) and internal (employees) as well as the media, community leaders educational influencers, social media influencers and multicultural audiences.

SWOT ANALYSIS

Strengths



*The USACE Galveston District has been part of the community for 133 years and has cultivated strong relationships with local community leaders, non-profit organizations and residents along the Texas coast.

*Support of division and district leadership.

*The district has many ideal spokespersons within the organization.

Weaknesses



*Government agencies tend to be reactive rather than proactive when it comes to communicating with and educating the public about project challenges and successes.

*The public often perceives the Corps as slow, bureaucratic, wasteful and not good stewards of taxpayers’ money.

Opportunities



*Capitalize on established community relationships to educate residents about Corps programs.

*USACE often attracts the best talent in their respective fields, those who are passionate about their work and want to make a change.

*District leadership empowers its workforce to make changes from the status quo to make operations and services more sustainable.

Threats



*Looming budget cuts and a depressed economy could threaten to reduce funding.

*Neighboring projects are said to have created profound detrimental environmental effects and/or provide questionable economic benefit such as the Mississippi River Gulf Outlet in southeast Louisiana.



Media Relations and Key Messaging

Partnering with Cameron County, the City of South Padre Island, the Port of Brownsville and Texas General Land Office, the USACE Galveston District hosted a Corps-led media event Nov. 8, 2012, to highlight beach renourishment of approximately one half mile of South Padre Island's beaches using beach-quality sand harvested from a local dredging project in the Brownsville Ship Channel.

Using Texas' famed spring break destination as the backdrop, officials welcomed seven media outlets, five of which represented Spanish-language media (including Mexican media), to learn about the district's ecosystem restoration efforts and its continued economic contributions to the nation.

The USACE Galveston District highlighted cost-saving measures implemented, including the use of a hopper dredge to remove sand from the channel which saved taxpayers approximately \$1.3 million.

The event brought together community leaders including City of South Padre Mayor Pro-Tem Jo Ann Evans, Corps and industry subject matter experts and media members to partner together to inform a potential audience of more than 1.2 million residents along the Texas coast about the USACE Galveston District's integral role in getting the nation's economy back on steady ground by investing in America's future while balancing economic development with environmental protection.

The beneficial use event was publicized using the district's social media sites, the district's website, via the Defense Video & Imagery Distribution System and on *Army.mil*.

Prior to the event, the USACE Galveston District PAO coordinated an interview with reporter Allen Essex of the *Valley Morning Star* for an advance story on the district's beach renourishment efforts that prevent erosion and save shorelines.

Partners provided one-on-one interviews in both English and Spanish with various media outlets during the beneficial use media event.

Finally, key messages and stories were placed in the district's command information publications, the Southwestern Division *Pacesetter* and USACE Galveston *Sand Castle* newsletter.



SOUTH PADRE ISLAND, Texas (Nov. 8, 2012) – Southern Area Office Engineer Chip Worley is interviewed by Spanish-language television station **Univision 48** during a Corps-led media day. The USACE Galveston District partnered with the Texas General Land Office, Cameron County and the City of South Padre Island to renourish approximately one half mile of South Padre Island's beaches using beach-quality sand harvested from a local dredging project.



City of South Padre Island Mayor Pro-Tem Jo Ann Evans discusses the approximately \$1.3 million taxpayers' dollars saved in 2012 by using a hopper dredge for the South Padre Island beneficial use beach renourishment project.



Ariel Chavez II, Port of Brownsville, discusses the importance of keeping America's waterways open for navigation and commerce.

IMPLEMENTATION



Community Relations BUILDING STRONG®

The USACE Galveston District staff set out to execute a well-planned and managed one-day event that would inform Texas coastal residents about the district's ecosystem restoration mission, economic contributions to the nation and efforts to employ environmentally and economically responsible ways to use dredged materials to benefit local communities and improve eroded coastlines through beach nourishment and beneficial use programs.

As stated in Chapter 8 (Programs and Activities) Army Regulation 360-1, "Programs that involve direct contact with the civilian community are the most effective unofficial means of improving community relations."

The media event not only provided direct contact with the community, it effectively garnered positive media attention in Texas' Rio Grande Valley and across the U.S. border – to educate community groups (including Spanish-speaking individuals) many of whom enjoy the Texas coast.

Media analysis showed the district's key messaging was published and broadcast in both English and Spanish languages, highlighting the efforts of the USACE Galveston District and its community partners. Additionally, feedback received on the district's social media sites was overwhelmingly positive.

Finally, the beach nourishment and ecosystem restoration efforts highlighted through the beneficial use event solidified the organization's role as a trusted and valuable public agency that is relied upon to deliver solutions to the nation's engineering needs.

Impact by the Numbers

- *\$1.3 million taxpayers' dollars saved in FY13*
- *A potential audience of more than 1.2 million Rio Grande Valley residents were reached through various media outlets to promote and raise awareness about the USACE Galveston District's ecosystem restoration mission and its economic contributions to the nation.*
 - Cameron County 414,123 (2011 estimate/U.S. Census)*
 - Hidalgo County 797,810 (2011 estimate/U.S. Census)*
 - Willacy County 22,095 (2011 estimate/U.S. Census)***1,234,028 or 1.2 million population**
- *4 local, state and industry partners collaborated with the district regarding beneficial use of dredged material.*
- *300,000 cubic yards of material used to beneficially renourish South Padre Island in FY13*
- *7 media outlets present at media event*
- *5 Spanish-language media outlets provided coverage*
- *½ mile of beach renourished*
- *10,700 results on Google/Keywords USACE Galveston Beach Renourishment*

Media Coverage

[USACE Galveston District begins beach renourishment at South Padre Island, Texas](#)

Defense Video & Imagery Distribution System
Nov. 5, 2012 (170 web hits)

[USACE Galveston District begins beach renourishment at South Padre Island, Texas](#)

Army.mil
Nov. 5, 2012

[Beach Renourishment at South Padre Island Kicks Off \(USA\)](#)

Dredging Today
Nov. 5, 2012

[Sand dredging slated for ship channel](#)

Valley Morning Star/Brownsville Herald
Nov. 7, 2012 (Valley Morning Star Readership, 150,400 residents/Brownsville Herald circulation 15,000)

[Hopper dredge begins replenishment work at South Padre Island](#)

Dredging News Online
Project Updates
Nov. 7, 2012

[Renourishing South Padre Island Beaches](#)

Fox-TV 2 Rio Grande Valley
Nov. 8, 2012

[Inicia el Proyecto de Regeneración de "Isla Blanca" en la Isla del Padre](#)

Univision-TV 48 Rio Grande Valley
Nov. 8, 2012
News clip in Spanish

[Televisa Matamoros \(Mexican TV station\)](#)

Nov. 8, 2012

[Dragan canal de Navegacion](#)

Expreso Newspaper/Conexión Total (Mexican Media)
Nov. 9, 2012
News clip in Spanish

[Inicia proyecto de restauración](#)

El Mañana de Reynosa (Mexican Media)
Nov. 9, 2012
News clip in Spanish

[Dredging continues off coast](#)

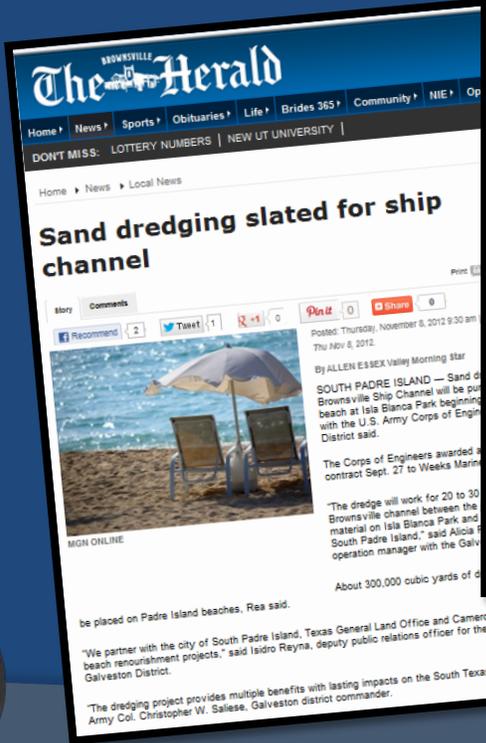
Port Isabel South Padre Press
Nov. 15, 2012 (Circulation 3,000)

The **CORPS CARES: Communicating a Campaign to Save Shorelines** exceeded all campaign goals and objectives as follows:

Objective 1: Exceeded. To inform a potential audience of more than 200,000 residents along the Texas coast about the USACE Galveston District's ecosystem restoration mission and its economic contributions to the nation. More than 1.2 million potential Rio Grande Valley residents reached through various media outlets to promote and raise awareness about the USACE Galveston District's ecosystem restoration mission and its economic contributions to the nation.

Objective 2: Exceeded. To have the district's beneficial use mission publicized on at least four Spanish and English media outlets. The district garnered positive media coverage through seven media outlets, five of which were Spanish-language media including international outlets from Mexico. The combined media coverage on both English and Spanish speaking outlets significantly increased the publics' understanding of the district's mission and elevated the district as a leader in ecosystem restoration efforts and environmental protection.

Objective 3: Exceeded. To engage at least three local partner agencies to assist in communicating the district's ecosystem restoration efforts and economic contributions to the nation. Coordinated efforts with four partners including Cameron County, the City of South Padre Island, Port of Brownsville and Texas General Land Office, enabled the district to support the Department of the Army's strategic engagement intent to build relationships and promote transparency and bring about awareness of Corps programs.



EVALUATION

