



## **Conference on Rural Tourism**

**Morgan City, LA**

**October 23, 2003**





**MEDIA**

# The New York Times

July 4, 2003

Editorial

## New Orleans's Hurricane Problem

*“Members of Congress, who will be asked to foot much of the bill, should view [the coastal restoration effort] as a national priority.”*

National Print Coverage

**MEDIA**



# The Washington Post

July 13, 2003

Front Page

## ***Coastal Louisiana Drowning in Gulf***

*“Largely unnoticed until recently, nearly 2,000 square miles of southern Louisiana coastland simply vanished in the last two-thirds of the 20th century -- the equivalent of losing Delaware, Baltimore, and Washington combined.”*

**NATIONAL PRINT COVERAGE**

**MEDIA**



# SAMPLE NATIONAL PRINT COVERAGE

- Houston Chronicle
- **Seattle Times**
- Las Vegas Sun
- **Tallahassee Democrat**
- Waterloo-Cedar Falls Courier
- **Vicksburg Post**
- Saginaw News
- **Tide**
- Louisiana Conservationist
- **Louisiana Sportsman**

**NATIONAL PRINT**

**MEDIA**



# NATIONAL BROADCAST COVERAGE



The Diane Rehm Show



## NATIONAL BROADCAST

## MEDIA





**CAMPAIGN SUPPORT**

ExxonMobil



COX



DMJM HARRIS

Shaw



Bank



Louisiana network



nyse:FCX  
FREPORT-MCMORAN COPPER & GOLD INC

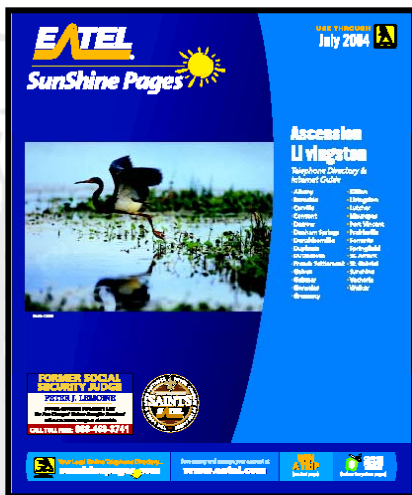


WORLD SPONSOR  
SHELL OIL COMPANY  
FOUNDATION



# CAMPAIGN SPONSORS





- Creating, Designing and Hosting the Campaign's New Website to be Launched Mid-August
- AW Featured in EATEL SunShine Pages
- AW Banner Ad on the EATEL website
- Donated Ad Space in "The East Ascension Sportsman"



40% of the nation's wetlands. LOST?  
 CLICK HERE to find out how you can be a part of the  
 Campaign to Save Coastal Louisiana

# CAUSE-SPECIFIC MARKETING

# CAMPAIGN SUPPORT



**TABASCO® is HOT on America's WETLAND and is FIRED-UP to help save it!**



www.americaswetland.com

The home of TABASCO® brand products, Avery Island, is in the heart of America's WETLAND - Louisiana's remarkable coast. But due to erosion, it is vanishing at the incredible rate of 35 square miles a year (about the size of 21,000 football fields). Exotic wild species of plant, animal and marine life could be lost along with bountiful yields of the seafood loved by Americans everywhere.

Please help show the world you don't want this unique American treasure to wash away. For more information on how you can help save America's WETLAND - visit [www.americaswetland.com](http://www.americaswetland.com), call 1-866-4WETLAND, or fill out and mail us the coupon below.

Yes! Send me information on how I can help to save America's WETLAND. (Please print all information legibly).



Name:

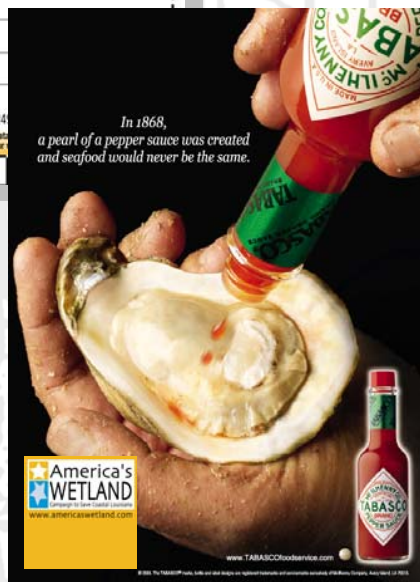
Street Address:

City, State, Zip:

Phone (Optional):

Email (Optional):

Complete this form and mail to:  
America's WETLAND, P.O. Box 4424  
To order a free TABASCO® Country Store Catalog call us at 1-800-634-9399 or



- Carton Panels
  - Carton Inserts
  - Trade-specific Magazine Advertising
- As seen in the June 2003 issue of *Chain Leader*

# CAUSE-SPECIFIC MARKETING

# CAMPAIGN SUPPORT





# SUMMIT SERIES



**AW Science Summit - June 9, 2003**

**AW Sports & Recreation Summit -**

**August 1-2, 2003**

**AW Community & Culture Summit -**

**August 22, 2003**

**AW Education Summit - October 2, 2003**

**AW Eco-Eco Summit - October 3, 2003**

**AW Technical Summit - October 16-17, 2003**

**AW Trail Summit - January 17, 2004**



**AW SUMMIT SERIES**



**“DON’T BE A BIG LOSER”**

A sportsman's paradise.

**Lost?**

**DON'T BE A BIG LOSER.**

You lose prime fishing, camping, hiking and bird watching areas as America's WETLAND vanishes. Every 30 minutes, on average, coastal Louisiana loses the equivalent of a football field of land.

If you don't think this affects you...think again.

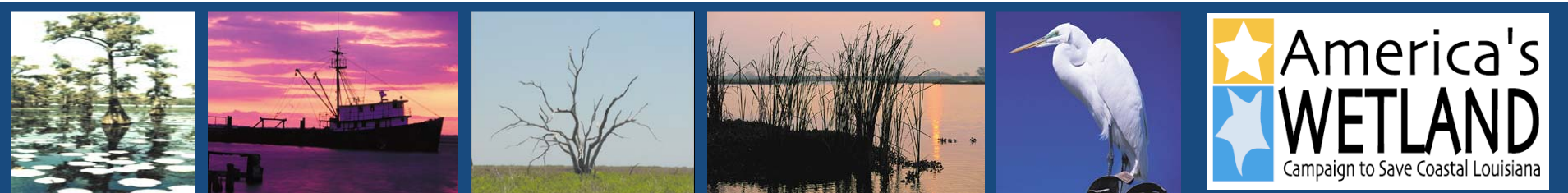
America's WETLAND, a valuable landscape extending along Louisiana's coast, supports an abundance of fish and wildlife treasured by outdoorsmen worldwide. You can help stop the loss. Join America's WETLAND: Campaign to Save Coastal Louisiana before we all lose.



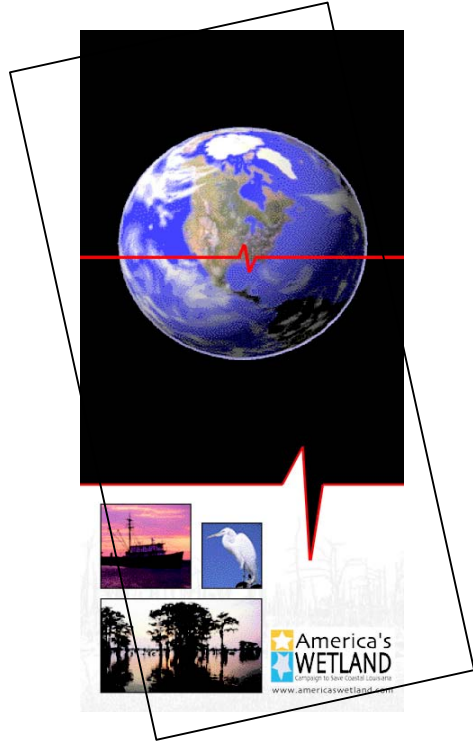
For more information, call 1.866.4WETLAND or visit [www.americaswetland.com](http://www.americaswetland.com)



- Video
- Public Service Announcements
- Billboards
- Print Ads
- Brochures
- Postcards



**“DON'T BE A BIG LOSER” MATERIALS**



- **Video**
- **Public Service Announcements**
- **Brochure**
- **Bumper Sticker**
- **Flag**
- **Banner**



# AMERICA'S WETLAND MATERIALS



Three Public Service Announcements will be released to television stations state-wide during August.

**VIDEO & PSAs**





A sportsman's paradise.  
**Lost?**

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For more information, call 1.866.4WETLAND  
or visit [www.americaswetland.com](http://www.americaswetland.com)

- Launched in the June issue of *Louisiana Life Magazine*. Sponsored by the Houma-Terrebonne Chamber of Commerce.
- Published in the *East Sportsman*. Sponsored by EATEL.

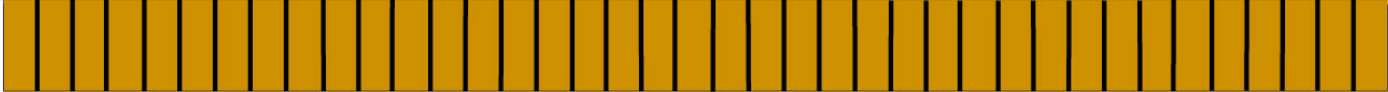
# PRINT ADS





America's  
**WETLAND**  
Campaign to Save Coastal Louisiana

**KEEP IT  
ALIVE!**  
[www.americaswetland.com](http://www.americaswetland.com)



A sportsman's paradise. **Lost?**

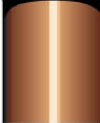
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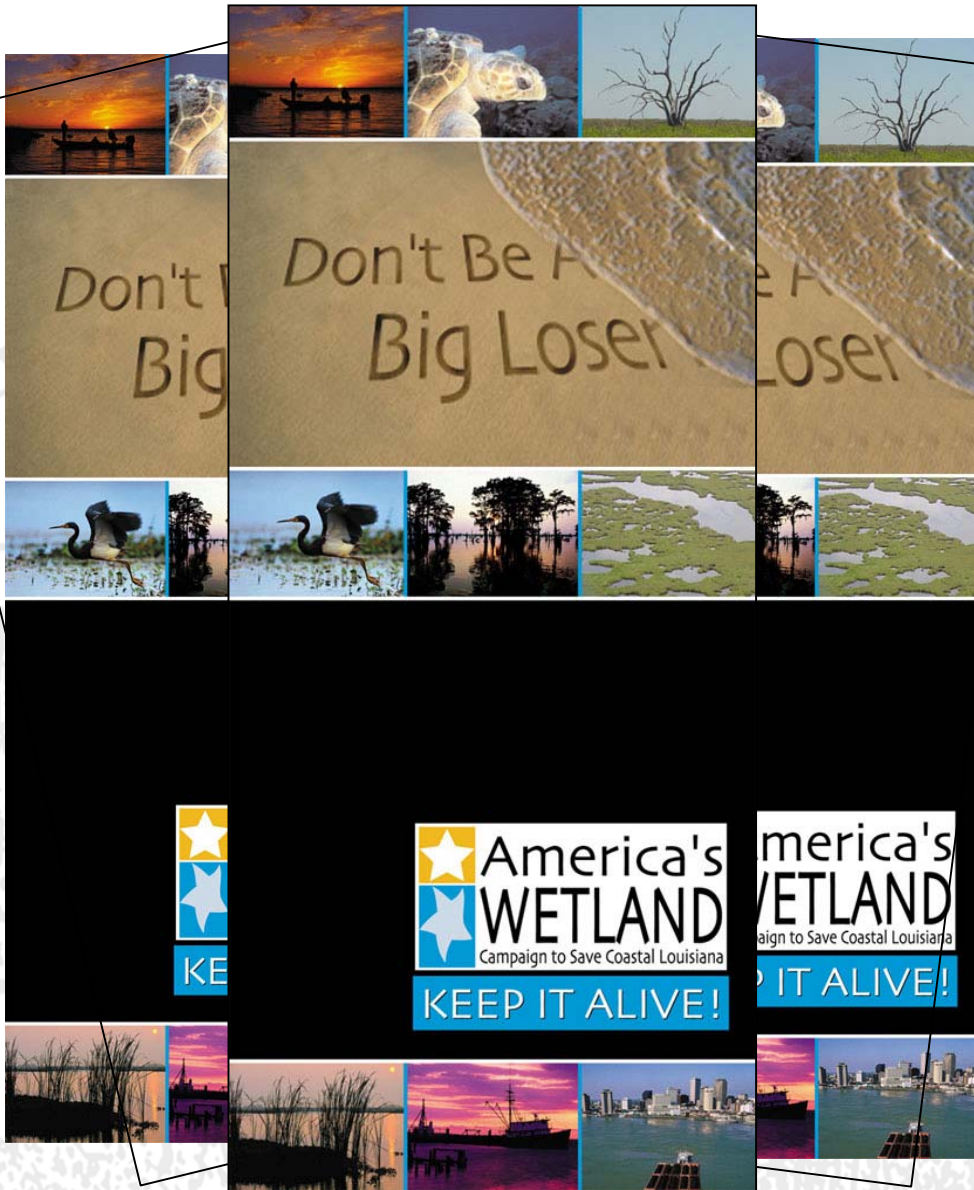


America's  
**WETLAND**  
Campaign to Save Coastal Louisiana

Learn how you can help  
save coastal Louisiana

[www.americaswetland.com](http://www.americaswetland.com) **WETLAND**





# BROCHURES





**LEGISLATIVE ACTION**

## **Amendment 1- Coastal Restoration Funding**

Authors: Senator Reggie P. Dupre, Jr. and  
Representative Loulan J. Pitre, Jr.

## **Amendment 2: Coastal Restoration Fund**

Author: Senator John L. “Jay” Dardenne

## **Amendment 3: Limitation of State Liability**

Authors: Senator John Hainkel and Representative  
Loulan J. Pitre, Jr.

# **CONSTITUTIONAL AMENDMENTS**

## **LEGISLATIVE ACTION**



# What They Mean

## Amendment 1

- Allows the State to use additional funds for the coastal restoration effort
- **State/Federal cost sharing of the restoration effort will require the State to find resources to cover its portion.**
- Raises cap on balance of Coastal Restoration Fund

**CONSTITUTIONAL AMENDMENTS**

**LEGISLATIVE ACTION**



# What They Mean

## Amendment 2

- **Provides for the creation and funding of the Louisiana Coastal Restoration Fund should remaining portion of the tobacco settlement be sold**
- **Up to 20% of those revenues can be used for coastal restoration if federal government provides monies that require state match**

**CONSTITUTIONAL AMENDMENTS**

**LEGISLATIVE ACTION**



# What They Mean

## Amendment 3

- Provides that the State Legislature can limit the State's liability for takings in coastal restoration.

**CONSTITUTIONAL AMENDMENTS**

**LEGISLATIVE ACTION**





**ACT No. 1242**: Establishes an **America's WETLAND** prestige license plate. Authors: Representatives Loulan J. Pitre, Jr., Damon J. Baldone, Hunt Downer and Senator Reggie P. Dupre, Jr.



**ACT No. 466**: Allows for the **America's WETLAND** Bumper Sticker to be displayed on state vehicles. Authors: Senator Reggie P. Dupre, Jr. and Representative Loulan J. Pitre, Jr.



**WETLANDS AWARENESS**

**LEGISLATIVE ACTION**





**ACT No. 941**: Lays the groundwork for the establishment of the **America's WETLAND Trail**.  
Authors: Representatives Mitch Landrieu and Rosalind Peychaud.

*“The trail will connect sites and events along coastal Louisiana from the western border with Texas to the eastern border with Mississippi.”*

**AMERICA'S WETLAND TRAIL**

**LEGISLATIVE ACTION**





America's

WETLAND

Trail

**CREATING THE AW TRAIL**

# The AW Trail Will...

- Heighten awareness of the dramatic coastal land loss occurring in south Louisiana
- Create an “eco-cultural” trail that draws attention to the ecology and the culture of the region and the ways in which they are interconnected

## OBJECTIVES

**WHAT IS THE AW TRAIL?**



# The AW Trail Will...

- Illustrate the “eco-cultural” benefits derived from these vital wetlands
- Allow visitors and residents to experience the natural resources of the wetlands and the cultures of heritage found there

## OBJECTIVES

**WHAT IS THE AW TRAIL?**



# The AW Trail Will...

- Establish a central mechanism by which local points of interest can highlight the uniqueness of coastal Louisiana's cultures and ecology
- Promote an understanding of the importance of the wetlands to the state and the nation

## OBJECTIVES

**WHAT IS THE AW TRAIL?**



# The AW Trail Will Include...

- Parishes, Cities, and Towns
- Tours, Fairs and Festivals
- Cultural and Historic Attractions
- Environmental and Cultural Resource Centers
- Wildlife preserves and refuges
- Birding and Nature Trails

**POTENTIAL COMPONENT SITES**

**WHAT IS THE AW TRAIL?**



# America's WETLAND Trail development will consist of two phases.

**Phase 1:** Build Support Among Campaign Partners (“Cooperating Organizations,” “Community Partners” and “Partner Attractions”) Across the Impact Zone

**Phase 2:** Plan and Implement AW Trail Mechanisms, Organization, and Policies



## AW TRAIL DEVELOPMENT



# The Role of “Partner Attractions”

- Outreach for “Partner Attractions” included fairs, festivals, museums, historic sites and wildlife and nature preserves.
- They will become the “eco-cultural” backbone of the America’s WETLAND Trail. The fairs, festivals and tours will introduce visitors to “the culture of our heritage” and “vast natural resources of the wetlands.”

**“PARTNER ATTRACTIONS”**

**PHASE 1: BUILD SUPPORT**



**DOWNTOWN**  
on the **BAYOU**



- **38 “Official Partner Attractions”**
- **Represent fairs, festivals and tourist attractions across Southern Louisiana**



[Click here to enter](#)



**“PARTNER ATTRACTIONS”**

**PHASE 1: BUILD SUPPORT**





- **33 Official “Community Partners”**
- **Represent parish, city, town and village governments across Southern Louisiana**



## “COMMUNITY PARTNERS”

**PHASE 1: BUILD SUPPORT**





Barataria-Terrebonne  
NATIONAL ESTUARY PROGRAM



# 68 Official "Cooperating Organizations"



## "COOPERATING ORGANIZATIONS"

### PHASE 1: BUILD SUPPORT





[www.americaswetland.com](http://www.americaswetland.com)

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**KEEP IT ALIVE !**