Conference on Rural Tourism
Morgan City, LA
October 23, 2003
MEDIA

American Wetlands Initiative
Campaign to Save Coastal Louisiana
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.”
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.”
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 BROADCAST COVERAGE

THE WEATHER CHANNEL

CNN Headline News

abc NEWS

The Diane Rehm Show

America's WETLAND
Campaign to Save Coastal Louisiana

NATIONAL BROADCAST MEDIA
• 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”
• Carton Panels
• Carton Inserts
• Trade-specific Magazine Advertising
  -As seen in the June 2003 issue of Chain Leader
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
“DON’T BE A BIG LOSER”
America's WETLAND

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, an 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.

America’s WETLAND

KEEP IT ALIVE!

www.americawetland.com

“DON’T BE A BIG LOSER” MATERIALS
• Video
• Public Service Announcements
• Brochure
• Bumper Sticker
• Flag
• Banner
Three Public Service Announcements will be released to television stations state-wide during August.
A sportsman’s paradise.
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For more information, call 1.866.4WETLAND or visit www.americaswetland.com

• Launched in the June issue of Louisiana Life Magazine. Sponsored by the Houma-Terrebonne Chamber of Commerce.

• Published in the East Ascension Sportsman. Sponsored by EATEL.
America's WETLAND Campaign to Save Coastal Louisiana

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Learn how you can help save coastal Louisiana
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BILLBOARDS
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.
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
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
What They Mean

Amendment 3

• Provides that the State Legislature can limit the State’s liability for takings in coastal restoration.
**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.
“The trail will connect sites and events along coastal Louisiana from the western border with Texas to the eastern border with Mississippi.”
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
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
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

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
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.”
PHASE 1: BUILD SUPPORT

**PARTNER ATTRACTIONS**

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

America's WETLAND Campaign to Save Coastal Louisiana
- 33 Official “Community Partners”
- Represent parish, city, town and village governments across Southern Louisiana

“COMMUNITY PARTNERS”

PHASE 1: BUILD SUPPORT
PHASE 1: BUILD SUPPORT

68 Official “Cooperating Organizations”

“COOPERATING ORGANIZATIONS”

PHASE 1: BUILD SUPPORT
www.americaswetland.com

1-866-4WETLAND

KEEP IT ALIVE!