



**GREAT LAKES AND ST. LAWRENCE**  
CITIES INITIATIVE  
**L'ALLIANCE DES VILLES**  
DES GRANDS LACS ET DU SAINT-LAURENT

# STRATEGIC COMMUNICATIONS AND MARKETING: DRIVING POLICY & PUBLIC ACTION

Presented by:



## FULL PROGRAM



## WIFI

NETWORK:  
**Saint Kate  
Conference**

PASSWORD:  
**Saint Kate**

## SOCIAL MEDIA



**#FutureofFreshWater**  
**#GLSLStrong**  
**@GLSLcities**



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Jacque Edwards  
**GLSL Cities Initiative**



Jim Cairo  
**Cairo Design**

# SPEAKERS



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Empowering our customers and  
communities to build a more  
water-secure world

Solving critical water and wastewater  
challenges through technology  
innovation, and expertise.









# Why Strategic Communications Matter in Policy

- Policy isn't just facts—it's storytelling.
- Public action requires belief, urgency, and a clear "why."
- Without strategy, even the best data falls flat.

A stack of colorful sticky notes in shades of pink, yellow, and light blue. The topmost note is light blue and features the word "WHY?" written in a large, bold, black, hand-drawn font. The notes are slightly overlapping, creating a sense of depth.

**WHY?**

# 6 PILLARS OF COMMUNICATION



# Marketing Tactics that Move Policy

## **Media Activation:**

Proactive press engagement, op-eds, and earned media.

## **Digital & Social Campaigns:**

Storytelling through digital platforms to reach and engage target audiences.

## **Advocate & Partner Toolkits:**

Equipping champions with ready-to-use messaging, visuals, and calls to action.

## **Influencer Engagement:**

Leveraging trusted voices from within the community or sector.



# Christine Maydossian

# Government Relations

# CASE STUDY



# GREAT LAKES DAY 2025





## Strengths

Unified voice of over 150 mayors amplified the urgency of Great Lakes priorities in Washington, D.C.



S

W

## Weaknesses

Political distractions and shifting federal priorities risk sidelining Great Lakes issues.

## Threats

Reliance on a single annual event limits ongoing visibility and advocacy momentum.

T

O

## Opportunities

Leverage the event's success to launch a year-round campaign pairing data with leadership storytelling.

# CHALLENGES & OBJECTIVES

Amid a U.S.-Canada trade war and stalled funding, we launched Great Lakes St. Lawrence Strong to reassert a united regional voice, highlight local risks of national decisions, and stand together for a more resilient, prosperous future.

- **Break through the crowded D.C. agenda**
- **Elevate local leadership voices**
- **Spotlight urgent priorities**



**#GLSLSTRONG**



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# **3 STRATEGIC PILLARS**



**COORDINATED  
MESSAGING**



**STRATEGIC  
FRAMING**



**MEDIA  
ENGAGEMENT**

# SOLUTION & IMPACT

- **Amplified Reach:** Secured ~200 media articles and interviews, ensuring national and regional visibility.
- **Direct Advocacy:** Held 20 meetings with U.S. Congressional offices, a White House meeting, a binational press conference, and a U.S.-Canada trade roundtable, bringing local voices directly to decision-makers.
- **Policy Progress:** Mayors secured direct commitments and follow-up from federal offices, helping sustain momentum for key programs like the Great Lakes Restoration Initiative.

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Coalition backs continued Great Lakes funding as EPA eyes cuts



Steve Howe

Rochester Democrat and Chronicle

Published 4:49 a.m. ET March 4, 2025



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Valérie Plante to lead delegation to Washington ahead of U.S. tariffs deadline

By Jason Magder

Updated February 26, 2025 4:33 PM | 31



Politique

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Mai Par

Politique

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Eastern Ontario Wardens' Caucus discussing alliance with New York municipalities amid tariff threat

By Jack Richardson

Published: January 20, 2025 at 12:43PM EST

Chicago Tribune

Post-Tribune | Melton joins mayors commission for green...

POST-TRIBUNE

Melton joins mayors commission for green development



MOST

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2

INFO

À la une En continu En bref Vidéos Mon fil

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Bruno Marchand à Washington en mars pour lutter contre les tarifs de Trump



# KEY TAKEAWAYS

**Consistency = Power**

**Lead with People,  
Not Policy**

**Equip Your Messengers**

**Media Is Your  
Megaphone**

# Marketing Tactics that Move Policy

## **Media Activation:**

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## **Advocate & Partner Toolkits:**

Equipping champions with ready-to-use messaging, visuals, and calls to action.

## **Influencer Engagement:**

Leveraging trusted voices from within the community or sector.

## YOUR CHALLENGE:

Craft a message that rallies your community and moves decision-makers to act.

**Audience:** Who are you trying to persuade?

**Platform:** Social post, press statement, op-ed, or email?

**Message:** What's your clear, urgent call to action?

**Data Point:** What fact makes the case stronger?

**Story:** What story makes this real?

**Ally:** Who can help amplify or validate your message?

# Group Share + Debrief

THANK YOU, EVERYONE! LET'S HEAR FROM EACH GROUP.

## PLEASE SHARE:

Your Audience: Who are you addressing?

Core Message: What's the main takeaway?

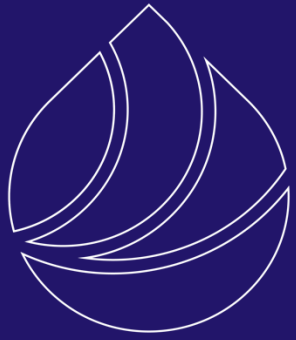
Platform: Which medium did you choose?

Call to Action: What do you want your audience to do?



# 6 PILLARS OF COMMUNICATION





Send a **strong message** for the  
Future of the Great Lakes' Fresh  
Water.

Jacque Edwards

**[jedwards@glslcities.org](mailto:jedwards@glslcities.org)**

THANK YOU



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# **CLOSING CEREMONY**

**SIMONE BALLROOM 1**

**TODAY**

**4:45 PM – 5:30 PM**

PRESENTED BY



# THE FUTURE OF **FRESH WATER** | L'AVENIR DE **DE L'EAU DOUCE**

MAY 14 - 16, 2025 MILWAUKEE, WI



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