

**2011 State Public Affairs Grant**  
**Final Activity Report**

**Date** \_\_\_\_\_

Please complete the following Final Activity Report to receive complete funding for your State Public Affairs Grant. Fill out one form for each funded project. For example, if you did a media training session, a legislative luncheon and a series of public radio ads, then you would fill out three forms — *one per proposal*. Be sure to attach all collateral materials, including receipts, media advisories, news releases, news clips, letters to legislative officials, etc. that support your program’s success as funded under the SPAG.

**The Final Activity Reports must be received, or postmarked no later than Friday, August 5, 2011.**

- Mail or FedEx reports and documentation to: *2011 SPAG Final Report, Attn.: Sharon Baber, ASCE, 1801 Alexander Bell Drive, Reston, VA 20191, (703) 295-6402*
- Electronic submissions to: [spag@asce.org](mailto:spag@asce.org).

**If submitting a Final Activity Report electronically please put your Section name in the subject line.**

**Do not consider your electronic report “received” until you receive confirmation from Sharon.**

**Please remember, if no report is received, the Section will not only forfeit the final payment for the Large grant, but will also be ineligible for 2012 and 2013 SPAG funding. Sections with Small grant activities must still submit a final report or the Section will be ineligible for 2012 and 2013 SPAG funding.**

1. **Section or State Council Name:** \_\_\_\_\_
2. **Branch Name** (if applicable): \_\_\_\_\_
3. **Grant Type** (circle):        Large            Small
4. **Funded Project Name:** \_\_\_\_\_
5. **Program Type** (circle):    Government Relations    Public Relations    Both
6. **Date of Activity Completion:** \_\_\_\_\_
7. Include a detailed description of how your SPAG funds were allocated. All relevant receipts **MUST** be attached for your SPAG Final Report to be completely processed.
8. Did your program reach an audience outside of the civil engineering profession? If so, who was the primary audience? If you were unsuccessful in reaching a new audience, did you develop the program to reach out to fellow civil engineers?

- 9 How did volunteer members participate in coordinating and executing the activity?
  
10. Did your program support a Section goal or an issue of interest to your Section? If so, which goals or issues did the program support?
  
11. Did you seek out media coverage in order to publicize your program? If so did the media cover your program or event? What methods did you use to generate media interest in the program? Please list media outlets that provided coverage of your program or event. Attach media advisories, news releases, news clips, videotapes or audiotapes of broadcast coverage of your program or event.
  
12. Did your program support one of the top priorities for the State Government Relations Program: **licensing, qualifications based selection (QBS) for engineering services, smart growth, transportation/infrastructure issues, and math and science education**? If so, which ones did it support?
  
13. Did the program train civil engineers in government relations advocacy? If so, how was this training applied by members who met or will meet with state legislators to discuss issues pertinent to civil engineers and their profession?
  
14. Did the SPAG funding go toward support or enhancement of grassroots activities? If so, how was the grassroots program supported or enhanced?
  
15. Was the SPAG funding used to retain the services of a lobbyist or public relations professional? What was the role of the professional in the overall success of your program?

16. Why do you consider your activity to have been successful in meeting its goals and objectives?

**SECTION CONTACT INFORMATION**

Please complete the following:

**Section President**

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Section Treasurer**

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Tennessee Section, Holston Branch "Liquid Assets Viewings"

*Detailed Answers to Final Report Questions*

7.	Grant Amount	\$1,250
Costs		
	Sir Speedy – JC Brochures	(\$81.77)
	Loafer Magazine Advertisements	(\$480.00)
	TotallyPromtion.com – Table Cover for Outreach Tables	(\$160.53)
	Universal Printing – Bristol Brochures	(\$52.50)
	Bristol Chamber – Keep Bristol Beautiful – Marketing	(\$450.00)
	Bristol Library – Discovery Series – Marketing	(\$433.24)
	<b>Total Costs</b>	<b>(\$1,658.04)</b>

Receipts are enclosed in the mailed package.

11. We partnered with East Tennessee State University (ETSU) for the Johnson City Program. ETSU provided press releases to the local area media sources, Johnson City Press, NPR Station (WETS), and on Johnson City Public Service Station on Cable TV. However, there was no Press at the actual event.

For the Bristol Event, we were partnered with the Bristol Library’s Discovery Series and with the Bristol Chamber of Commerce’s Keep Bristol Beautiful. Both groups focused on marketing the event as part of their events. Holston Branch President, Jennifer Moore, P.E. did accompany Mrs. Anita Foster-Machado, executive director of the Discovery Series on a local talk radio station, Power Talk 870 AM, for an interview for the Liquid Assets Program on 7/27/11.

The Discovery Series also advertised the program through their media partners: B-TN; Heritage TV, Noon Show (WCYB – TV), and the Bristol Herald Courier. All groups sent notifications and fliers to their various mailing lists, which included: ETSU Geosciences Department, Watauga Watershed Group, TVA, TDEC, VA Health Dept, and the Virginia Association of Soil and Water Conservation Districts.

Again, for the Bristol Event, no members of the Press were present.

16. Our intent was to raise public awareness of water quality issues, which we feel we have accomplished. While we did not reach the adult community members, we did end up reaching and educating a large number of children, whom we did not originally consider.

However, we fell short of our goal of having 100+ people in attendance. The JC event had approximately 45 people in attendance. The Bristol event consisted of approximately 15 adults in the Documentary portion and approximately 30 children and adults for the Children's program.