

CASE STUDY

COLLIER RESOURCES COMPANY



Public Affairs

GOAL: Collier Resources holds the mineral rights underneath environmentally sensitive federal land in Florida. Announce Collier Resources' agreement with the federal government to sell the mineral rights they own beneath nearly 400,000 acres of land in the Big Cypress National Preserve, Florida Panther National Wildlife Refuge and Ten Thousand Islands National Wildlife Refuge.

CHALLENGE:

- Garner support from local, state and federal governments - that the agreement is key to the efforts to preserve the Florida Everglades.
- Minimize opposition from environmental groups.
- Generate positive publicity on behalf of Collier for agreeing to the buy-out.

TACTICS:

- Develop informative press kit on the benefits of the agreement as:
 - Key environmental victory toward the restoration of the Everglades
 - Stops future drilling in the Big Cypress National Preserve
 - Part of Collier's long history as environmental stewards of the land
- Position the agreement as a joint effort between the State of Florida and the administration.
 - Set up briefing meetings with key elected officials
 - Arrange for agreement signing ceremony to take place in Washington
 - Involve interest and attention of The White House
- Hold press briefings and one-on-one interviews with Collier senior management team the day of the agreement announcement from Washington and from South Florida (hometown).
- Brief key environmental groups on the benefits of the agreement pre and post White House announcement.

RESULTS:

- Generated national, regional and local coverage of the agreement between the Colliers and the administration (television and print).
- Held signing ceremony at the Oval Office followed by a press conference with Florida Governor Bush and Department of Interior Secretary Gale Norton.
- Held press briefing/Q&A session with Collier senior management.
- Received accolades from New York Times Washington reporter, Carl Hulse on prepared press kit as the "most comprehensive and informational press kit" he's ever come across.