

PERC

MARKET SOLUTIONS TO  
ENVIRONMENTAL PROBLEMS

# Outreach

Prospectus for financial supporters

Property and Environment Research Center

Bozeman, MT

2013

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## Executive Summary

**PERC’s Outreach Department has the critical job of moving ideas generated at PERC University to a broad audience. This effort helps ensure that PERC remains *the go-to place for free market environmentalism by making it easy for diverse groups to learn about PERC.***

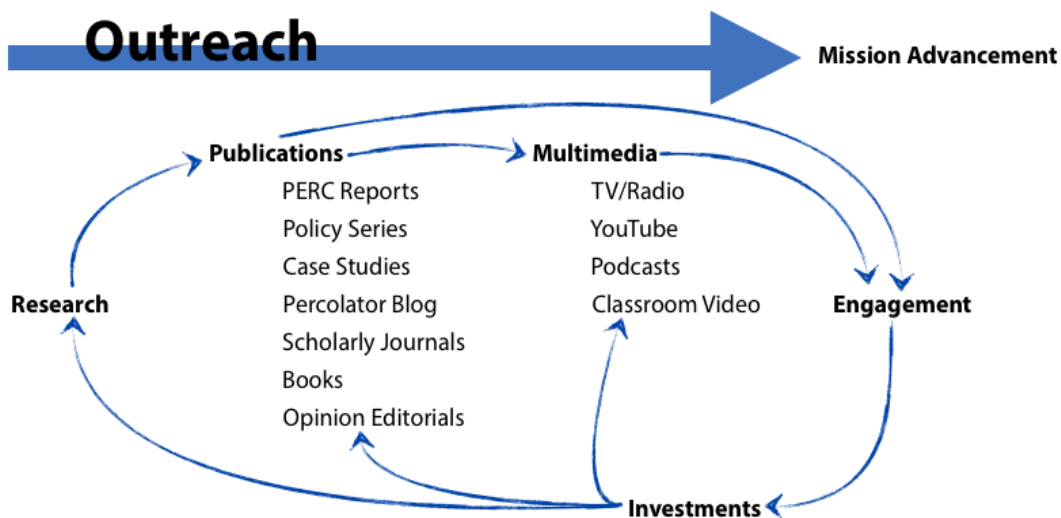
PERC Outreach connects students, scholars, environmental practitioners, policy makers, entrepreneurs, and larger media outlets to market solutions. Through the strategic integration of PERC’s research areas, Outreach creates channels such as its magazine, policy series, and case studies for targeted audiences (see diagram below).

The fastest growing channels fall under PERC’s website and social media efforts, which have rapidly adapted to connect with individuals who increasingly receive their daily information on the Internet. Whether it’s making content available electronically, maintaining the *PERColator Blog*, engaging in Facebook, LinkedIn, and Twitter, or enhancing PERC.org, PERC is connecting with new audiences around the globe.

To guarantee these efforts continue to have a big impact (see page 5 and 6), PERC’s Outreach Department monitors its reach and impact in several ways. For example, PERC implements quarterly reports to track its progress. The outreach team (page 4) sets quantitative targets (page 5) for the number of publications and circulation, speaking engagements, website visitors, social media requests, and video views. These reports help measure overall compliance with the strategic outreach objectives. Based on feedback, PERC’s Outreach is regularly refined to ensure the ideas of free market environmentalism are reaching the largest audience possible by the most effective means.

### Donor Impact

**Investing in just one outreach channel means admission to PERC’s suite of outreach products, which delivers free market environmentalism to thousands of individuals.** Here is a sample of how an investment in Outreach works: PERC recently hosted 24 leading authorities for its workshop on “Reconciling Economics and Ecology.” To ensure that the outstanding work from this event influenced people beyond the conference room, the outreach team took the opportunity to produce 4 videos, 4 podcasts, 5 blog posts, 12 Facebook posts, and 20 tweets. In addition, PERC contracted with 7 attendees to write articles for the Spring 2013 issue of *PERC Reports—the Magazine for Free Market Environmentalism*, which is disseminated around the world via traditional print, PERC.org, and social media—for a combined total reach of more than 20,000 individuals.



## The Channels

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- **Website**—The new [www.PERC.org](http://www.PERC.org) not only provides a means of reaching thousands of people quickly, but also allows PERC to more accurately measure the effects of our outreach efforts by evaluating the engagement of our users. One of PERC’s board members notes the strides PERC has made: “I was absolutely blown away by the job PERC has done with outreach. Most particularly, I was extremely impressed by how swiftly the PERC on-line and social media presence had, and is, moving from ‘also ran’ to ‘leader of the pack.’”
- **PERC Reports**—The magazine for free market environmentalism has been exploring market approaches to environmental challenges for more than 30 years. It is designed for broad audiences and is available online and in print for PERC supporters. *PERC Reports*, according to the *UTNE Reader*, “advocates solutions to environmental problems, finding solutions where others find only frustration.”
- **Policy Series**—PERC has produced 52 longer-form essays that address timely environmental topics ranging from water markets to green jobs to recycling. Dan Benjamin’s classic essay on recycling has been reprinted in several languages, [used in classrooms around the globe](#), and has even been featured on the *Penn and Teller Show*. *Policy Series* are aimed at policy makers, scholars, and general audiences interested in an in-depth look at environmental issues from a market-based perspective.
- **Case Studies**—Does free market environmentalism work in the real world? *PERC Case Studies* document on-the-ground examples of how property rights encourage resource stewardship. Whether it is saving African rhinos or increasing in-stream flows, *Case Studies* demonstrate the successes of markets, and often the failures of government, in addressing environmental problems. One reader notes, “[It’s the common sense approach to developing a better environment and conditions for freedom and responsibility.](#)”
- **PERColator Blog**—This channel is a collaborative blog dedicated to exploring the notion that environmental quality is best defended by property rights and markets. The goal is to facilitate discussion on environmental issues, much as a percolator facilitates the sharing of ideas over cups of coffee. [Recent blog posts include interviews with acclaimed authors Charles Mann, Matt Ridley, and Emma Marris.](#)
- **Social Media**—Between Facebook, Twitter, LinkedIn, and Google+, PERC is able to connect with thousands of users a year. In 2012, PERC’s [Facebook fans grew at a rate of 110 percent](#), which helps PERC more efficiently spread new research ideas and promote upcoming events with a larger network. Moreover, by actively targeting journalists through Twitter, PERC’s research was recently featured by the *New York Times*, *Washington Post*, *the Daily Beast*, and *The American Interest*.
- **Multimedia**—PERC has material available across several mediums. Whether downloading a podcast by a PERC scholar from iTunes, listening to a PERC associate on the radio, or watching an interview on YouTube, PERC provides materials for our growing audience. In 2012, a video summarizing research carried out at PERC on plastic bag bans received more than [13,000 views in one week](#).
- **Media Fellows**—To enhance environmental outcomes through liberty, PERC collaborates with journalism professionals. PERC’s Media Fellowship program has attracted [journalists from the Wall](#)

*Street Journal to the New York Times* and allows us to maximize the exposure of PERC's research and policy analysis by connecting journalists who can relay ideas to thousands of new readers. High-profile journalists are recruited based on characteristics such as previous coverage of topics relating to the environment, markets, or property rights, degree of influence over public discourse, and interest in publishing an article relating to free market environmentalism.

- **Books** —From the first publication of *Free Market Environmentalism* in 1991, books by PERC scholars have shaped the way people view environmental problems. PERC continues to “[rethink the way we think](#)” about the environment with books addressing a variety of topics including water, endangered species, ecosystem services, and even food.

## The Team

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### Program Director

Outreach director, Laura Huggins, is a PERC research fellow and a fellow at the Hoover Institution at Stanford University. Her association with PERC goes back several years, and she officially joined the staff in Bozeman in 2005. She holds a Master's of Science degree in public policy from Utah State University and has published in numerous popular, academic, and scholarly outlets. For PERC, she is the epitome of bridging the gaps between academic research, policy analysis, and public information consumption.

### Outreach Fellow

Shawn Regan is a research and outreach fellow at PERC and the managing editor of *PERC Reports*. He is a native of Georgia and a former backcountry ranger for the National Park Service. His research and writings have appeared in *High Country News*, *Regulation Magazine*, and *Grist*, and have been presented to the Association for Private Enterprise Education. He holds a Master's of Science in Applied Economics from Montana State University.

### Outreach Associates

Brennan Jorgensen creates all of PERC's videos and podcasts, provides research assistance, and assists with editing PERC publications. Her research has appeared in *Forestland Owner Magazine* and a slew of newspapers across the American West. She is originally from Oregon and attended Whitman College in Walla Walla, Washington.

David Currie edits various PERC publications, manages PERC's social media outlets, and provides research assistance to PERC scholars. He earned a Bachelor of Science degree in economics from George Mason University, where he also minored in English.

### Web Master

Genevieve Kulaski is PERC's office and web coordinator. She is responsible for posting new research and publications to the website. She graduated from the University of Colorado, Boulder, and was an officer in the Air Force before moving home to Montana.

## 2013 Outreach Investment Opportunities

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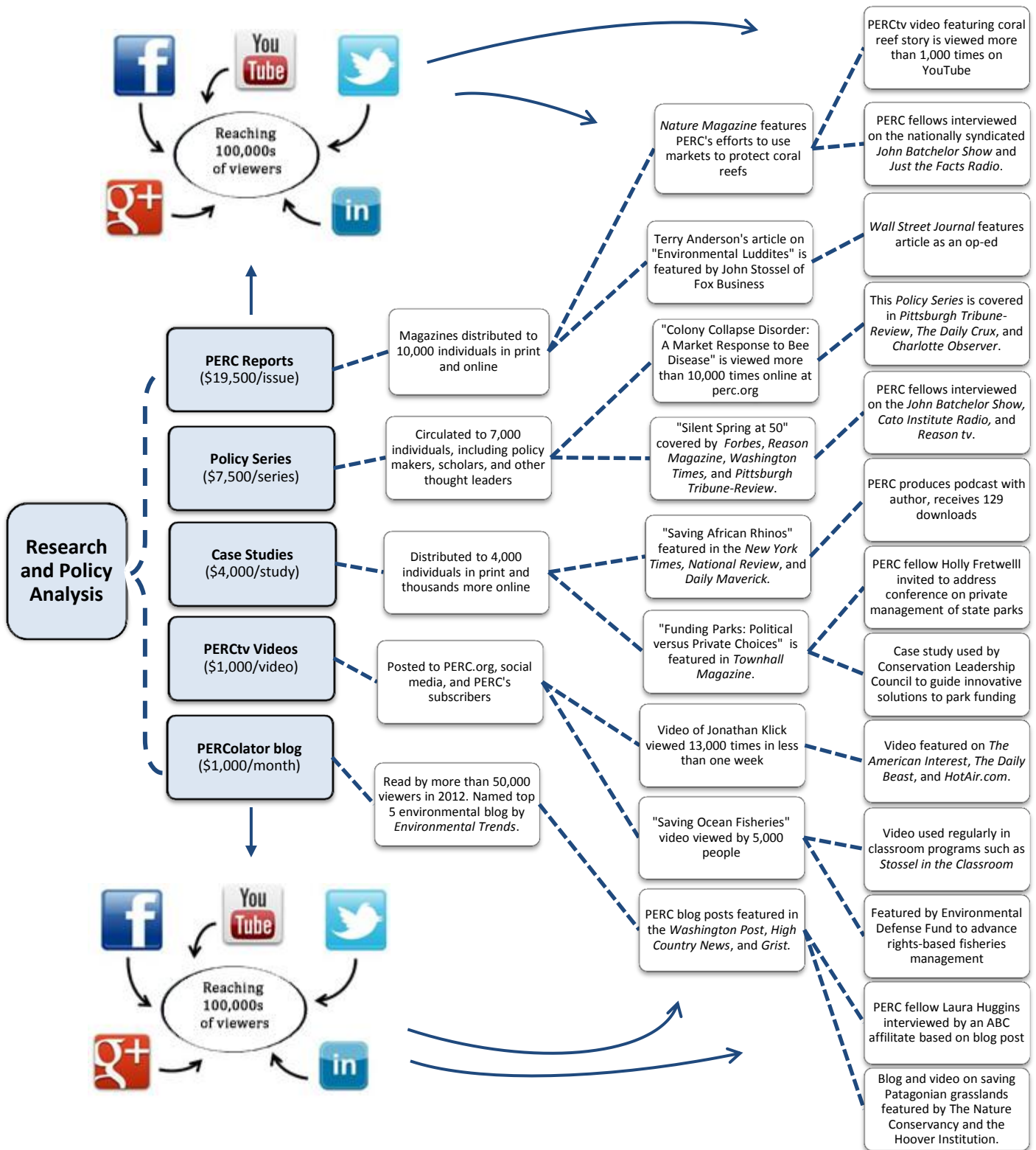
Description	Cost
www.PERC.org	\$25,000 per year in maintenance and marketing
<i>PERC Reports Magazine</i>	\$19,500 per issue
<i>PERC Policy Series</i>	\$7,500 per series
Media Fellow	\$5,000 per media fellow and associated publication
<i>PERC Case Study</i>	\$4,000 per study
Social Media	\$2,800 for one month marketing campaign via Facebook
PERC Video	\$1,000 per video
PERC Podcast	\$1,000 per podcast
<i>PERColator Blog</i>	\$500 for four posts and associated marketing

## 2013 Quantitative Outreach Targets

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Description	Target
Media clippings	16,632,962
Page views on website	1,622,366
PERColator blog unique hits (launched 9/1/2010)	56,168
Facebook friends (launched 8/1/2010)	4,200
Twitter followers (launched 8/1/2010)	2,310
Audiences reached via external PERC speaking engagements	3,062
Speaking engagements and participation in external functions	45
Network of policy makers (elected officials & staffers)	1,241
PERC associates educating internationally	50
Leading outside experts attending PERC programs	35
PERC workshops and seminars held	16
PERC fellows publications per year	100
Number of people receiving PERC materials	9,188
Number of people receiving PERC Reports on-line	4,532
Number of requests for reprints of PERC publications	37
Number of PERC publications sent to 90,000 + libraries	6
Number of PERC Video Productions	10
Number of PERC Video Views	22,258
Number of SSRN subscribers	10,000
Number of Podcasts created	10

Outreach Flow Chart



Mission Advancement

Improving environmental quality through property rights and markets