

KDB Audit



Keep Durham Beautiful, Inc. (KDB) is an independent non-profit started in 2004. Its mission is “to engage and inspire individuals to take greater responsibility for their community environment.” This is accomplished through numerous initiatives laid out on its website. KDB focuses on solid waste reduction education, litter cleanup, and impacting and beautifying Durham with the planting of trees. Executive Director Tania Dautlick started at KDB as a volunteer, fell in love with the mission, and has taken the lead in furthering the program initiatives.

The news coverage of KDB is limited, but the local news has mentioned the company in multiple environmental pieces. One strength of their news coverage is that the pieces are often action-oriented. The coverage talked about the initiatives and actions of KDB within the Durham community. In addition to this, the expertise and credibility of Dautlick was sought after in many broader news pieces that featured extensive quotes by her. This gives credibility not only to Dautlick but also to KDB.

The weaknesses of the news coverage were more extensive than the strengths because of the scarcity, lack of feature pieces, and limited calls to action. Upon looking up news coverage of “Keep Durham Beautiful,” there were only three Google search pages available. The articles were not feature pieces on KDB either but broader pieces that briefly mentioned KDB or featured a quote by Dautlick. In addition to this, any mention about the initiatives or actions of KDB were all vague and in the past tense. As a result, there were no calls to action or information on how and when to get involved. The vagueness and scarcity of KDB in the local news results in a lack of awareness, which impacts donations and volunteer turnout.

First, I would recommend that KDB work to create and maintain some reliable relationships with individuals in a variety of news outlets. This can be done by doing things such as inviting the journalists and their families to events, such as the Bulb Blitz, that promotes community and giving back. If you can draw reporters and journalists into the nonprofit as volunteers, you have a key access point to getting your events, stories and quotes into the news. In addition to this, KDB should send press releases out each month in regards to upcoming volunteer opportunities. Then, after each event or initiative has come to an end, a press release should be drafted regarding the turnout numbers, what was accomplished, and highlighting upcoming events. In addition to this, with upcoming elections and environmental issues being prevalent, I would recommend that KDB draft press releases, featuring quotes from Dautlick, regarding important environmental issues, while staying politically unaffiliated. This will allow for both the thoughts of KDB and Dautlick to be available to news outlets and hopefully increase

the use of Dautlick's expertise in broader articles. These recommendations will allow for more featured, call to action pieces and continue the mentions and quotes seen in broader news pieces.