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## North Pacific Landscape Conservation Cooperative

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### Communications & Outreach Subcommittee Meeting Summary January 25, 2013

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#### Subcommittee members present:

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Mike Tranel	National Park Service
David Redhorse	Bureau of Indian Affairs
Lynn Helbrecht	Washington Department of Fish and Wildlife
Chris Tunnoch	British Columbia Ministry of Forests, Land and Natural Resources
Amanda Fortin	US Fish and Wildlife Service

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#### Others in attendance:

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John Mankowski	NPLCC Coordinator
Mary Mahaffy	NPLCC Science Coordinator
Angie Thomson	EnviroIssues
Daniel Brody	EnviroIssues

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#### Welcome and Introductions

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Angie Thomson, EnviroIssues facilitator, welcomed everyone to the NPLCC Communications & Outreach (COR) subcommittee meeting. Angie reviewed the agenda and objectives for the meeting:

- Review and discuss recommendations from the Steering Committee on the COR strategy.
- Identify a path forward for revising the COR strategy for adoption at the February Steering Committee meeting.
- Discuss the process for developing a 2013 implementation plan.

Mike Tranel, National Park Service and COR Chair, also welcomed everyone and thanked them for participating.

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#### Subcommittee Business

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The subcommittee approved meeting summaries for the following meetings: November 1, 2012; November 13, 2012; and November 27, 2012.

## Steering Committee Feedback on the COR Strategy

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John reviewed the Steering Committee's feedback on the draft COR strategy. He said the strategy was well received by the Steering Committee and that they provided some comments they wanted to subcommittee to discuss.

The Steering Committee suggested that the committee:

1. *Add a section that discusses communication with Tribes/First Nations, highlighting the need to work with the Tribes/First Nations Committee to identify how they would like to receive communication and communicate with the NPLCC.*

David Redhorse agreed to write a few short paragraphs discussing the importance of communicating with Tribes/First Nations and some ideas for how to effectively communicate with them. John also volunteered to add a sentence about the subcommittee's commitment to have the Tribal/First Nations Committee review the COR strategy and communication products once it has been convened. Both of these additions will be added to the Linkages section of the strategy.

2. *Should pursue adding a tribal representative to its membership.*

John explained that David Redhorse is a member of the subcommittee but that he has been unable to actively participate throughout the COR strategy's development. The Subcommittee did not feel that it was necessary to expressly add another tribal member to the committee, but suggested that communications products be reviewed by Tribes/First Nations. This could be done by working with contacts at the Northwest Indian Fisheries Commission or through the Tribes/First Nations Committee.

3. *Clarify the purpose of communication to be about providing useful information to resource managers and decision makers.*

John explained that the Steering Committee expressed this feedback after reviewing the communications objectives for the customers and contributors audience. The Steering Committee felt the strategy emphasized raising awareness of the NPLCC itself rather than the priority of sharing science products for managers. The subcommittee agreed that the objectives in the COR table should be reordered. They also suggested adding language into the strategy that states the primary objective for communication is to deliver products and tools developed by the NPLCC (or its partners) to customers. John volunteered to work on making these revisions.

4. *Clearly indicating which communications tools will be used to communicate with the specific target audiences.*

Angie said that EnviroIssues could work on creating a table that would capture how specific communications tools relate to the communications objectives.

5. *Developing key messages for each target audience and incorporating them into the strategy table.*

John explained that the Steering Committee was interested in getting an idea of the key messages that they could use in discussing the NPLCC to each target audience. John said that the Steering Committee did not provide any specific suggestions for key messages. The subcommittee discussed that there may be some overarching key messages; however, each science product will also require specific messaging. The subcommittee decided that NPLCC staff should work on developing some draft key messages. The subcommittee and Steering Committee could then review and sharpen the messages. John added that he will include a sentence in the COR strategy about using key messages as a tool for communication.

6. *Consider increasing the importance of using videos to communicate about the NPLCC.*

John discussed that the Steering Committee expressed interest in making sure that using videos as a communication would be considered a high priority. Mike agreed and said that the National Park Service uses video as a preferred method to communicate to the public. Amanda Fortin, US Fish and Wildlife Service, added that there is a shift towards short minimally produced videos that can be very effective as a communication tool. The subcommittee did not feel that they needed to change anything in the COR strategy but that they would highlight videos as a priority for 2013 communications work.

The subcommittee agreed to send EnviroIssues their revisions on the COR strategy by COB Friday, February 8.

### *2013 COR Implementation Plan*

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John explained that his number one priority for 2013 is to bring on a half-time to full time communications staff member for the NPLCC. He said that the NPLCC website is a useful tool and that the NPLCC has been making progress on other communications tools, but that a communications staff person will allow the NPLCC to continue updating and expanding its communications work.

Lynn Helbrecht, Washington Department of Fish and Wildlife, asked about the implications of bringing on another staff person in terms of the NPLCC's budget. John responded that he is working on the budget now and that he plans to ask for additional financial or in-kind resources from NPLCC partners. His goal is to get the Steering Committee to agree that it is a high priority to get a communications staff member and then work on identifying how to make that happen.

John said he will write up a position description and statement of why this position is a priority and send to the subcommittee for review and approval before the next Steering Committee meeting.

### *Website and Social Media Overview*

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John showed the subcommittee the live version of the new NPLCC website ([www.northpacificlcc.org](http://www.northpacificlcc.org)). He explained that they are continuing to get feedback and make some additional content updates to the website. The site will soon be announced and ready for wide use.

Amanda reviewed the new NPLCC Facebook page that she recently created. She stressed the importance of making sure the Facebook page is used as a communications tool and the importance of updating it regularly. She gave an overview of the page and the functionality of using Facebook for communications. If subcommittee members have content to add to the page or are interested in helping administer the page, they can email Amanda ([Amanda\\_Fortin@fws.gov](mailto:Amanda_Fortin@fws.gov)).

Mike asked how members of the general public who do not know of the NPLCC will find the Facebook page. Amanda responded that one of the first things she did was “like” other agencies and pages with similar interests to the NPLCC. This allows members of the public who follow those agencies to see that the NPLCC is connected with them. Additionally, partners can share posts and information about the NPLCC to let their followers.

Chris Tunnoch, British Columbia Ministry of Forests, Land and Natural Resources, said she would look into British Columbia organizations with Facebook pages that the NPLCC should connect to. Chris also asked if the NPLCC was planning to use other social media sites besides Facebook. John answered that at the moment they are focusing on the website and Facebook.

### *Next Steps*

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Angie Thomson reviewed next steps:

- EnviroIssues will send out a Doodle poll to identify the next meeting date during the week of February 11.
- Those with assignments to revise the COR strategy (see below) will submit their revisions to EnviroIssues by COB Friday, February 8.
  - David will draft a couple paragraphs on the need and how best to communicate with Tribes/First Nations. This will be added to the linkages section of the COR strategy.
  - John will draft a sentence to add to the linkages section discussing that the COR is committed to working with the Tribes/First Nations Committee to review the COR strategy and communications products.
  - John and Mary Mahaffy, NPLCC Science Coordinator, will revise the discussion that COR’s primary objective is sharing science and information for scientists and resource managers within the NPLCC.
  - EnviroIssues will develop a table that links communications objectives to specific communications tools.
  - John will draft a sentence that discusses the development of messages as a communications tool
- John and Mary will draft some overarching key messages for the NPLCC to share at the next COR meeting.
- John will develop a short position description for a communications coordinator that will be shared with the subcommittee.
- Chris will look into which British Columbia organizations the NPLCC should “like” on Facebook

Mike Tranel thanked everyone for participating and Angie adjourned the meeting.