

Appalachian LCC Communication Session



- **OVERVIEW OF WORK PLAN GOALS AND OBJECTIVES**
- **PROCESS OF DEVELOPING COMMUNICATIONS WORKING GROUP AND PRIORITIZING OBJECTIVES**
- **WORK OF THE GROUP TO DATE**
- **NEXT STEPS (WHAT COMMUNICATION TOOLS/PRODUCTS/METHODS SHOULD APPALACHIAN LCC FOCUS ON MOVING FORWARD)**



AppLCC Communication Goal

Major Efforts to
Include:

Engaging in meaningful
multi-party dialogue

Including both
traditional and non-
traditional partners

Engaging existing
groups already doing
valuable work

Communicate how
science helps inform
landscape conservation

Goal 3: Create an on-going facilitated process to promote engagement and dialogue across the Appalachian LCC region

FOCUS: Focus on development of a cooperative set of messages for the AppLCC Cooperative Members to utilize with their key constituents and linking those messages to a broader audience that includes the general public. Address the creation of a transparent, cooperative, and inclusive process within which all interested parties can participate in meaningful dialogue for creating new ways of delivering conservation

GENERAL PRINCIPLE: Our conservation dialogue is multi-dimensional, fosters cooperation, understanding and relies upon joint decision making for communication and utilization. It is important to demonstrate our work is not outside of society, but directly benefits the things that are important to society – jobs, outdoor recreation, quality of life, preservation of heritage, and a clean and healthy environment. We will improve understanding of how to effectively target and connect with identified audiences and communicate the importance and collective benefit of our work.

Communications Working Group

Communications Work Group formed to start to achieve objectives/tasks detailed in Work Plan

Chair and AppLCC Communication Staff Prioritized Tasks prior to forming group

Concluded many of the tasks centered on who are we talking to and what we are talking about





Work Group Progress

Developed Task of Identifying Large Audiences and Develop Messaging on value of LCC, what it can accomplish, opportunities it can provide for each audience

Held 2 Communication Calls with Communication Specialists/Coordinators from Federal/State/Regional Partnerships.

Brainstorming and work sessions to develop document on audiences and messaging

Grouped Audiences	Conservation Partners (Federal, State, NGOs, Regional Partnerships, Tribes)	Consumers and Users of Products (Delivering on-the-ground conservation)	Legislative Audience (National and Local Members and Staff)	Private Stakeholder (Private Landowners, Developers, Real Estate)	Local Community (Chamber of Commerce, Sportsman, Public)
Message Categories					
Value of AppLCC (the why) message					
What can AppLCC accomplish message					
Opportunities AppLCC can provide message					

Next Steps



• **FINISH THIS WORK – FINALIZE CONSISTENT MESSAGES THAT PARTNERS AND ISC MEMBERS USE WHEN TALKING ABOUT VALUE AND OPPORTUNITIES OF LCC TO VARIOUS AUDIENCES**

• **OTHER COMMUNICATION PROGRESS INCLUDE DEVELOPMENT OF WEB PORTAL AND UPDATED CONTENT, SUPPORT WORK FLOW/GROUPS ON SITE, NEWSLETTER, SUPPORT OF COMPANION WEBSITES, COMMUNICATE WITH NATIONAL LCC, CSC, PARTNERS**

• **FUTURE COMMUNICATION OBJECTIVES IN WORK PLAN INCLUDE:**

• **ANNUAL STAKEHOLDER MEETING**

• **TARGETED COMMUNICATIONS CAMPAIGN/BRAND AWARENESS**

• **DESIGN COMMUNICATION STRATEGY**

• **DEVELOP ON-LINE BROWN BAG PANEL DISCUSSION/ WEBINAR SERIES**

• **WHAT COMMUNICATION TOOLS/PRODUCTS/METHODS SHOULD APPALACHIAN LCC FOCUS ON MOVING FORWARD**