



Communications Framework

BACKGROUND:

In the face of land use pressures and widespread resource challenges such as climate change and urban growth, the North Atlantic Landscape Conservation Cooperative is a community of partners and partnerships dedicated to *conserving landscapes capable of sustaining natural and cultural resources and contributing to the well being of people*. Since its inception, the North Atlantic LCC has focused on developing and applying science to conservation planning, delivery and evaluation as part of a shared conservation framework in the Northeast region, as well as providing critical conservation planning capacity to its members. The LCC is now poised to make even greater strides toward informing and supporting conservation decisions and actions; leveraging resources and expertise of partner agencies and organizations in an era of budget uncertainty; and helping to further integrate and strengthen the nationwide network of 22 LCCs and broader conservation community in response to the conservation challenges of the 21st Century.

Effective communications and information sharing within the North Atlantic LCC and its respective agencies and organizations, as well as with external audiences (i.e. Congress, industry, local communities, media, etc.) is a critical part of conservation/science delivery. In particular, communications should emphasize real results and actions that demonstrate the value and utility of LCC products and activities and their specific contribution to inform and enable collaborative landscape-scale conservation. The goals, objectives and strategies outlined below are intended to provide a framework for LCC leadership, members and staff to focus communications on key priorities and collectively tell our story in the most effective ways possible.

COMMUNICATIONS GOAL:

Provide consistent, clear and comprehensive communications demonstrating the North Atlantic LCC's relevance and value to target audiences and key constituencies throughout the Northeast Region; transparency and accountability to partners, Congress and the American public; and capability to help meet the conservation challenges of the 21st century.

OBJECTIVES:

Target audiences will:

- Understand and support the North Atlantic LCC vision of landscapes that sustain our natural resources and cultural heritage maintained in a healthy state through active collaboration of conservation partners and partnerships in the North Atlantic region.
- Understand the demonstrated value and relevance of LCCs through concrete examples and stories of how LCCs develop common outcomes; share science needs and capabilities; create common landscape designs; and develop conservation tools to inform and enable conservation of sustainable landscapes.
- Access science information and tools to make conservation decisions and receive assistance from the LCC in testing and adopting existing science and tools;
- Access information and tools to identify and address foundational science needs for making better conservation decisions in the face of change;
- Participate in and support efforts to strengthen the bonds between agencies and organizations working together for conservation beyond individual borders and boundaries;
- Share information and stories on how the LCC is working with partners to integrate and apply science to inform and enable actions taken to increase the resiliency of natural systems and communities in response to Hurricane Sandy and other damaging storms.

TOPLINE MESSAGES (elevator speech:

The North Atlantic LCC collaboratively works to develop and apply scientific information and tools needed to prioritize and guide more effective conservation actions by partners toward common goals. This includes leveraging resources and expertise of partner agencies and organizations in an era of budget uncertainty and helping to further integrate and strengthen the nationwide network of 22 LCCs and broader conservation community.

Our work is rooted to a common regional conservation framework endorsed by the Northeast conservation community to address challenges like climate change, fragmentation, development and urbanization. The framework has guided science investments during the last three years that recognize and build upon completed and ongoing work by partners.

The LCC is compiling regionally consistent information, maps, tools and other products from these LCC projects along with NEAFWA (RCN) and other sources and is making this information available through an information management system for partners in the Northeast Region. This regionally consistent information can be used by partners inform and enable strategic conservation decisions and actions at multiple scales.

As a community of federal agencies, states, tribes, universities and private organizations, our ultimate goal is to achieve a larger landscape conservation vision no single jurisdiction or organization could achieve on its own.

Group Audiences	Conservation Partners (Federal and State Agencies, NGOs, Regional Partnerships, Tribes)	Consumers and Users of Products (Those delivering and funding on-the-ground conservation)	Legislative Audience (National and Local Members and Staff)	Private Stakeholders (Private Landowners, Developers, Real Estate, Industry)	Local Community (Chamber of Commerce, Sportsman, Public Planning Boards, Public at Large)
Message Theme	Resource Base	Coordination	Money	Planning & Implementing	Quality of Life
Desired Action/ Thinking to Develop for each Audience	Continued engagement with the North Atlantic LCC in terms of time, talent, and funding. Participation at meetings and workshops. Recognize return on investment.	Utilize landscape-level data and information for conservation planning, prioritization and delivery. Understand our research addresses vital conservation needs.	See value and fully support North Atlantic LCC through funding. Can identify benefits of the North Atlantic LCC via efficiency and cost-effectiveness	Engage with North Atlantic LCC and partners on science and management activities on private lands. Develop trust and good working relationship.	See the value of North Atlantic LCC science in achieving outcomes that enhance quality of life by developing sustainable landscapes.

<p>Message for Each Audience</p>	<p>A planning cooperative that promotes collaboration and increases funding and research capacity among partners to address the environmental threats that is beyond the ability of any one agency.</p>	<p>A trusted source of information that develops the tools, methods, and data resource managers and funders need to design and deliver landscape-scale conservation.</p>	<p>Leverages funding, staff, and resources from all partners to develop cost-effective science and conservation that benefits human communities and ecosystems.</p>	<p>Develops and implements conservation or sustainable uses of large connected areas that will enhance and sustain the ecological, economic, and historical value of the North Atlantic region.</p>	<p>Effective conservation provides health, economic, and recreational benefits by generating cleaner air and water, sustaining the benefits of nature, and enhancing outdoor opportunities.</p>
---	---	--	---	---	---