**North Atlantic LCC Communications – 2012 Milestones and 2013 Goals**

A critical component of the North Atlantic LCC’s mission and vision is to implement communications strategies, tools, and approaches to nurture and sustain the LCC partnership; attract new partners; support existing funding and seek new funds; improve internal and external relations; and raise awareness of LCC priorities targeted to specific audiences.

**2012 MILESTONES**

Developing NALCC website (<http://www.northatlanticlcc.org/>):

* Resource library – anyone can post to this site
* Collaborative workspace for groups
* Description of projects
* News and announcements page
* Training opportunities are available through our contractor on an as-needed basis (Rose Hessmiller)

**Webinars:** A practical means of communicating ways to translate science and information into forms that can help partners make conservation decisions. <http://www.northatlanticlcc.org/resources/webinar-and-video-library>

**Broadening Outreach:**

* Participating in innovative programs such as the Worldviews program at the American Museum of Natural History in NYC (NOAA, NASA, USFWS, NALCC), which demonstrated how large-scale changes, like changing climate and urban growth, have the potential for dramatic impact on life around the planet.
* Reaching out to regional and local planners and land trusts.
* Performing Congressional outreach on behalf of the national LCC network.
* Meeting regularly with the Natural Resources Committee of the United South and Eastern Tribes to update them on the activities of the LCC and seek their input on priority conservation science needs.

**Resources**

The U.S. Fish and Wildlife Service has committed to staffing a part-time communications coordinator position for the North Atlantic LCC. The communications coordinator is responsible for all materials and outreach to date regarding the North Atlantic LCC. FWS also will provide support from External Affairs staff to help design documents, perform Congressional outreach and support web development. The LCC also has a web designer on contract for further web development and training.

**2013 GOALS**

Improve understanding of the role of the North Atlantic LCC, what it has accomplished in the past few years and why the LCC is a useful and necessary part of the Northeast conservation community. Emphasize partnerships, specifically the partnership between NEAFWA, state wildlife grants and the RCN program. Specific areas of focus include:

* Develop and implement an actionable communications strategy that advances the North Atlantic LCC’s vision and mission and connects to the broader goals of the nationwide network of LCCs and Northeast Conservation Framework. Such a strategy should outline explicit goals and objectives; key target audiences; key messages (in sync with core messages developed to advance the nationwide LCC network and Northeast Conservation Framework); and specific tactics, products and actions to accomplish defined goals and objectives.
* Emphasize key messages that connect with various target audiences. Examples include:
  + To date, the North Atlantic LCC has funded over $2.2 M in needed science projects.
  + The North Atlantic LCC is science partnership in which the private, state, tribal and federal conservation community works together to address increasing land-use pressures and widespread resource threats.
  + There is no other forum that brings together ALL resource management partners to identify science and conservation management needs, share information and capacity and set common goals to collectively build the Northeast landscape.
* Develop a network of communications practitioners within the Northeast region to share ideas, expertise, technologies and communications capacity to achieve identified goals and objectives of the national LCC network and Northeast Conservation Framework.
* Develop a comprehensive Congressional outreach strategy working with the FWS Northeast Region Congressional Affairs Liaison and national Office of Congressional Affairs , state agencies and the Steering Committee member organizations. Such a strategy should provide information for each state’s involvement in the LCC, with a focus on members of appropriations and authorizing committees and key staff.
* Develop mechanisms for illustrating the value and utility of the North Atlantic LCC and nationwide network of LCCs through storytelling. This includes print, multimedia, social media and multiple venues.
* Develop internal communications strategies to strengthen support from within partner agencies and organizations.

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