

North Atlantic LCC Calendar Year 2012 Communications Strategy Outline

Background:

The North Atlantic is home to a wide and important variety of natural resources. It encompasses diverse coastal and inland ecosystems and habitat types, major river systems such as the Connecticut River, and a hugely diverse community of living resources including federally listed and candidate species such as the Atlantic salmon, Canadian lynx, and piping plover. Containing only 7% of the United States' landmass, almost 25% of the population resides in the Northeast – making the influences of people an integral part of the region's complex environment. As populations grow in a changing climate, stressors such as habitat loss are increasingly putting the North Atlantic's natural heritage at risk.

The North Atlantic landscape conservation cooperative (LCC) was formed in 2009 as a broad-based partnership to provide the science necessary to do strategic conservation of our natural resources across a geographic area that spans 13 states, two provinces, 18 federally recognized Tribes and the District of Columbia.

Vision: 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.

Mission Statement: The North Atlantic LCC provides a forum in which the private, state, tribal and federal conservation community works together to address increasing land use pressures and widespread resource threats and uncertainties amplified by a rapidly changing climate. The partners and partnerships in the cooperative address these regional threats and uncertainties by agreeing on common goals for land, water, fish, wildlife, plant and cultural resources and jointly developing the scientific information and tools needed to prioritize and guide more effective conservation actions by partners toward those goals.

Communications Goals:

Examples of communications goals include:

1. Develop effective communication products to enhance communications among partners and partnerships;
2. Develop and sustain the LCC partnership;
3. Attract new partners;
4. Support existing funding and seek new funds;
5. Improve internal and external relations; and
6. Raise awareness of LCC priorities targeted to specific audiences.

What are our communications goals?

Key Audiences: Communications efforts will target several broad and targeted audiences in an effort to meet the North Atlantic LCC's Communications Goals.

Who are our key audiences?

Key Messages

Key messages will be developed based on our communications goals and audiences.

Examples of key messages include:

1. To date, the North Atlantic LCC has funded over \$2.2 M in needed science projects.
2. 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 threat

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.

Action Plan

The action plan will be developed based on our communications goals.