

Collaborative Communication Strategy

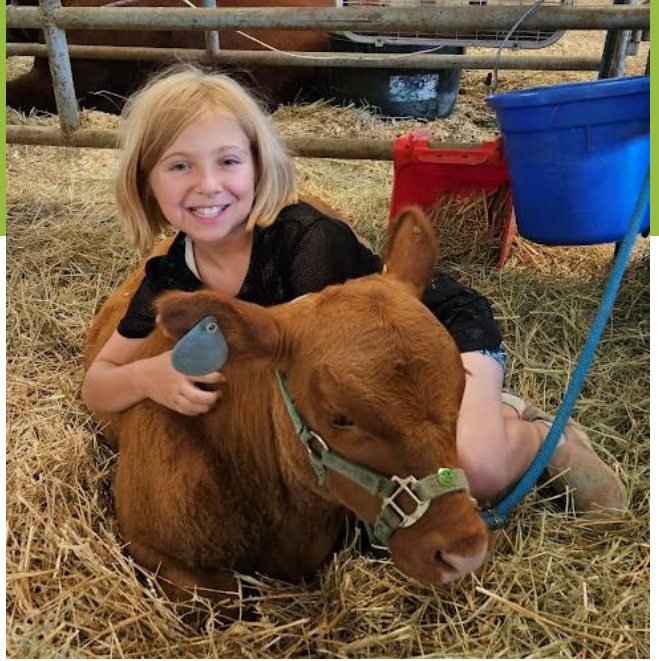
Julia Debes

Director of Agricultural Communications

Working Lands for Wildlife

July 27, 2023











All comms projects should connect back to one of these threats

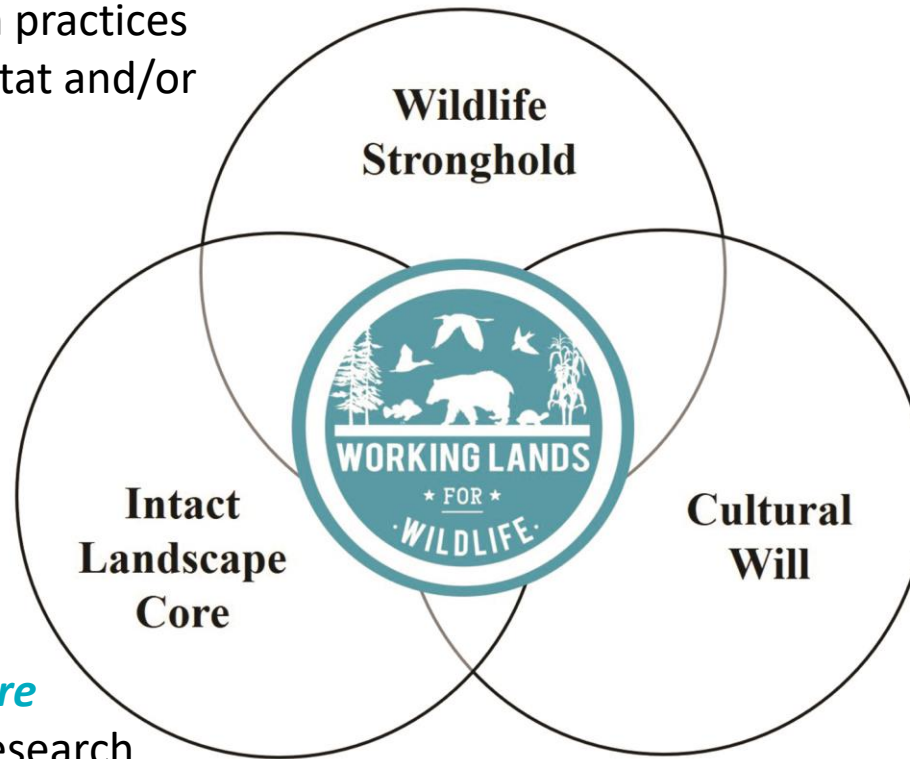
Figure 5: Photos clockwise from upper left: NRCS, John Carlson, Shawn Conner, Jeremy Maestas



Wildlife Stronghold

- WLFW provides co-produced scientific evidence for conservation practices that improve wildlife habitat and/or populations

All communications projects should connect back to one or more of these priority areas of work!



Intact Landscape Core

Defend the Core, Grow the Core

- Cutting-edge science and research guides conservation to target resources where returns are the highest

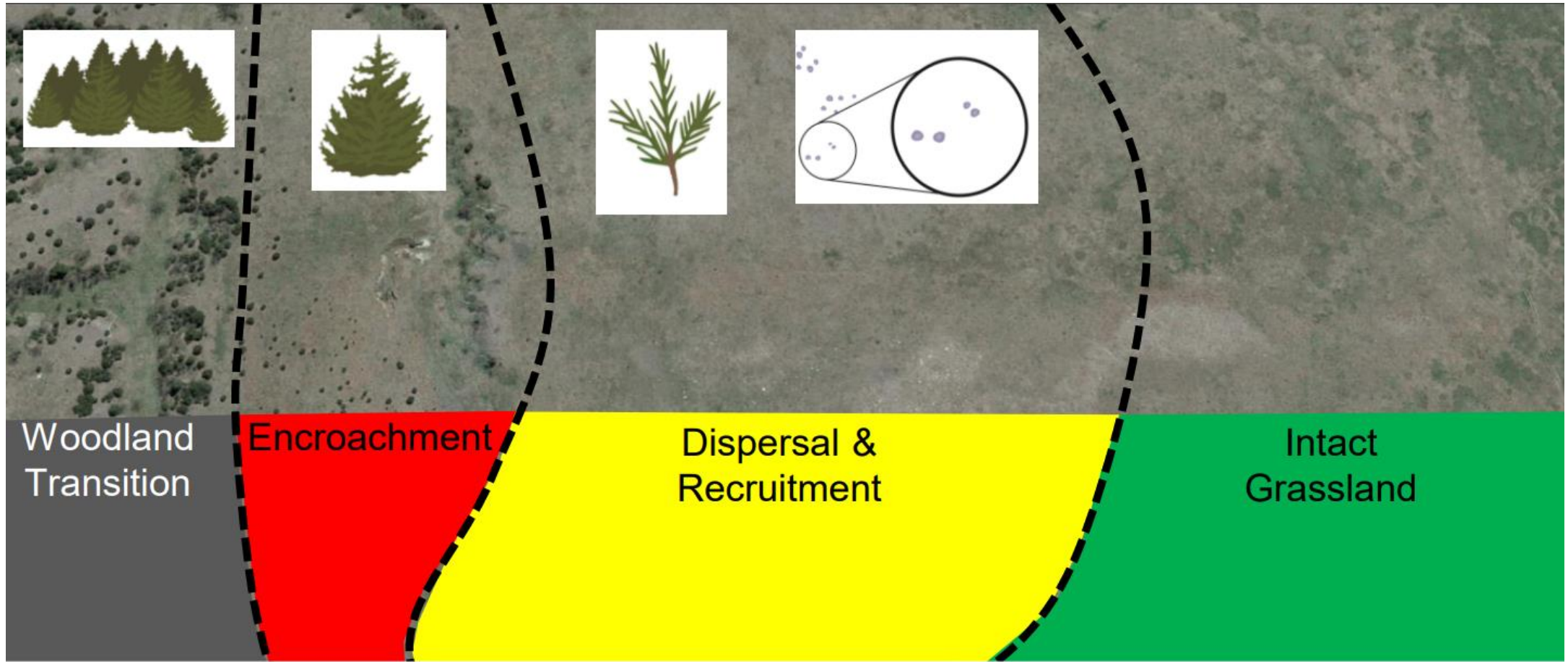
Cultural Will

Cooperation over Conflict

- WLFW increases the number of ranchers/landowners involved in NRCS Farm Bill programs
- WLFW increases buy in/support from communities
- WLFW increases awareness among decision makers and field staff
- WLFW leverages partner dollars to catalyze landscape-scale change and replicate success

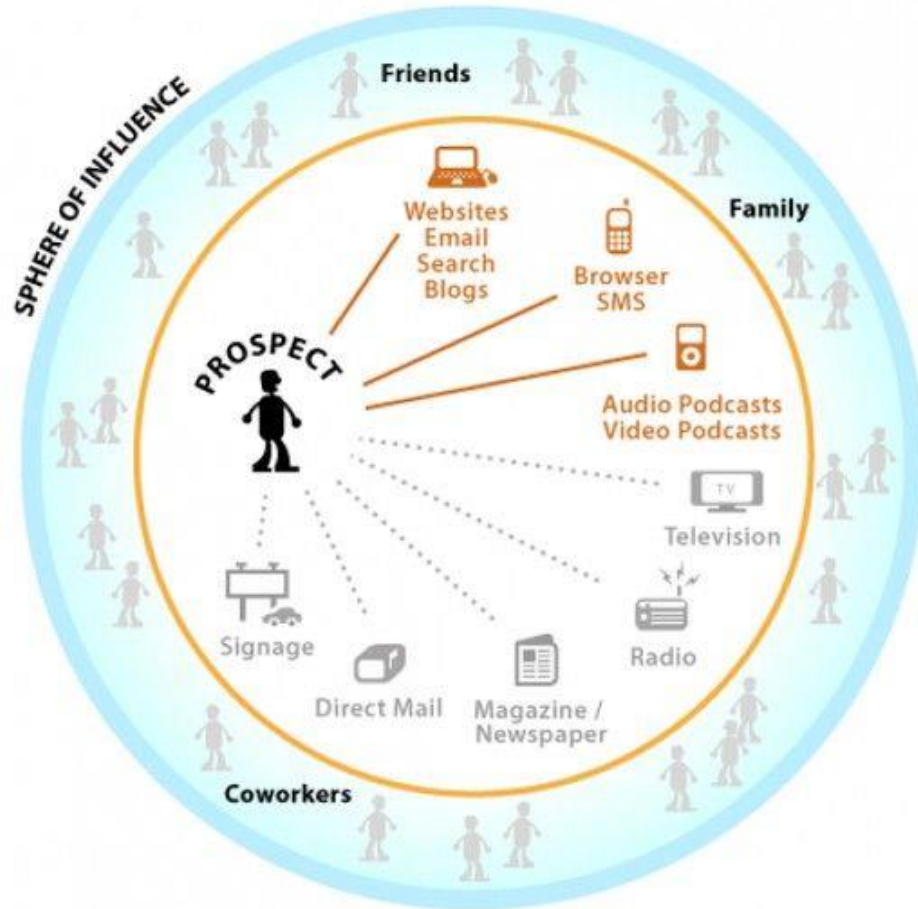


DEFEND THE CORE, GROW THE CORE

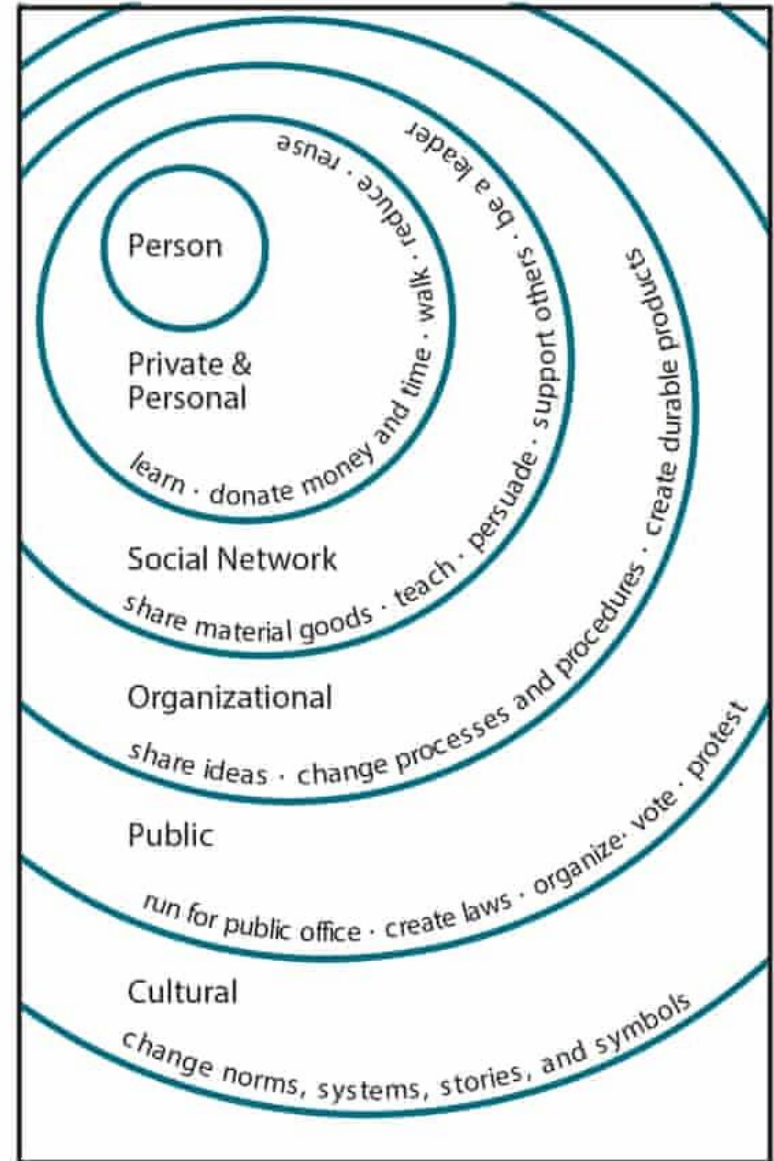


The Sphere of Influence

- Human Interactions
- - - Traditional Media
- New Media

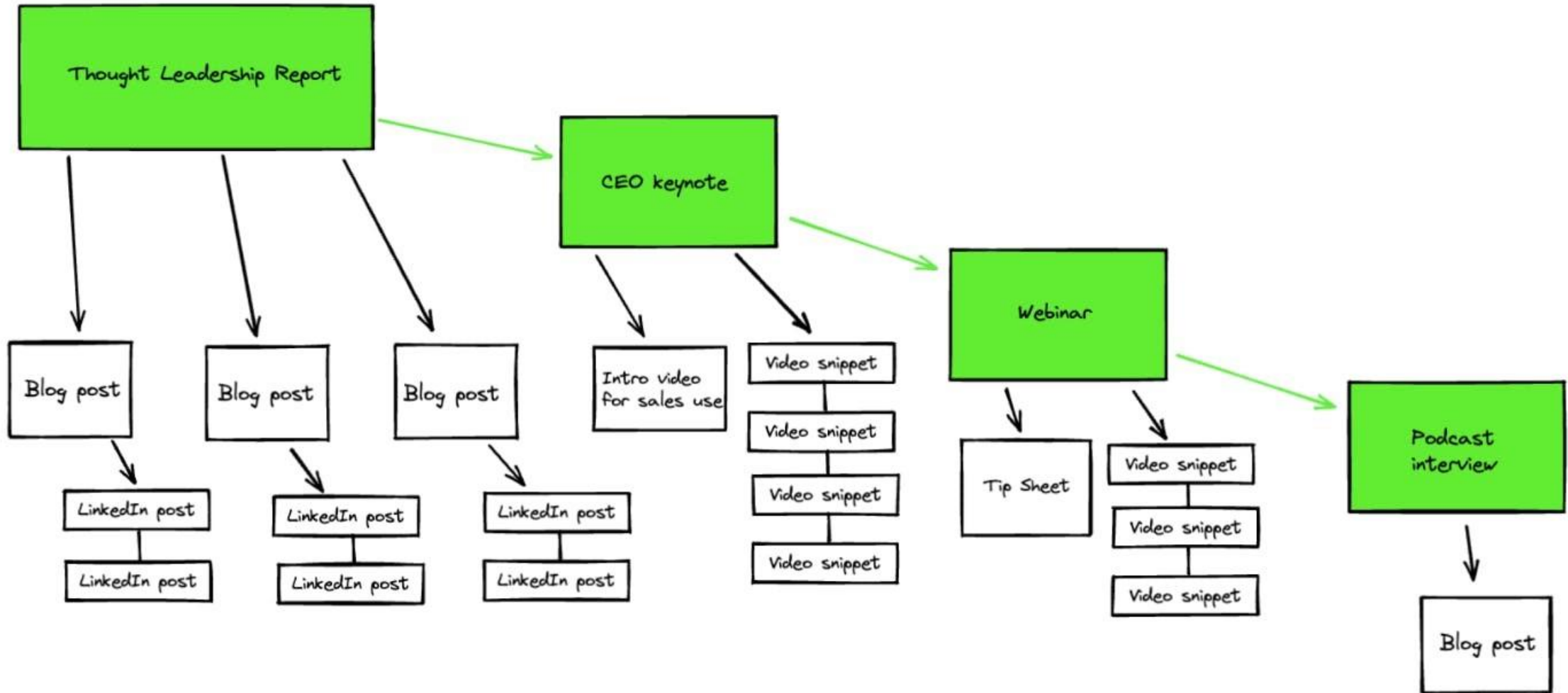


©2008 Elliance, Inc. | www.elliance.com



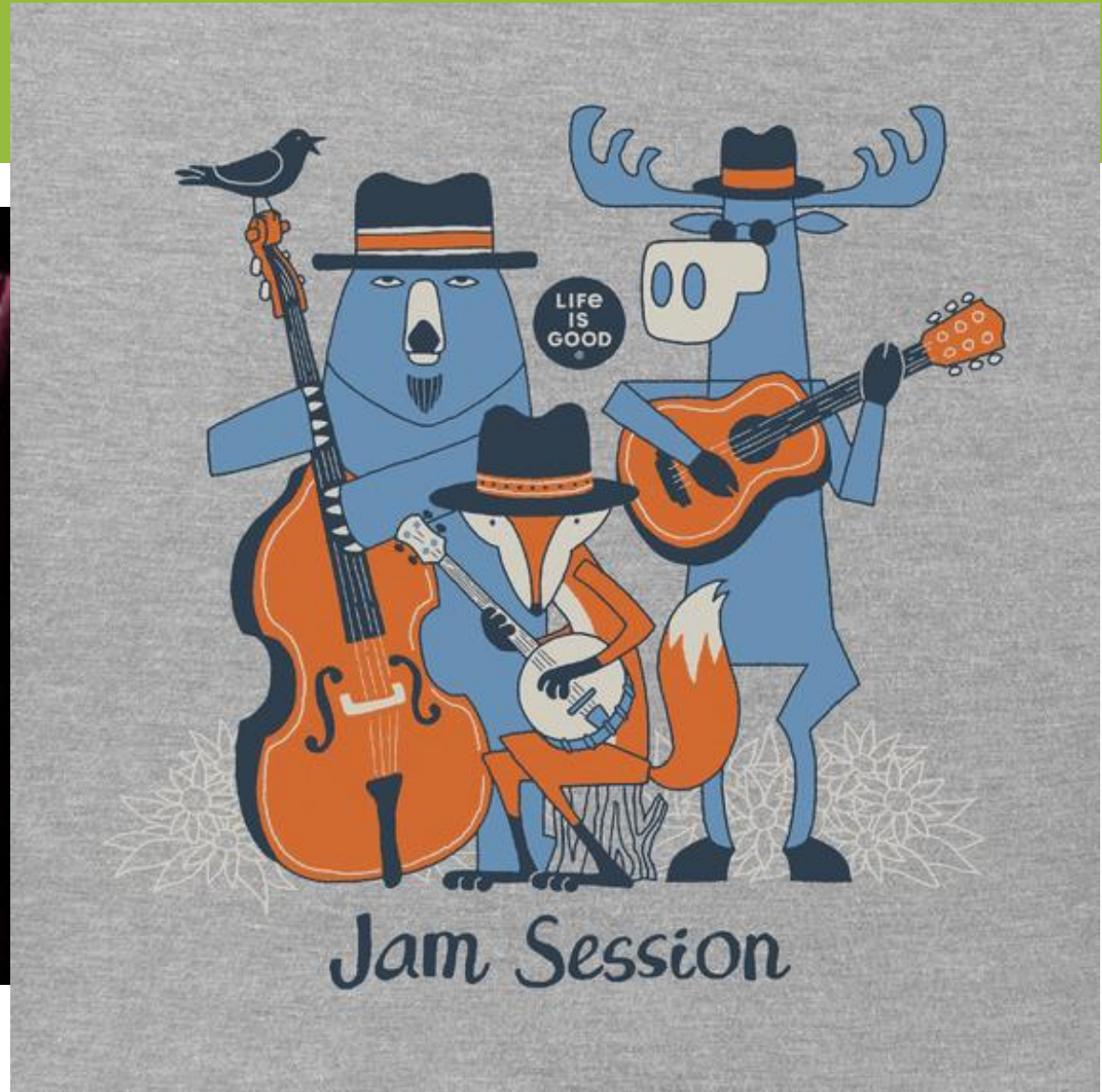
Repurposing Content

Recycling content





Cheesecake Factory menus.



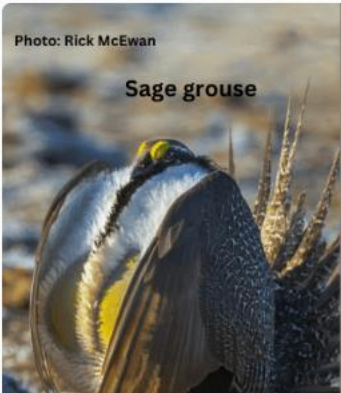
Jam Session

PUBLICATION ALERT

Where trees meet sage: Striking a balance between sage grouse and pinyon jay needs

Research from two papers helps managers balance conservation to benefit imperiled sagebrush and woodland birds species.

May 12, 2023



New research on conifer removal already avoiding but additional to optimize management species.

emma

Hello there, Working Lands for Wildlife.

The mailing, **Pinyon Jay Publication Alert**, was sent 24 hours ago, and we've summarized your results below. For all the details, [log in](#) to your Emma account.



Your Mailing Score

We've taken your email results (opens, clicks, shares, etc.) and rolled them into a single Mailing Score that shows how your email did on a 10-point scale. It's the best way to quickly gauge and compare the success of each email.

Delivery
100%
676 received
1 bounced

Opens
74%
94% Desktop
6% Mobile

Clicks
78%



ASK AN EXPERT

Protecting water preserves a lifescape, not just a landscape

Longtime practitioners, Carol Evans and Sherman Swanson, share lessons learned on how to conserve and improve essential riparian resources for ranchers and wildlife alike.

February 24, 2023

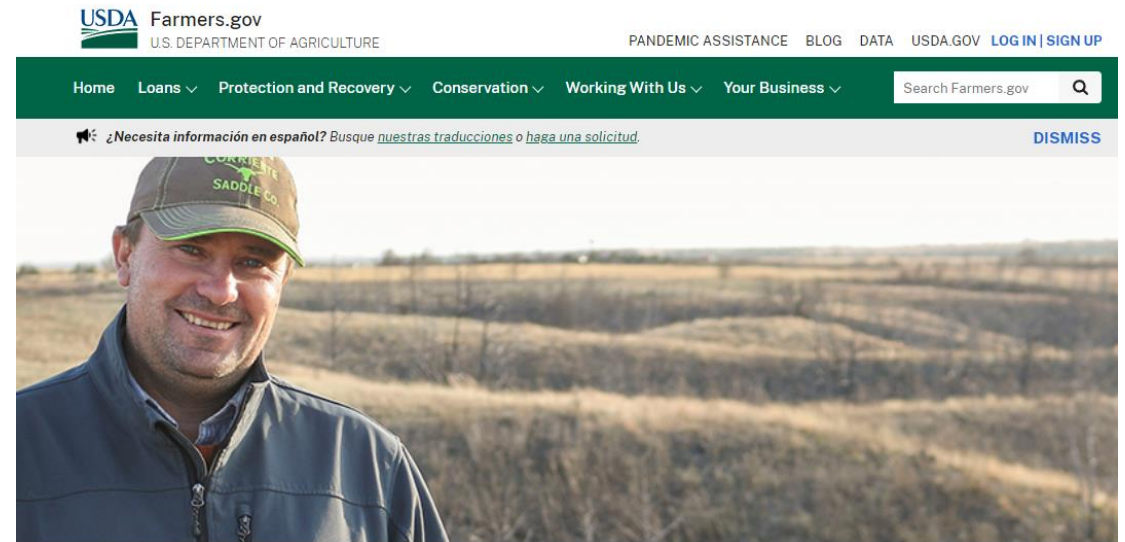
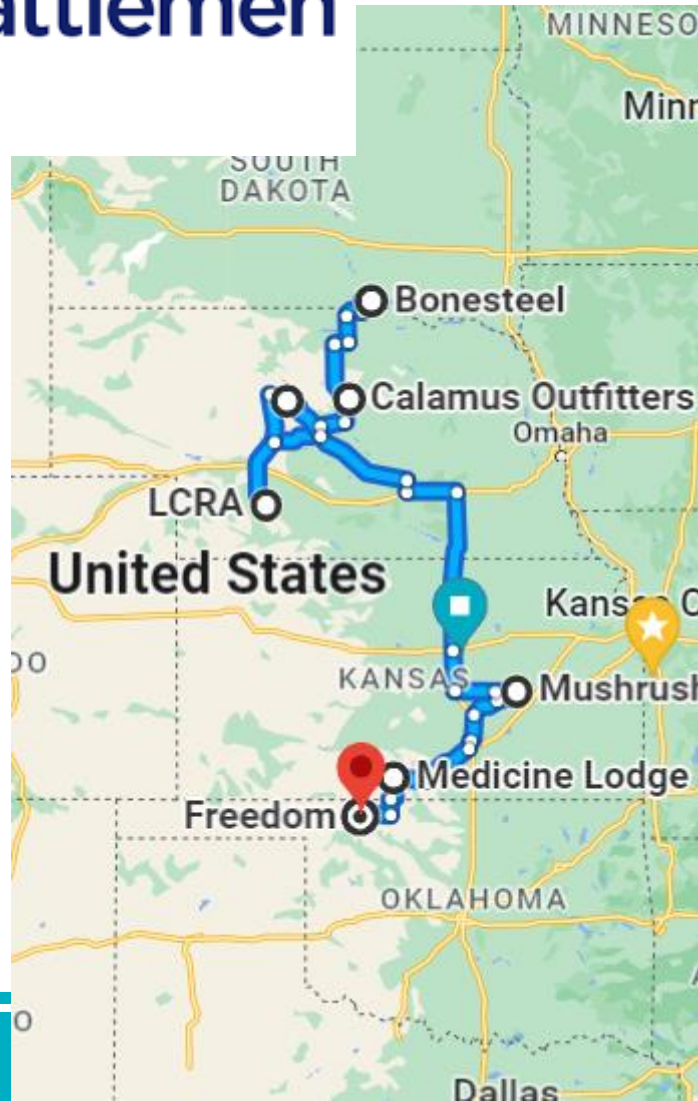
Whisky is for drinking and water is for fighting.

This old saying still rings true across the West where wildlife, livestock, and people depend on this resource. Better put – in sagebrush country, water is life, and collaboration is the key to preserving this critical critical resource.

Only two percent of the sagebrush biome's 175 million acres is considered "wet," and most of that is found on private lands. Much of the precipitation this region receives comes in the winter as snow. In spring, snow melts and feeds streams, springs, and wet meadows, creating emerald isles in the sagebrush sea where people, livestock, and wildlife concentrate. Restoring and conserving these limited resources is a major part of [Working Lands for Wildlife's efforts](#) in the West. Properly managing riparian grazing is a critically important tool in these efforts.

We sat down with two experts in this field to learn about riparian ecosystems, managed riparian grazing, and why managing riparian grazing produces better outcomes for people and wildlife.





Nebraska Ranchers Use Fire to Reclaim Grazing Lands





JULIA DEBES

Director of Agricultural Communications

Working Lands for Wildlife

620-786-0369

juliadebes@gmail.com



We Can Do It!



J. Howard Miller

POST FEB. 15 TO FEB. 28



WAR PRODUCTION CO-ORDINATING COMMITTEE