

North Atlantic LCC Communications Update for Steering Committee, Fall 2015

Progress since Spring 2015:

- I. **Spreading the word** about LCC and partner activities by telling and placing stories that focus on people and actions through a variety of media outlets, targeting different audiences.
- II. **Supporting outreach efforts** for LCC and partner activities by developing web content to showcase and provide access to products, and developing communications materials and strategies to reach target audiences.

I. Spreading the word through media

Snapshot of media

- Hurricane Sandy 3rd Anniversary website:
 - North Atlantic Aquatic Connectivity Collaborative and Saltmarsh Habitat and Avian Research Program to be highlighted among other success stories on the DOI/Hurricane Sandy website
- US Fish & Wildlife Service News:
 - Connecticut River Watershed Landscape Conservation Design Pilot to be featured in series on Strategic Habitat Conservation
- US FWS Northeast Region blog:
 - Riparian Restoration Decision Support Tool, Chesapeake Bay Brook Trout Assessment and Decision Support Tool, and Forecasting Changes in Aquatic Systems and Resilience of Brook Trout featured in “Everything’s coming up brook trout, and not a moment too soon”
 - North Atlantic LCC contributions to Northeast Climate Science Center report on integrating climate science into SWAPS featured in “Connecting climate science with state resource planning”
 - North Atlantic Aquatic Connectivity Collaborative featured in “Connecting partners to reconnect streams in the Northeast”
- North Atlantic LCC newsletters and website
 - More than two dozen feature stories, events, and news alert

Highlights

- ★ Brook trout science coverage
 - Feature in *The Baltimore Sun* highlighted partnership to restore brook trout habitat in Chesapeake Bay watershed

- Feature in *Conserving the Nature of the Northeast* one of the top performing blog posts to date in 2015, based on the number of times the story was viewed - 344, compared to an average of 100, and was reposted on the LCC Network website
- ★ Aquatic connectivity coverage
 - Associated Press story appeared in 70 news outlets nationwide, including the New York Times, Washington Post, ABC News, and New England Public Radio.

II. Supporting outreach efforts

Snapshot of outreach

- North Atlantic LCC on the road
 - Targeted communications materials and presentations for more than 10 visits to state agencies, US FWS field offices, and partners
- North Atlantic LCC website
 - Regional Conservation Opportunity Areas page to provide overview of the project
- North Atlantic LCC on the road
 - Targeted communications materials and presentations for more than 10 visits to state agencies, US FWS field offices, and partners
 - North Atlantic LCC Products page to provide user-friendly search interface for science and tools
- North Atlantic LCC Science Seminar series
 - Developing monthly “Science from the Source” series to provide PI-led orientation to science and tools in a standard format
- Connect the Connecticut
 - Communications strategy and products for Connecticut River Watershed Landscape Conservation Design:
 - Website
 - Fact sheet
 - Talking points
 - User’s guide
- Coordination with partners on publicity
 - UMass Amherst - Launch of North Atlantic Aquatic Connectivity Collaborative
 - The Nature Conservancy – Northeast Terrestrial Habitat Map Viewer