

Public Relations efforts for Wildlife Action Plan Revision

Compiled by CrossCurrent Communications



Messaging and Branding

Conducted numerous meetings with the Steering Committee and Core Planning Committee to develop WAP Revision language that would be engaging and informative. Conducted an internal survey with participants to identify key audiences and preferred title and taglines.

Social Media

Provided updated content for the NHFG Wildlife Action Plan website to share information and encourage broad participation.

Developed a graphic header for stakeholder groups to send out email-newsletter to constituents.



Provided photographs and suggested posts on social media (Facebook) for NHFG and other organizations to build visibility for the WAP revision process and report on progress.

Media Outreach

Sent out targeted press releases to local media to inform interested citizens about the input sessions where enrollment needed boosting

Sent out statewide news release to every media outlet in NH encouraging broad public participation in the online survey for the WAP revision. The news release also detailed successes and challenges for wildlife and habitat in NH.

Conducted personal outreach and follow-up to a dozen outlets and individual reporters and editors in an effort to get story placement.

Appendix M – Public Relations

Received widespread media results, including six television broadcast stories, three news radio mentions, an Associated Press story that was widely picked up, and dozens of print and online media stories.

John Kanter, Nongame Program Coordinator, was interviewed on WMUR and NH1 television stations.

Media coverage of the NH Wildlife Action Plan as of 6/9/15

6/9/15 Landscape America – New Hampshire Wildlife Action Plan

<http://www.landscape.org/new-hampshire/priorities/>

5/17/15 WMUR -TV Channel 9 - WMUR Escape Outside

<http://www.wmur.com/escape-outside/list-of-endangered-species-in-the-state-increases-over-the-past-decade/33041274>

5/16/15 NH Public Radio

<http://nhpr.org/post/habitat-efforts-working-new-england-cottontail>

5/16/15 Foster's Daily Democrat Newspaper

<http://www.fosters.com/article/20150516/SPORTS/150519431/14386>

5/16/15 Nashua Telegraph

<http://www.nashuatelegraph.com/news/statenewengland/1063835-469/nh-online-survey-seeks-help-setting-wildlife.html>

5/15/15 WCAX - Channel 3 News

<http://www.wcax.com/story/29074084/public-input-sought-on-nh-10-year-wildlife-action-plan>

5/15/15 Greenfield Daily Reporter

<http://www.greenfieldreporter.com/view/story/5be8cf8e381c40d4b647846200c452c5/NH--Wildlife-Action-Plan>

5/15/15 Concord Monitor

<http://www.concordmonitor.com/news/nation/world/16916096-95/public-input-sought-on-10-year-wildlife-action-plan>

5/15/15 Portsmouth Herald

<http://www.seacoastonline.com/article/20150515/NEWS/150519335/101141/NEWS>

5/14/15 WMUR on-air news story and website

<http://www.wmur.com/news/fish-and-game-launching-online-wildlife-survey/33033390>

5/11/15 NH Public Radio – The Exchange

<http://nhpr.org/post/fish-and-games-glenn-normandeu>

Appendix M – Public Relations

5/04/15 WMUR Escape Outside

<http://www.wmur.com/escape-outside/wildlife-action-plan-hearings-this-week/32705656>

5/2/15 The Keene Sentinel

http://www.sentinelsource.com/news/local/keene-session-will-focus-on-updating-the-nh-wildlife-action/article_ca150311-7059-5031-bf1f-35038be21d38.html

NH News 1 - WBIN TV On-air news feature story and website

<http://www.nh1.com/videos/public-input-sought-on-10-year-wildlife-action-plan/>

4/24/14 NH News 1 – WBIN TV

<http://www.nh1.com/news/nh1-top-5-n-h-mammals-that-are-considered-threatened-or-endangered/>

4/14/15 The Stewardship Network New England

<http://newengland.stewardshipnetwork.org/announcements/weigh-nh-wildlife-action-plan>

4/10/15 The Outdoor Wire

<http://www.theoutdoorwire.com/story/1428634756x8y24ewc48q>

NH Associated Press pick-up

Greenwich Time, Connecticut

mySanAntonio.com (blog), Texas

Fairfield Citizen, Connecticut - May 15, 2015

Beaumont Enterprise, Texas - May 15, 2015

The Republic - May 15, 2015

Daily Journal - May 15, 2015

seattlepi.com, Washington - May 15, 2015

San Francisco Chronicle, California - May 15, 2015

Other

Fall 2014 Newsletter Taking Action for Wildlife

<http://takingactionforwildlife.org/Articles/nh-wildlife-action-plan-under-revision>

May 2015 Newsletter NH Association of Conservation Commissions

<http://www.nhacc.org/news/>

May 2015 Newsletter Upstate NH

<http://www.upstatenh.com/LocalNews/NHFG-Solicts-Comments-For-Updated-Wildlife-Action-Plan.html>

April 2015 Events listing

NH Association of Natural Resource Scientists NH Wildlife Action Plan Input Sessions – NHANRS