

AMJV Communication & Engagement Strategy 2017-21

This Communication and Outreach Strategy is designed to promote, coordinate and deliver bird habitat conservation with natural resource partners as well as key targeted audiences. This strategy will guide AMJV's efforts in implementing innovative and targeted communication campaigns and engagement activities over the next five years, supporting the goals and objectives laid out in the AMJV Operational Plan. It will focus and advance efforts to build public and private partnerships to ensure the long-term sustainability of native bird populations that breed in the Appalachian Mountains.

Major Priorities from AMJV 3-Year Operational Plan (2015-2018)

- Priority 1: Focal Landscapes Initiative
- Priority 2: Improve Structure, Coordination, and Communication within AMJV Technical Committee
- Priority 3: Habitat Conservation and Delivery
 - Priority 3(a): Mature Forest Habitats
 - Priority 3(b): Young forest/Early Successional Habitat (ESH) for Golden-winged Warbler,
 - Priority 3(c): High Elevation Forests
 - Priority 3(d): Appalachian Forest Birds Communication Strategy
- Priority 4: Increase investment and involvement in wintering ground and migratory stopover conservation work for AMJV priority species.
- Priority 5: AMJV Organizational Performance

AMJV Communication & Engagement Survey: Needs

During the fall of 2016, AMJV staff sought input from our Management Board and Technical Committee members on the partnership's communications and engagement with key audiences on bird conservation issues, accomplishments, and ongoing activities in the region. Besides evaluating whether communication products were beneficial and engagement activities successful, staff wanted to know where the AMJV should focus future direction and efforts to achieve goals for the partnership.

Moving Forward: Audiences

- Industry – Energy, Forestry, Associations
- Private Landowners
- Land Trusts
- Planning Bodies

Moving Forward: Themes

- Messaging to Engage Industry (Energy, Forest)
- Need for Dynamic Forests
- Targeted Communications within Focal Landscapes
- Messaging to Engage Local/Regional Planning Bodies

Moving Forward: New Products and Improvements

- Joint Products with Partners/Regional Partnerships
- Updated Website
- Compelling & Short Informational Videos

Moving Forward: New Engagement Activities

- Greater Presence at Regional Meetings (e.g. NEAFWA/SEAFWA)
- Targeted and Strategic Webinar Series on AMJV Top Priorities
- Engage Social Science and Incorporate
- Support Partners who Lack Communication Expertise

Addressing Priorities and Needs

AMJV Priority 1: Focal Landscapes Initiative

Communication Need: Diverse forest messaging, 1-page fact sheet highlighting goals of the focal landscapes initiative and role of partners, Targeted communication within focal landscape, Messaging to engage industry and planning bodies.

Addressing Priority/Communication Need:

- Continue to promote Managing Forests for Birds' video series
- Continue to highlight private landowners enrolled in RCPP with NRCS via USDA Habitat Heroes blog
- Develop focal landscapes initiative communication strategy, with focus on engaging local bird groups.
- Update website with diverse forests/focal landscape/private landowners content and resources
- Work with AMJV energy work group to develop outline on how to engage energy industry and identify appropriate messaging
- Inventory existing messages from partners as well as best engagement strategies for planning bodies.

AMJV Priority 2: Improve Coordination/Communication within Technical Committee

Communication Needs: Engage social science and incorporate information; Targeted and strategic webinar series on AMJV top priorities

Addressing Priority/Communication Need:

- Continue Technical Committee digest
- Continue Northern Regional Tech Committee Meeting along with annual Tech Committee Meeting
- Continue momentum within AMJV Working Groups - energy, monitoring, international
- Continue AMJV energy webinar series
- Work with National Social Science Coordinator to develop directory of social science professionals within the AMJV, create bird-specific social science resources, help JVs better connect with audiences, conducting HD needs assessment across JVs, and work with JVs to update implementation plans to incorporate social science.

AMJV Priority 3: Habitat Conservation Delivery for Mature Forests, Young Forests, High-Elevation Forests

Communication Needs: Need for diverse forest messaging – tie into health, ecosystem services, messaging that will resonate with public.

Addressing Priority/Communication Need:

- Continue coordination/communication /engagement surrounding RCPP Cerulean Warbler Project
- Continue coordination/communication /engagement surrounding WLFW Golden-winged Warbler initiative
- Work with AMJV partners to identify opportunities for collaborative messaging and communications products that highlight the importance of diverse forests.
- Continue organizing workshops with partners, foresters, private landowners on BMPs for priority species
- Continue promotion/awareness of Managing Forests for Birds video series
- Greater involvement with CASRI and SASRI, provide additional capacity

AMJV Priority 4: Increase Investment and Involvement in Wintering Ground and Migratory Stopover Conservation

Addressing Priority:

- Finalize and distribute wintering grounds/international white paper
- Continue involvement with International Wood Thrush Conservation Alliance
- Continue plugging into established partnerships (NABCI, PIF), regular communication with international partners
- As focal landscapes develop, link those geographies with wintering ground geographies when those linkages are known

AMJV Priority 5: Organizational Performance

Communication Need: Greater Presence at Regional Meetings

Addressing Priority:

- Get AMJV-relevant topics on agendas of regional meetings where appropriate - solicit help of partners, especially Board member organizations.

Additional Communication/Outreach Activities to Continue:

- Annual highlights
- Capitol hill visit
- Quarterly newsletter and bi-yearly digest
- Updating website and social media – for social media focus on short, compelling 30 second videos
- Involvement in national plans/partnerships – NABCI, PIF, JV CEOT