

North Atlantic LCC Steering Committee Communications Update - April 2015

Since our meeting in October 2014, we have focused our communication efforts on:

1. Getting the word out about LCC and partner activities by telling stories focused on people and actions and distributing through a variety of media outlets
2. Providing communications support for LCC and partner activities by developing web content to share and showcase work, and developing communications materials and strategies to reach target audiences

Highlights

Getting the word out -

- US Fish and Wildlife Service “Conserving Amphibians” feature
 - Three NALCC-funded projects - North Atlantic Vernal Pool Data Cooperative, Priority Amphibian and Reptile Conservation Areas, and Climate Change and Contaminants Study – to be highlighted in “Conserving Amphibians: What the amphibians are telling us and why we should listen?” (forthcoming)
- US FWS Northeast Region blog
 - Connecticut River Watershed Pilot highlighted in [“Speaking for the turkey”](#)
 - Science Delivery demonstration project highlighted in [“Mapping the future of conservation”](#)
- DOI U.S. Climate Resilience Toolkit Taking Action case study
 - Science Delivery demonstration project highlighted in [“Hot-Cold Map Provides Blueprint for Protecting Ecosystems”](#)
- Northeast Climate Science Center website
 - Designing Sustainable Landscapes project and Connecticut River Watershed Pilot highlighted in [“Designing Sustainable Landscapes in Partnership with Stakeholders”](#)
- North Atlantic LCC Winter 2015 newsletter: More than 20 features and events
- North Atlantic LCC 2014 Annual Report: Six narrative case studies
- North Atlantic LCC website: More than 30 news stories and events

The North Atlantic LCC has been recognized among the Top Five contributors of stories to the LCC Network national website.

Providing communications support -

North Atlantic LCC website

- Development of Science Delivery webpage to highlight grantees
- Development of Products webpage to enable searching products by user-oriented categories

North Atlantic LCC Science Seminars

- Webinar: "[Forecasting the effects of sea-level rise on nesting habitat of the federally threatened Piping Plover \(Charadrius melodus\)](#)"

Connecticut River Watershed Landscape Conservation Design Pilot

- Communications Strategy
- Presentation on the Communications Strategy at Northeast Association of Fish and Wildlife Agencies Conference
- Development of fact sheet [Handout 14]

Climate Change and Contaminants Study

- Newsletter story
- Development of [fact sheet](#)
- Webinar (upcoming on 5/18/2015)
- Pitch to media

iPlover

- Communications strategy
- Webinar (2/17/2015)
- Pitch to media

Workshop and conference support and coverage

- Hurricane Sandy Tidal Marsh Resilience Workshop, Hadley, MA (12/8/14 - 12/9/14)
- Regional Conservation Partnerships Workshop, Woodstock, VT (4/10/15)
- Northeast Association of Fish and Wildlife Agencies, Newport, RI (4/21/15 - 4/22/15)