

# Outreach and Communications

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# Overview

- Context
- Audiences
- Messaging
- Controversy



Photo Credit: Curran White

# Why Is Communication and Outreach a Topic?

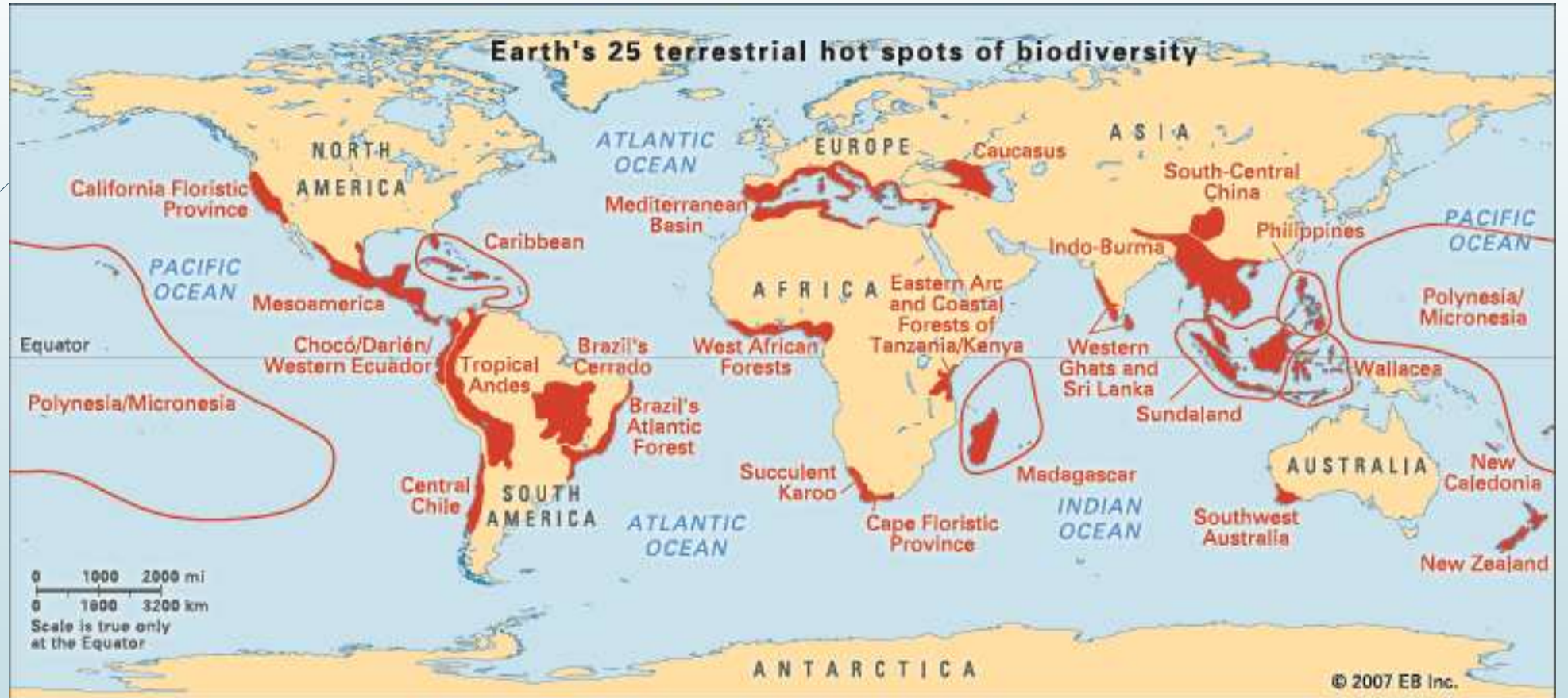
- Public interest
- Public concerns
- Fundraising
- Accountability
- Policy Decisions
- Advocacy



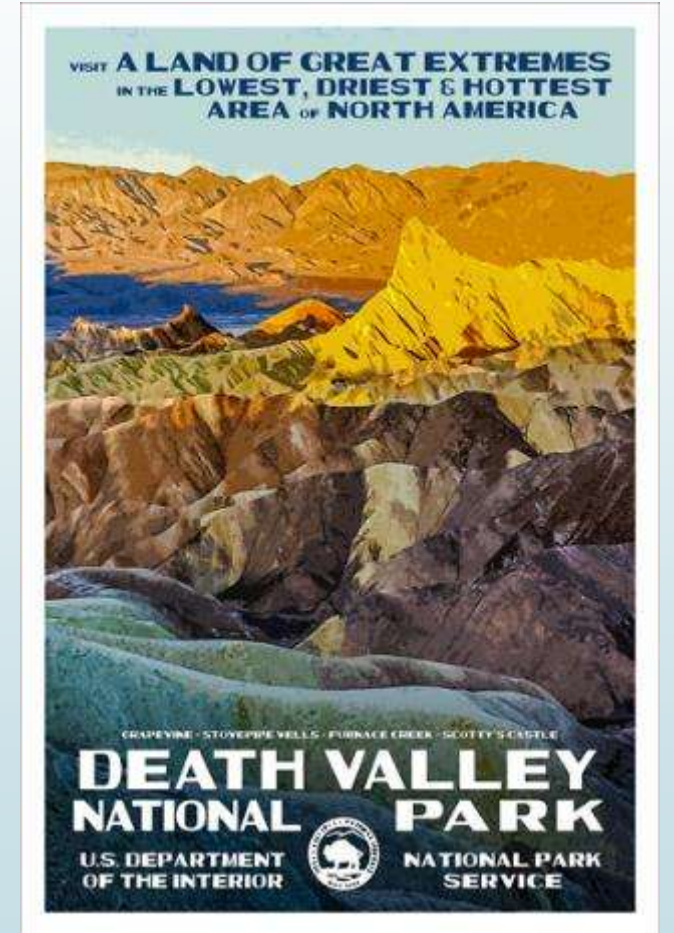
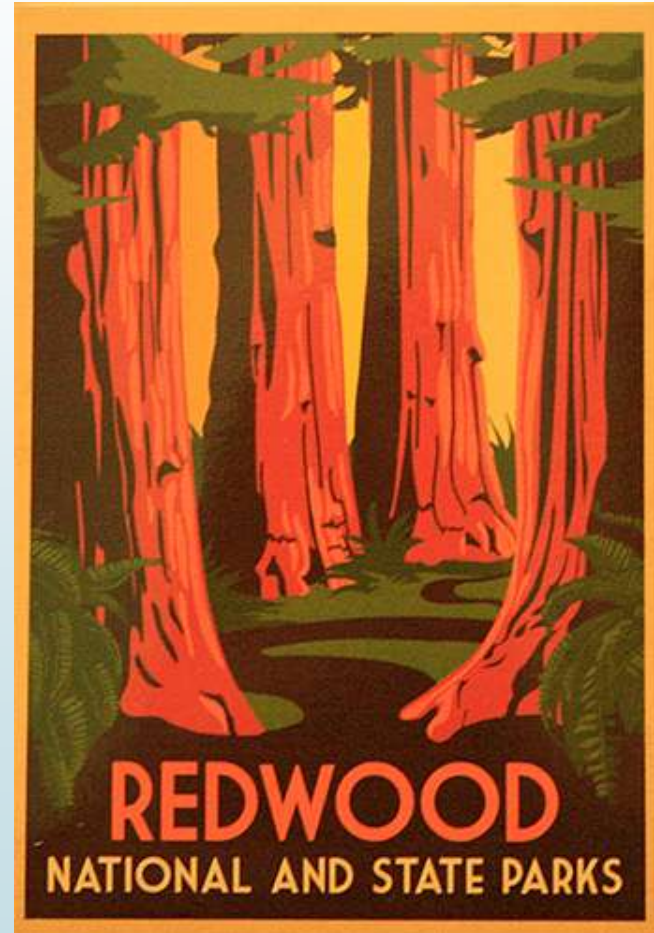
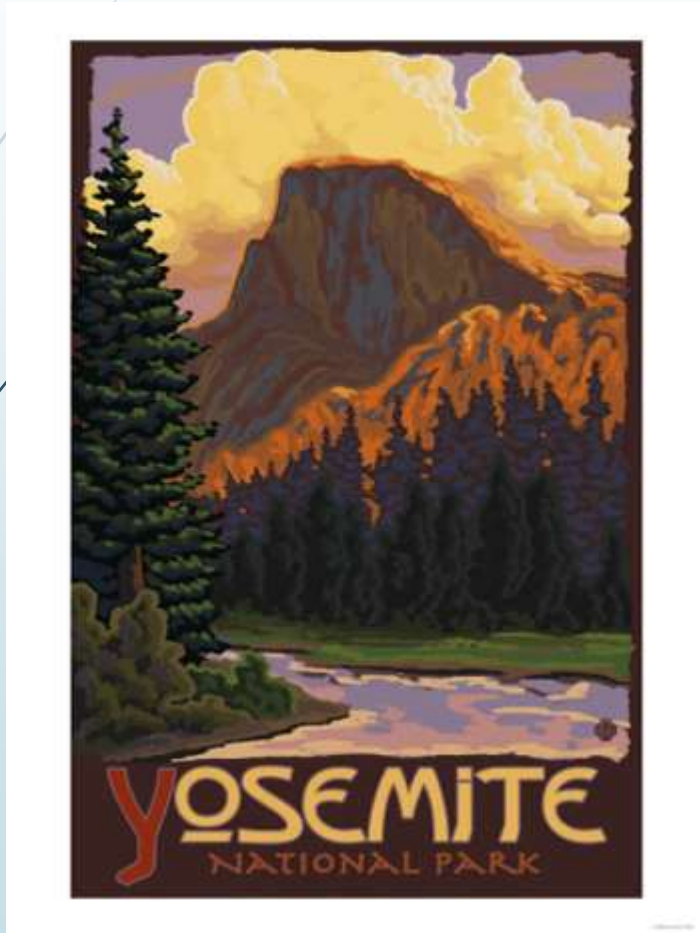
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# Big Picture: Biodiversity and Conservation



# Big Picture: History of Conservation





# Big Picture: Human Uses





# Audiences to Consider

- Park Visitors
- Policy Makers
- General Public
- Funders
- Consumers
- Stakeholders



Curran White

# Park Visitors: What Do They See?





# Park Visitors: Communication Methods

## ➤ Kiosks and Signage

- Use your infrastructure!

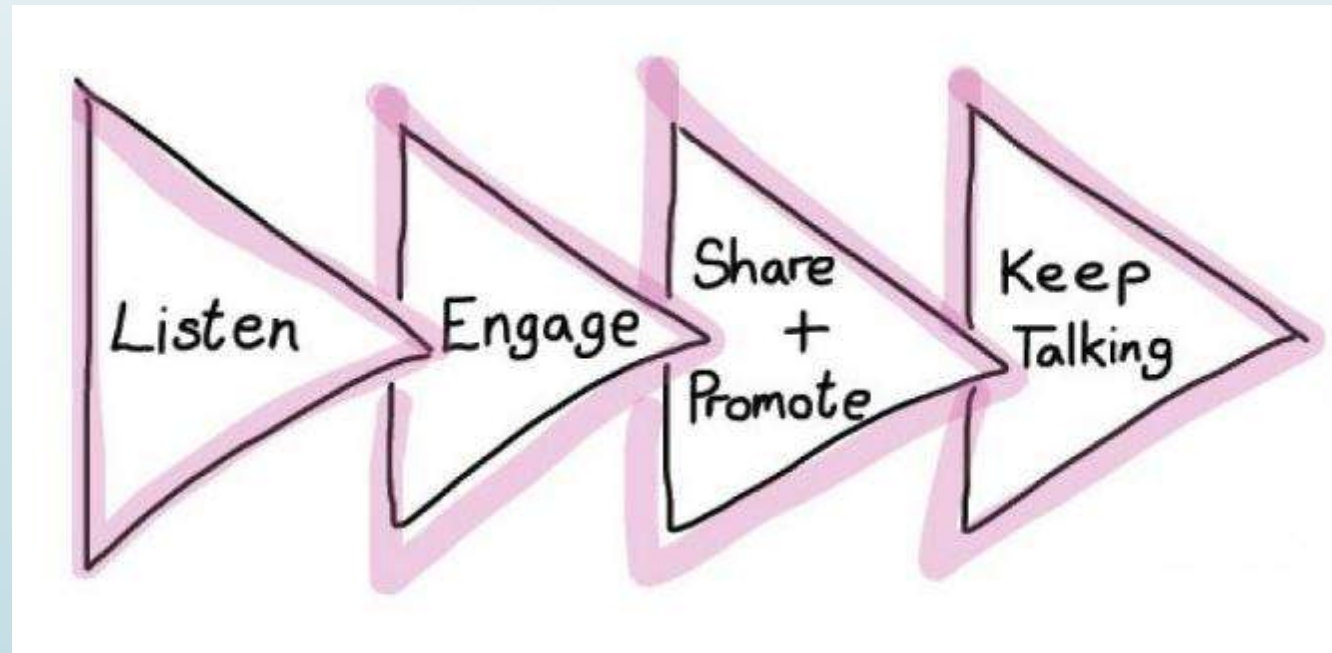
## ➤ Worker Interactions

- Designate a public information lead
- Brief public information staff
- Brief contractors on talking points
  - Or provide public information staff



# Training Staff to Communicate with Park Visitors

- Set a training schedule for communication
- Provide Best Practices reference documents
- Provide pocket-sized handouts





# Park Visitors: Know Your Regional Flash Points

- Tree removal?
- Herbicide use?
- Recreational access?
- Wildlife management?



## Policy Makers: What Do They See?

# CONSERVATION





# Policy Makers: Communication Methods

- **Presentations**

- **Direct outreach**

- Who do you need?

- Who will support your work?

- **Site visits**

- Take the time to host policy makers on your land

# Policy Makers: Communication Methods

- Third party materials
  - Cal IPC, Plant Right, articles written for lay audiences
  - Know when to deploy your advocates
    - Talking points
- **Come with solutions!**
  - More than any other group, policy makers need solutions.





# Funders, Consumers and Stakeholders

- Research your audience
- Tailor messages
- Focus Groups



# General Public: What Might They See?

**SCIENCE** ANIMALS

## Popular Pesticide Hurts Wild Bees, Study Finds

Eliza Gray @elizalgray |

April 23, 2015



**New research could lead to pesticide bans in the U.S. and Europe**

A common pesticide is hurting wild bees, while sparing their honeybee cousins, a new study



Marian Murat—picture-alliance/dpa/AP



# Messaging to the General Public

- Health Analogy
- Highlight successes
  - Volunteer hours, acres replanted, shiny metrics
- Frame your work
  - biodiversity, access, quality products, natural history, etc



# Messaging to the General Public

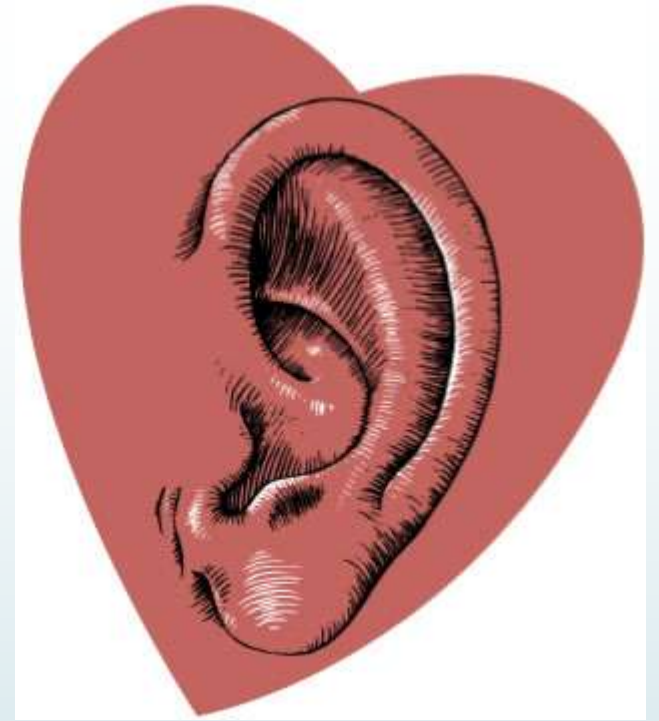
- Use accessible terms
- Translate materials
- Reconsider imprecise or loaded terms
  - “Citizen” science
  - Emphasize **behavior** (invasive) over identity (bad plant, non-native, exotic, alien, etc)
  - Native and non-native

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# Sharing Your Work

- Expect a positive interaction
- Listen patiently
- Find common ground
  - Wow, isn't it a beautiful day out here?
- Ground responses in the big picture
- Answer the questions you can. Know when to pass.



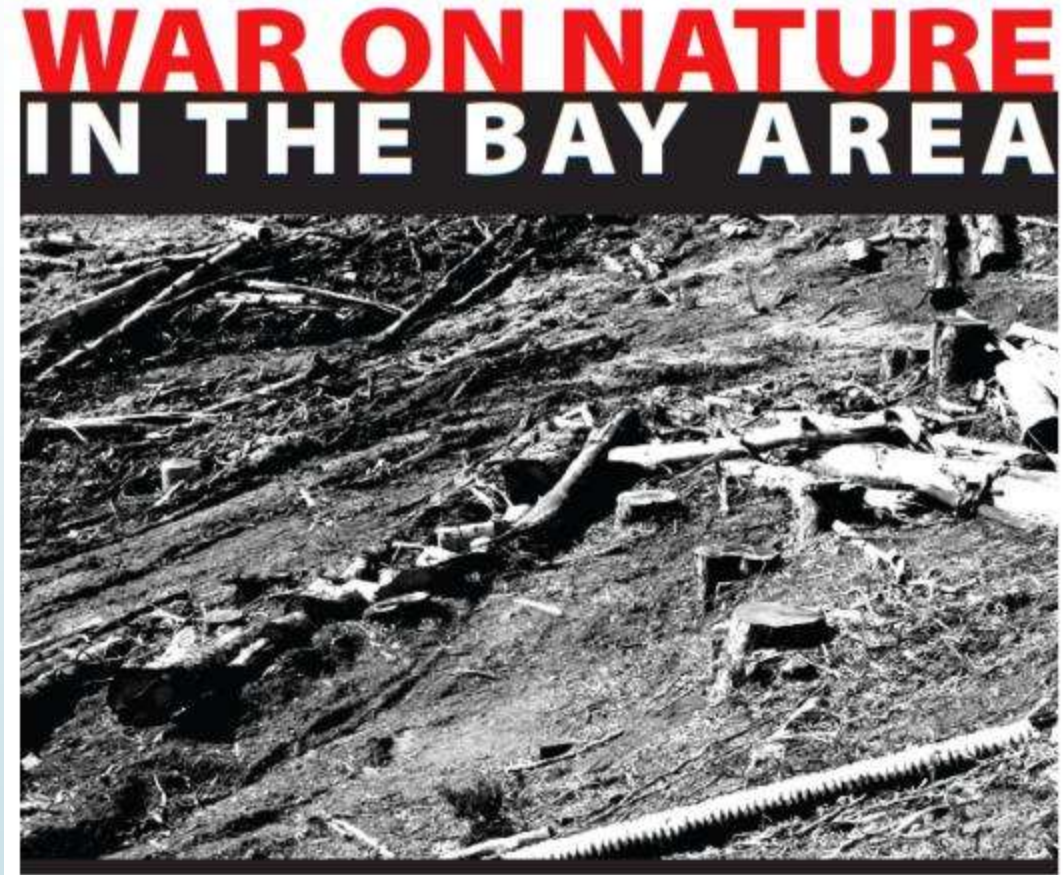
# Handling Controversy





# When Controversy Gets Heated

- Professional facilitator
- Provide avenues for public expression
- Keep staff informed



# When Controversy Gets Heated

- Disengage
- Personal attacks
- Outreach cards



# Share Your Work Early to Avoid Controversy!

- Engage your community
- Build a base of support ... you will need it



Alliance for  
**Natural  
Areas**



# Sharing Your Work

- Take pride in accomplishments
- Draw positive comparisons to other institutions
- Know and show that you're in good company



Paul Myers



*Thank you!*