

The importance of  
communications in  
moving forward  
with sagebrush  
conservation.



Telling  
*Your*  
Stories

# What Does *Communications* Mean?

**Merriam-Webster says that communication is “the act or process of using words, sounds, signs, or behaviors to exchange information or to express your ideas, thoughts, feelings, etc., to someone else.”**



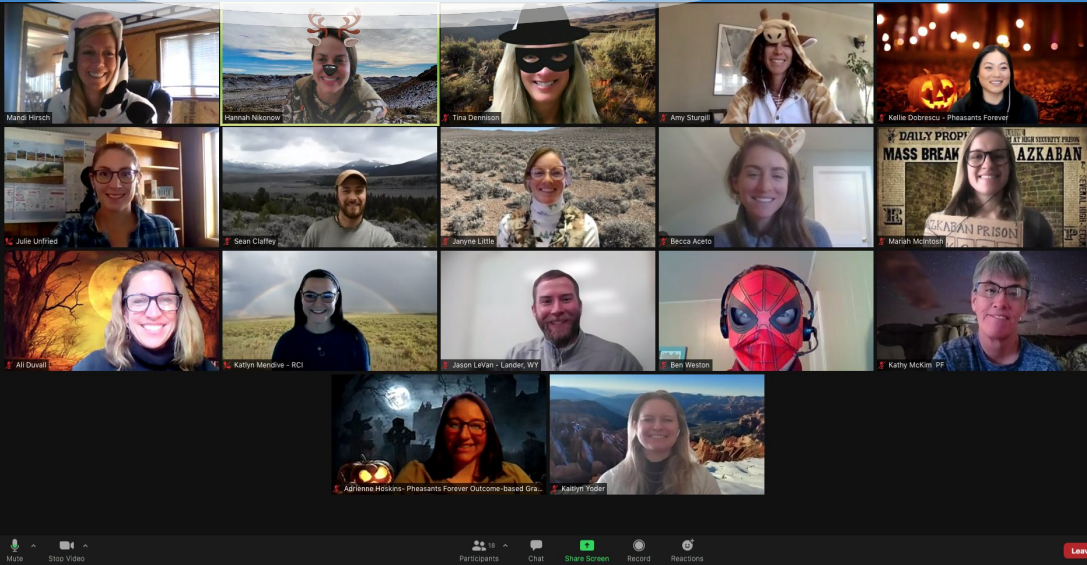
# Communications are:

- Designed for with an outcome
- Targeted to a specific audience
- Tailored with key messages
- Action-oriented
- Evaluated

Internal/Interpersonal v. External/Public

# Delivery of Your Story

Everyone can do communications, can control the delivery, and can craft the reaction.



The goal of good communication isn't to change a person's mind but to make them think deeper about something after the conversation is over. You want to spark their curiosity and make them remember how you made them feel.



# What tools are in your toolbox?

- fact sheets - science breakdowns
- story maps - feature articles
- photography - webinars - campaigns
- basic graphic design - news releases
- social media - tours - video
- journalist access - contract writing
- newsletters - conferences
- communications planning

These are attainable for comms professionals as well as people in other roles.



# Technical Transfer

## Comms

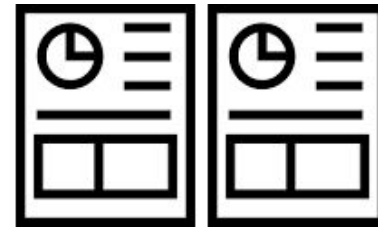
Field Tours  
Site Visits



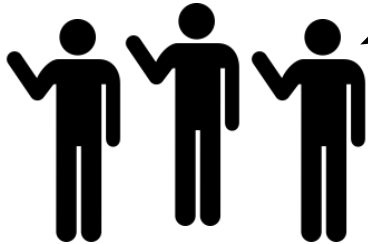
Science &  
Research



Field Guides  
Fact Sheets



Forums  
Workshops  
Conferences



Webinars  
Web Portals  
Online Apps  
Popular Articles



# SAGEWEST

## A Sagebrush Communications Network

Launched in 2016, SageWest is a network focused on advancing communications that supports collaborative conservation efforts in sagebrush ecosystems.

580 participants

174 participating organizations

Listserv - Newsletter - Workshops - Networking - Project-based Work Groups - Leveraging  
[www.partnersinthesage.com/sagewest](http://www.partnersinthesage.com/sagewest)





# Journalist Workshops

- ✘ To educate on the nuances of fire & invasives in sagebrush.
- ✘ To build relationships and connect with key media contacts.
- ✘ To create a series of articles for outreach.
- ✘ To bring significant attention to an issue.
- ✘ To impact the national narrative.



*Meeting People Where They Are*

Newsletters

Social Media

Conferences

Field Tours

Newsfeeds

Print Publication

Videos

*With What They Need*

Technical Information

Peer to Peer Webinars

Success Stories


Communications Support

Shared Resources

# Communications for Collaborative Conservation to Showcase Local Actions & Secure Resources





A person is seen from behind, walking on a dirt trail through a field of tall green grass and vibrant red and purple wildflowers. The person is wearing a dark jacket and a backpack. In the background, there are rolling hills under a bright sky. The scene is captured in a natural, outdoor setting.

We have epic  
stories of to tell  
together. Ask for  
support & try  
something new.

**We need YOU  
to be the lead.**