

**RESOURCE PARTNERSHIPS FLOW TOGETHER THROUGH ONLINE PRESENCE AND COMMUNICATION TOOLS**

**WHAT? WHY?**

**HOW?**

Jon Marshall, Dave Case, Gwen White - DJ Case & Associates

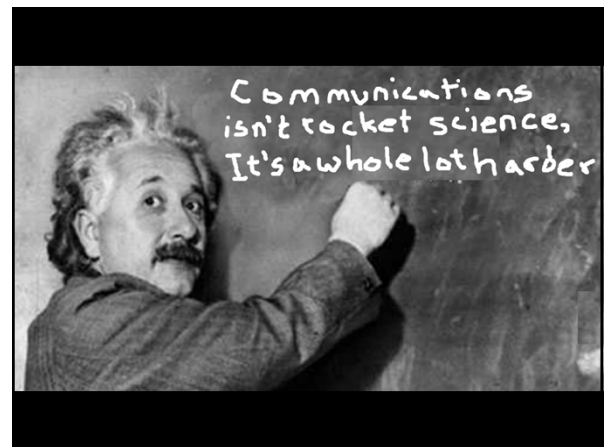
**Fisheries Communications (an oxymoron?)**

[1991] Convert PowerPoint to 2x2 slides by photographing my monitor.  
 [2011] Convert dynamic Prezi presentation to static PowerPoint by using screen capture on my monitor.

*The point – Technologies move fast. You can too.*

**WHAT? WHY?**

**HOW?**



**THE PROBLEM**

**WE MANAGE FISH  
THEY MANAGE HABITATS**

**Programs @ Risk  
Projects @ Risk**

**COMMUNICATION**

When the right person  
Says the right thing  
To the right people  
At the right time  
In the right place  
In the right way  
In order to be heard and understood  
And create the desired response

# COMMUNICATION ENGINEERING

Pew Oceans Commission  
\$3 million project  
3% for communication

## Plan

**Objectives**

- Know
- Feel
- Do

**Audience**

- Not everyone
- May be one

**Media, Tactics**

- How to deliver your message
- Meet them where the action is!
- Make it easy to do the right thing.

**Message**

- You're not normal
- What resonates?
- Research, Test
- Who should deliver?
- Simplify

**ALIGN!**

- National effort
- Steering committee
- Project managers

## WHAT? WHY?

SCIENCE → COMMUNICATION → ART

THE PROBLEM: Programs @ Risk, Projects @ Risk

"We just need to educate people!"

Bill Nye Science Guy

THEY'VE BEEN A SCIENTIST RANDY OLSON

THEY'VE BEEN A SCIENTIST RANDY OLSON

## AUDIENCE ≠ "THE PUBLIC"

Who cares?!

- Engage stakeholders
- Solicit project ideas
- Show what to do
- Highlight success stories
- Explore perspectives

Participatory government

Don't just build a website.  
Start with a Communications Plan.

Flyways.us

WESTERN NATIVE TROUT INITIATIVE

## Objectives

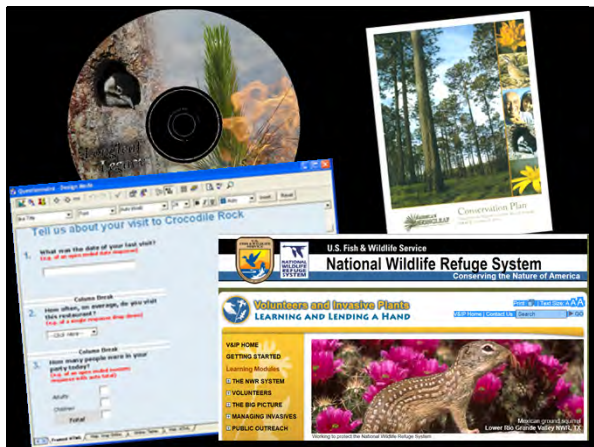
- Know
- Feel
- Do

People do not change because of something they read, hear or see. They change because someone they know and trust says it's a good idea.

**HERE COMES EVERYBODY**  
Communication tools are making once-impossible forms of group action possible

- Media, Tactics
- How to deliver your message
  - Make it easy to do the right thing.
  - Meet them where the action is!

Social media requires . . .



...you to be, well, social.

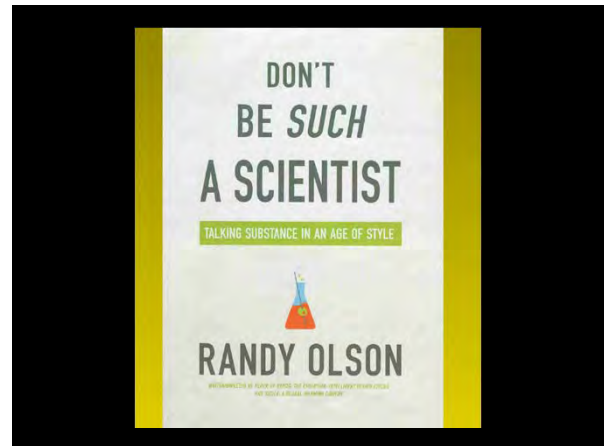
# HOW?

Be emotional

Motivate, then educate

**Arouse** art, style  
and  
**Fulfill** science, substance

People don't care how much you know until they know how much you care.



Be emotional

Head Reason

Heart Emotion

Gut Humor, intuition

Don't go here

People don't care how much you know until they know how much you care.

educate

**Arouse** art, style  
and  
**Fulfill** science, substance

## Message

- You're not normal
- What resonates?
- Research, Test
- Who should deliver?
- Simplify

You have a Communications Plan.  
Now build the website –  
or whatever speaks to your audience.



While an occasional disinclination to exercise is exhibited by all age cohorts, the likelihood of positive health outcomes makes even mildly strenuous physical activity all the more imperative.

## Get help!

- Engage your communication staff
- Hire "artists"
- Call in pros
- Explore perspectives



**JUST DO IT.**

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Title: Resource partnerships flow together through online presence and communication tools.

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Abstract:

Water resource managers face a fast moving world of information technology. Interactive websites, social media, mobile device applications, streaming video, and many other new tools are available in addition to more traditional communications tools. Determining how to communicate well and which approaches to use is not easy. It requires a strategic approach to analyze the situation, define desired responses from key stakeholders, create key messages, and position them to elicit effective actions. Communications can be an up-to-the-moment two-way street that broadens the opportunity for full participation by numerous stakeholders and improves accountability and transparency. Building an evaluation process into the strategy up front provides an opportunity to test the tools and modify them for more effective impact in the specific context that defines a particular partnership. In order to thrive, diverse coalitions for water resource management must communicate clear and compelling messages to their stakeholders and interact effectively with a broad range of partners to ensure that on-the-ground projects are prioritized, produced and evaluated in a collaborative environment. Online web presence and other communications tools can serve a number of purposes to achieve these goals, such as: displaying a recognizable brand and coordinating consistent messages; increasing awareness and legitimacy from key partners; actively engaging local and regional stakeholder groups across a broad geographic area and from multiple social and scientific disciplines; enabling access to data; soliciting project proposals; showing how and when to use habitat conservation techniques; and informing key audiences of project successes and partnership opportunities. As an example, the National Fish Habitat Action Plan guides voluntary coalitions that have come together to focus on fish species (Western Native Trout Initiative), habitat types (Midwest Glacial Lakes) or geographic areas (Southeast Aquatic Resources Partnership) to boost fish populations by forming strong local and regional partnerships for protecting key aquatic habitats. Web design and electronic tools built for existing fish habitat partnerships and related natural resource management organizations will demonstrate how these communications tools can meet a number of the challenges faced by any water resource management partnership.