

HO-05_Communications Work Group Discussion Document – SC-Input

Group Audiences	Conservation Partners (Federal & State Agencies, NGOs, Regional Partnerships, Tribes)	Consumers and Users of Products (Those delivering on-the-ground conservation)	Legislative Audience (National and Local Members and Staff)	Private Stakeholders (Private Landowners, Developers, Real Estate, Industry)	Local Community (Chamber of Commerce, Sportsman, Public Planning Boards, Public at Large)
Message Theme	Resource Base	Coordination	Money	Planning & Implementing	Quality of Life
Desired Action/ Thinking to Develop for each Audience	Continued engagement with the Appalachian LCC in terms of time, talent, and funding. Participation at meetings and workshops. Recognize return on investment.	Utilize landscape-level data and information for conservation delivery. Understand our research addresses vital science needs.	See value and fully support Appalachian LCC through funding. Can identify benefits of the Appalachian LCC via efficiency and cost-effectiveness	Engage with Appalachian LCC and partners on science and management activities on private lands. Develop trust and good working relationship.	See the value of Appalachian LCC in enhancing quality of life by developing sustainable landscapes.
Message for Each Audience	A planning cooperative that promotes collaboration and increases funding and research capacity among partners to address the environmental threats that is beyond the ability of any one agency.	A trusted source of information that develops the tools, methods, and data resource managers need to design and deliver landscape-scale conservation.	Leverages funding, staff, and resources from all partners to develop cost-effective science and conservation that benefits human communities and ecosystems.	Develops and implements conservation of large connected areas that will enhance and sustain the ecological, economic, and historical value of the Appalachian region.	Effective conservation provides health, economic, and recreational benefits by generating cleaner air and water, sustaining the benefits of nature, and enhancing outdoor opportunities.