

NWCA Communication Considerations
Communication Guidance for States and Tribes
From The Association of State Wetland Managers

Potential Target Audiences:

- State representatives
- State administrative leadership/staff
- Tribal Councils
- Current and potential partners (e.g. estuary programs, working groups)
- General public/community
- Media
- Likely “detractors” (those who might use the report against your program)

Some different ways you may want to use the NWCA report:

- To demonstrate to legislators or other stakeholders that resources are being well spent and that the program is effective
- To promote the ecosystem services of state/tribal wetlands
- To focus attention on issues important to your program
- To promote your program
- To emphasize the need for continued/additional monitoring and assessment
- To aid in forming budgets and to justify the allocation of resources
- To retain or increase funding
- To promote existing wetland program plans/work
- To enhance the image of your program
- To compare outcomes with those of previous years
- To identify training and technical assistance needs

Ways to Reach Your Audiences:

- Traditional Media (television, radio, newspaper)
- Social Media
- Web sites
- Email and/or Listservs
- Mailings
- Organizational newsletters
- Community forums
- Strategic personal face-to-face contact