

NC Wildlife Action Plan

Outreach Campaign 2007



Overview of 2007 Strategies

North Carolina Wildlife Action Plan



1. **Brochures**
2. *Wildlife in North Carolina*
3. **Press Releases**
4. **TV**
5. **Slide Show**



North Carolina Wildlife Resources Commission
www.ncwildlife.org

Brochures

Summary Brochure, *in prep*

- **Comprehensive, more expensive, selective audience**

Wildlife Test Booklet, *in prep*

- **Less expensive, fun, facts about wildlife and conservation in NC, broader audience**



Wildlife in North Carolina Article series

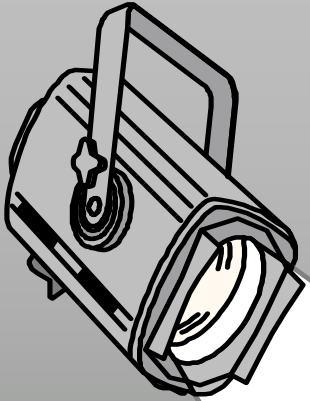
- Our monthly state wildlife magazine
- Develop a series of 6 stand alone articles to be included every other month
- Highlight Wildlife Diversity Program, Action Plan and conservation in NC
- Can collate the 6 into a single special publication at year's end

Press Releases



- **Step up press release schedule**
- **Target high volume papers**
- **Pursue feature stories**

Television and Video



- **TV Interviews on Major Channels**
- **Feature Local and State Conservation Issues**
- **Documentary Video about the Wildlife Diversity Program and Wildlife Action Plan**

Slide Show Blitz

- **Develop a standardized Power Point presentation**
- **Intra-agency, other state agencies, NGO, stakeholders, non-traditional partners**
- **Available as a template for other presenters**
- **Tailor to specific audiences**

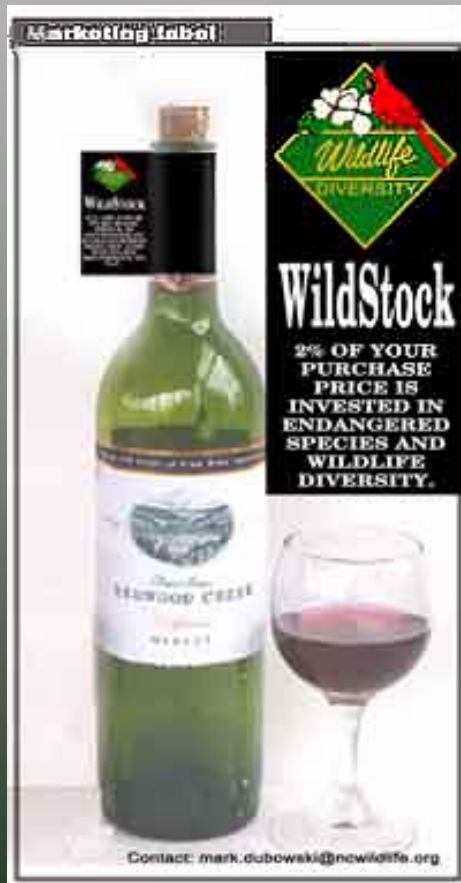
JUMP START 2006

- **Wildlife Diversity Program and Action Plan are the central theme at NC State Fair**
- **500,000 + attendees**
- **TWW poster**



Photo: Brady Beck

Marketing Campaign



- Under Construction
- Licensed Marketing Label
- 2% of item's cost is invested in Endangered Species and Wildlife Diversity
- Contact Mark Dubowski
mark.dubowski@ncwildlife.org



Photos: Jonathon Mays