



Great Lakes Communications Survey

Biodiversity Project
September 2010

Biodiversity Project Mission and Goals of the Survey

- Promote environmental communications
- Continue Great Lakes communications
- Our Assumption
- Is the public as important?



Overview

- Grant for research
- Spring 2010
- Online Survey
 - Objectives
 - Audiences
 - Messages
 - Methods



Survey Results

- Survey respondents
- Two main topics of focus
- Top 6 Issues of 24 options
- Breadth of scope
- Audience



Communication Objectives

- 25% Behavior change
- 25% Mobilize activists
- 15% Build an informed constituency over time
- 15% Build concern



Barriers and Challenges

- Evaluation
- Staff time
- Budget

“There is often a fundamental disconnect between the communications work and the campaign goals because campaign planners do not usually approach their work with strategic communications in mind.”

Solutions and Recommendations

- Revisiting assumption
- Reinvesting in capacity and skills building
- What could this look like?



Building Organizational Capacity

- Communication audits and assessments
- Creating communications strategies
- Workshops and training



Feedback

- Does this sound like your organization?
- Would these activities help you motivate your audiences?
- Is there a desire to focus on improving your communications?

Rebecca Dill, Biodiversity Project
rdill@biodiverse.org