

SAGEWEST Communicators Workshop

ABOUT THE 2021 WORKSHOP

Dates: Wednesday, March 3 and Thursday, March 4

Times: 8:00 – 11:30 am PT | 9:00 am – 12:30 pm MT | 11:00 am – 2:30 pm ET

About SageWest: SageWest endeavors to utilize members' strengths to elevate awareness and appreciation for sagebrush country and its conservation. Diverse interests and expertise come together via this uniquely apolitical communications platform.

SageWest hosted two previous workshops for communicators, in 2017 and 2018. As a result of these, participants collaboratively developed various communication resources and built/strengthened relationships. This workshop was organized by SageWest's Technical Team.

2021 Workshop Purpose: Advance communications and encourage outreach activities that support collaboration within, and effective conservation efforts happening across the sagebrush ecosystem. To facilitate broad participation, there is no registration cost.

Goals:

- 1) Provide networking opportunities and professional development for those working in sagebrush communications effort to some degree in their positions.
- 2) Increase awareness about sagebrush conservation issues and facilitate communication strategy development.

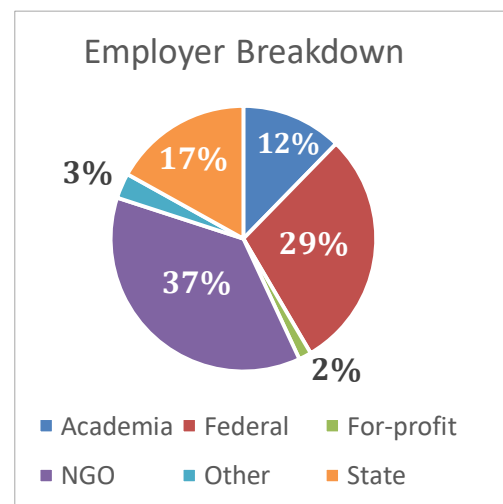
About Participating: Registrants are asked to come prepared to actively engage and participate. We encourage asking questions and sharing your knowledge/experiences.

Workshop Materials: [Webpage](#) (graciously hosted by partner entity), [Charter](#) (1/2020), [FAQ document](#) (2/2021), [Poster](#) (6/2018), [Compilation of agency/organizations' descriptions](#)

Registrants: 66 individuals registered as attendees.

As with the overall composition of SageWest, the communicators registered for this workshop are extremely diverse. Of the 39 employers, the majority are from the non-profit/NGO sector, followed by federal agencies and state agencies (see pie chart). Sixteen of these employers had staff that participated in the 2018 workshop.

[Participant Contact Information](#)



SAGEWEST Communicators Workshop

WEDNESDAY, MARCH 3 | *Theme: Professional Development and Networking*

Note: All times listed are MST

9:00 - 9:30 am	<p>About SageWest</p> <p>(1) Who is SageWest, (2) Purpose of workshop and why SageWest continues to be relevant, (3) Introduction of workshop participants, (4) Highlight a few entities that have participated in SageWest and feature their collaborative communication projects, and (5) Points to keep in mind throughout workshop</p> <p>Speakers: Daly Edmunds (Audubon Rockies) and Hannah Nikonow (Intermountain West Joint Venture)</p>
9:30 - 10:00 am	<p>The New Reality</p> <p>Panel discussion on how has the pandemic has impacted conservation communications in the West - lessons learned</p> <p>Speakers: Rita Henderson (Bureau of Land Management), Suzanna Soileau (U.S. Geological Survey), Julie Watson (Nevada Department of Wildlife), Rebecca Ferrell (Colorado Parks & Wildlife)</p> <p>Moderator: Johnny Gibbons (USDA / Natural Resources Conservation Services)</p>
10:00 - 10:30 am	<p>Human Dimensions Presentation</p> <p>Across the expansive sagebrush-biome, there are hundreds of organizations and agencies working to achieve management and conservation outcomes across a wide range of issue areas.</p> <p>How organizations communicate and collaborate creates structural patterns that span locales, states, and regions. Based on survey-based research conducted in 2019, this presentation will discuss the results of survey and social network analysis to shed light on how key issues and problems are framed and how organizations work through networks to advance their interests.</p> <p>Speaker: Patrick Bixler (Lyndon B. Johnson School of Public Affairs, University of Texas at Austin)</p>
10:30 - 11:00 am	<p>BREAK (30 min)</p>

WEDNESDAY, MARCH 3 *continued ...*

11:00 - 11:20 am	<p>Polling Western Voters: The State of Current Public Opinion</p> <p>State of the Rockies - Conservation in the West Poll is an annual survey by Colorado College of voters in eight western states. This presentation will explore voters' bi-partisan opinions in each state and for the Rocky Mountain West. Poll questions relate to conservation of public lands, energy, water, wildlife, wildfire, and other pressing challenges in the Mountain West.</p> <p>Speaker: Lori Weigel (New Bridge Strategy)</p>
11:20 - 11:35 am	<p>Breakout Group Discussions</p> <p><i>Questions:</i></p> <ul style="list-style-type: none">• Based on the previous presentation, how might your communications work be influenced?• What resonated most with you in regards to sagebrush-related communications?• Can you envision a communication product that could come from what you learned or that you might want to explore further?
11:35 - 11:40 am	<p>TRANSFER TO NEXT SPEAKER (5 min)</p>
11:40 - 12:05 pm	<p>Assessing the Impacts of Outreach Communication Efforts</p> <p>Ever wonder if the communication products and efforts you create actually move the needle for conservation? This presentation speaks to how to assess your conservation impact as communicators, from start to finish.</p> <p>Speaker: Ashley Dayer (College of Natural Resources and Environment, Virginia Tech)</p>
12:05 - 12:20 pm	<p>Breakout Group Discussions</p> <p><i>Questions:</i></p> <ul style="list-style-type: none">• Based on the previous presentation, how might your communications work be influenced?• What resonated most with you in regards to sagebrush-related communications?• Do your experiences support or go against what you learned in the previous presentation?
12:20 - 12:30pm	<p>Wrap-Up</p> <p>Speaker: Rita Henderson (Bureau of Land Management)</p>

THURSDAY, MARCH 4 | Theme: Awareness/Issue Education & Strategy Development

9:00 - 9:10 am	Day 2 Welcome - Summary of previous day and plans for our final day Speaker: Rebecca Ferrell (Colorado Parks & Wildlife)
9:10 - 9:50 am	Panel Discussion on Podcasting Ashley Ahearn - Grouse , Hal Herring - Backcountry Hunters & Anglers' Podcast & Blast , Jason Clay - CO Parks & Wildlife on Colorado Outdoors This panel will share insights from podcasters that have produced audio content about the sagebrush ecosystem, discuss the value of this type of platform for communicating about conservation, share lessons learned, and how they operate their specific show. Moderator: Hannah Nikonow (Intermountain West Joint Venture)
9:50 - 10:20 am	<i>BREAK (30 min)</i>
10:20- 11:10 am	Engaging More Diverse Audiences in Communications Regarding Sagebrush Country - focus on Spanish-speaking and Native/Indigenous communities Speakers will describe the current relationship of these diverse audiences with the sagebrush ecosystem, touching upon interest and values, to help communicators understand barriers and opportunities. Speakers will also share recommendations on ways communication professionals can improve engagement with these audiences - helping communicators be aware of cultural sensitivities/perspectives and preferred communication platforms. Speakers: Jason Baldes (Eastern Shoshone / National Wildlife Federation) and Amy Dominguez (Hispanics Enjoying Camping, Hunting & the Outdoors) Moderator: Daly Edmunds (Audubon Rockies) * NOTE: This topic is complex and the audiences are themselves extremely diverse. Our invited speakers do not speak for everyone in these communities but approach these from their own individual experiences. These presentations and subsequent breakout group discussions are being treated as a much-needed starting point.
11:10 - 11:30 am	Breakout Group Discussions <i>Questions:</i> <ul style="list-style-type: none">• Based on the previous presentation, how might your communications work be influenced?• What resonated most with you in regards to sagebrush-related communications?• Do your experiences support or go against what you learned in the previous presentation?

THURSDAY, MARCH 4 *continued ...*

11:30 – 12:15pm	<p>Full Group Discussion</p> <ul style="list-style-type: none">• Overview of highlights from three breakout sessions (20 min)• Group discussion on potential ideas for 1-3 collaborative SageWest communication-related projects for 2021. Consider ideas that can help elevate existing efforts and/or priorities that participating agencies/organizations have in regards to sagebrush country. (25 min) <p>Moderators: Suzanna Soileau (USGS) and Hannah Nikonow (IWJV)</p>
12:15 - 12:30 pm	<p>Wrap-Up: Summarize 2021 SageWest workshop and lay foundation for possible next steps.</p> <p>Speaker: Daly Edmunds (Audubon Rockies)</p>