



# Advancing Collaborative Conservation in the Sagebrush Ecosystem through Improved Communications

San J. Stiver<sup>1</sup>, Matt C. Kales<sup>2</sup>, Hannah J. Nikonow<sup>3</sup>, Daly Edmunds<sup>4</sup>

<sup>1</sup> Western Association of Fish and Wildlife Agencies, <sup>2</sup> U.S. Fish & Wildlife Service, <sup>3</sup> Intermountain West Joint Venture, <sup>4</sup> Audubon Rockies



## OUR PURPOSE

### We cannot do it alone

Advance communications to support collaborative conservation of the sagebrush ecosystem.

Launched in 2016, **SageWest** creates a platform that **brings together** those that have an interest in the management of this iconic western ecosystem. This network is the **largest of its kind**, bringing together a uniquely wide range of entities.

**Together, we are working to heighten enthusiasm and renew commitment** by the American public to conserve the sagebrush ecosystem and connected western communities.



**Communications, frequently a follow-up component, are emerging as an integral tool to raising awareness and increasing the effectiveness of collaborative conservation efforts.**

## STORY MAP

<https://arcg.is/OCT9qz>

Compelling multimedia story created by 7 SageWest entities, about sagebrush country & the many stakeholders that value it

## WHO WE ARE

### A collaborative communications network “operated by many and owned by none”

- **300+ participants**
- Representing **95+ entities/organizations**
- **7 active work groups**
- **10,000+ reached** via digital mediums with shared communications... and growing!

### Representing a wide range of perspectives

Conservation organizations  
Energy industries  
Mining interests  
Sportsmen groups  
Transmission developers  
Universities

Consultants  
Federal agencies  
Ranching reps  
State agencies  
Tribal leaders

## COLLABORATIVE SOCIAL MEDIA: *PEOPLE OF THE SAGE*

Highlighting the human connection to sagebrush country:

- 14 Posts created by 5 SageWest entities (Sept 2017)
- Total reach: 132k engaged, 1.5k likes and ~200 shares



## WHAT WE DO

### Listserv – sharing resources

### Use single email address to reach participants:

- Share success stories, relevant news stories,
- Share new science, policy and technical resources,
- Share info about relevant conferences, webinars, etc.
- Facilitate cross-fertilization of ideas,
- Assist in identification of new communication opportunities, which participants can amplify to their own audiences.

### Network building

- Contact information for all participants
- Share expertise and communication resources (photos, videos, etc)
- Share knowledge on common challenges

### Communication products

- Collaborative social media campaigns
- Cross-organizational stories of conservation successes
- Creation of unbranded videos
- Workshops and webinar series
- Field-based media & stakeholder field tours

## FOR MORE INFORMATION

Visit: <https://iwjv.org/resource/sagewest>  
To sign-up, contact Daly Edmunds [dedmunds@audubon.org](mailto:dedmunds@audubon.org)





Since SageWest’s establishment in mid-2016, our communications network has had members representing a variety of perspectives provide updates to the Sagebrush Executive Oversight Committee (EOC). These continue to be valuable opportunities to engage with those working in the sagebrush ecosystem and to receive feedback from this body of leadership.

HISTORY OF SAGEWEST

|                |  |
|----------------|--|
| August 2016    | First forum that resulted in the formation of SageWest (Salt Lake City)        |
| November 2016  | SageWest members participate in WAFWA Sagebrush Conservation Strategy Workshop |
| December 2016  | Developed the Sagebrush Communications Framework*                              |
| January 2017   | First presentation at the WAFWA Sagebrush EOC                                  |
| February 2017  | Launched listserv as primary form on internal communication                    |
| April 2017     | SageWest members participate in Utah field tour                                |
| June 2017      | First SageWest Communicator's Workshop (Denver)                                |
| August 2017    | Oversight and Technical Committees established                                 |
| September 2017 | First collaborative <i>People of the Sage</i> social media campaign*           |
| January 2018   | First annual report released*  |
| March 2018     | Charter established and endorsed by the WAFWA Sagebrush EOC*                   |
| May 2018       | SageWest members participate in Idaho field tour                               |

\* These documents can be found at [www.iwjv.org/resource/sagewest](http://www.iwjv.org/resource/sagewest)

Please share this flyer with any of your peers and staff members so that they can learn about SageWest and join our ever-growing, broad network. There are three upcoming events they can participate in:

|              |  |
|--------------|--|
| August 2018  | Second collaborative <i>People of the Sage</i> social media campaign             |
| October 2018 | Second SageWest Communicator's workshop (Denver)                                 |
| Fall 2018    | Launch of a science-oriented webinar series featuring sagebrush management tools |

TO LEARN MORE ABOUT THESE EVENTS PLEASE CONTACT:

Daly Edmunds, Audubon Rockies, [dedmunds@audubon.org](mailto:dedmunds@audubon.org)  
Hannah Nikonow, Intermountain West Joint Venture, [hannah.nikonow@iwjv.org](mailto:hannah.nikonow@iwjv.org)  
Jennifer Strickland, U.S. Fish and Wildlife Service, [jennifer\\_strickland@fws.gov](mailto:jennifer_strickland@fws.gov)

