

M·N·R·G



Midwest Natural
Resources Group

Communications Subcommittee

Background

The Communications Subcommittee for the Midwest Natural Resources Group (MNRG) was formed in August 1999 to develop a communications plan. The approved plan focuses on using broad, understandable messages, common agency goals, and the strength of diverse agency missions. The plan identifies messages, products and recommended actions targeted specifically for Congressional Members and their staffs, to employees and executives of the 14 partner agencies (internal communications), and the general public.

Activities

The Committee has designed and produced an informational brochure about the MNRG and 12 Focus Areas. A fact sheet for each Focus Area provides additional background information, current activities and project partners. Answers to frequently asked questions have been developed and an MNRG logo provides a consistent look to materials. The Committee has produced a briefing packet for use in briefing Congressional staff, key publics, and agency leadership.

In June 2000, the Subcommittee assisted the Illinois River Focus Area Team in showcasing their demonstration project near Peoria. In conjunction with the scheduled Senior Managers' meeting, a press conference and tour of project sites were conducted. Media coverage was excellent. The next press event planned to showcase good "Clean Water Action Plan" demonstration projects will be for the Detroit River Focus Area.

A web site was created and may be found at <http://www.mnrg.gov>. An Accomplishment Reporting System (ARS) located at <http://mnrg.fws.gov> is available to MNRG members for reporting and documenting activities, as well as facilitating greater interagency communications. An MNRG ARS User's Guide also has been developed.

Members of the Communications Subcommittee will work with Focus Area Teams on an ad hoc basis to help them develop messages and outreach activities.

For More Information

Flo Six, Communications Subcommittee Chair
National Park Service
402/221-3448

Chuck Traxler
U.S. Fish & Wildlife Service
612/713-5313

Karen Thompson
Environmental Protection Agency
312/353-8547

Suzanne Fournier
U.S. Army Corps of Engineers
513/684-3010

Dave Carvey
Natural Resources Conservation Service
608/224-3009

Marion Fisher
U.S. Geological Survey
703/648-4583