

EBA COMMUNICATIONS PLAN

Tactic	Goal	Who	When
Decision memorandum to EBA Action Teams on establishment of a coordinating mechanism for EBA action team communication	All action teams need to share information in order to convey clear, consistent information to our internal and external audiences. We also need to avoid duplication.	Sarah Taylor will prepare memo for Rich Duesterhaus' signature.	Immediately
Establish mandatory communications ground rules for EBA teams	Keep other teams informed of progress; keep agency employees informed of progress; and ensure that messages are channeled through a coordinating mechanism.	Bill Boyer will oversee.	Immediately
<i>NRCS This Week</i> updates	To inform employees of recent actions, decisions, and policy directions.	EBA team leaders, EBA coordinator, OPA	Ongoing
VoiceCom updates	To inform employees of recent action, decisions, and policy directions.	EBA team leaders, EBA coordinator, OPA director, chief	Ongoing
Brochure	To help gain internal support (among agency employees, with the Partnership) and external support (among other government agencies, outside organizations, and legislatures) for EBA as our way of doing business.	ESD, OPA	8/95
Satellite Q&A Sessions	To help agency employees understand, be able to explain, support, and apply EBA concepts.	EBA action teams, OPA	As needed
Fact sheets, Q&A's, talking points	To help build support for and understanding of EBA. To help employees tell others about EBA.	EBA action teams, OPA	Ongoing
Field employees submit success stories	To demonstrate to employees, partners, interest groups, Congress, and media that EBA indeed does work. To help build a broad base of support for NRCS in pursuing EBA.	Field and state employees	Ongoing
Satellite briefings from various locations	To demonstrate primarily to employees, but also to others tuned in, that EBA indeed does work. To help build a broad base of support; especially employee support for EBA.	EBA action teams, OPA	As needed
"Dear EBA" address for questions, with follow-up response to all employees in periodic EBA updates	To make employees believe their opinions about EBA count by relaying their questions and concerns to those who are developing EBA.	BA action teams, OPA	As needed
Timeline/calendar of EBA activities	Understand, be able to explain, support, and apply EBA.	EBA action teams	

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Letter to state conservationists, NHQ division directors asking them to ensure that NRCS liaisons to 1890s and other agencies (such as EPA) are on distribution lists for EBA materials.	To keep the liaisons in the loop on EBA, and to use them as EBA ambassadors to partner institutions.	OPA prepare memo for Rich Duesterhaus' signature	
Letter from Partnership to NRCS employees, district supervisors, and NASCA expressing support for EBA and to announce training	To get the Partnership in line behind EBA concepts.	Paul Johnson, NACD president, NASCA president	2/95
Letter from STCs asking DCs to share information with local boards	To ensure frequent communication among NRCS field staffs, conservation district field staffs, and conservation district supervisors about EBA.	EBA Communications Action Team to draft sample letter. Rich Duesterhaus to distribute to regional conservationists for transmission to state conservationists for action.	2/95
Overview video	To show how NRCS works with landowners.	EBA action teams, NEDS	8/95
Workshops for regional, state, local meetings to combine: <ul style="list-style-type: none"> • video • panel discussion • Q&A session 	To inform and to build support for EBA concepts.		
Partnership leadership includes EBA in speeches	To inform and to build support for EBA concepts.	EBA action teams, OPA	
EBA exhibit	To inform groups about EBA.	OPA, EBA coordinator, ECS	9/95
Posters			
Explore cooperative efforts with Forest Service State and Private Forestry	To build stronger bridges with the Forest Service, to further extend the word on ecosystems.	OPA, EBA action team leaders	Ongoing
Utilize or set up state-level work groups of Federal and state agencies and organizations			
Field trips and tours	To understand EBA concepts.		

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Identify key groups. Place newsletter items in internal organization publications.	Identify key constituency groups, establish contact, and target EBA communications to their members.		
Speakers bureau			
Forums with national leaders			
Newsletter items for placement in internal publications		EBA action teams, OPA	Ongoing
News releases		EBA action teams, OPA	Ongoing
Slogan			
Logo			
EBA bus (mobile classroom)	Present a planning philosophy. Interactive video games and activities. Allow landowners and stockholders to solve their own problems by incorporating GIS technology in before and after land settings. Interactive wildlife habitat models. Water quality testing hands-on experience. Watershed planning concepts. News Media interactive experience utilizing virtual reality to learn, remember, and connect to the NRCS and what we do. ECOFUN.		
Interactive computer program (virtual reality)			
Work with representatives of interest groups to plan communications targeted to membership			
"Ecosystem-Friendly Farm(er)" program and "EBA Seal of Approval" program			
Story ideas tip sheets			Ongoing
Briefings for members of Congress	Keep Congress updated on the progress of EBA.	Legislative Affairs	Ongoing