**DEIJ LISTENING TOUR: COMMUNICATIONS TEAM**

**Questions to ask:**

 -Kerry Skiff

-Mary Beth Beetham

-Kate Davies

-Maureen Gregory

-Gwen Dobbs

Jake Bleich

-Rebecca Bullis

-Katie (new)

-Rachel

1. What are the current and/or near-future DEIJ-related efforts that your team is working on?

* Don’t know of anything directly right this second. But in building our comms strategy, this WILL be a major focus.
* Joint campaign between comms and marketing 🡪 possible outside firm as well. Idea to reach audiences we don’t typically reach

1. Where do you see opportunities for DEIJ-related growth in your department and its goals and efforts?

* Done in the past but fell by the wayside, but more materials in Spanish as a starting point. Do this as more of a concerted effort. Yes a cost, but need to do it professionally and not just ask someone who happens to speak Spanish within Defenders.
* Get in touch more with college students
* Is there a way to get our issues placed in more diverse outlets
  + Some of the work might need to be more custom
* Bar may be low financially to become a “member” with Defenders, but then don’t see themselves reflected on our website or in a work then we will lose them.
* Inclusivity through coexistence🡪 a strong connection between these two that broadens the conversation.
* Some national polling about people’s attitudes towards wildlife and many people are terrified. People don’t want a “wolf in their backyard” and perhaps messaging and education about wildlife helps alter this attitude. Then in the South, polling shows it as “gods creatures”🡪 so different regional attitudes
* Need funding for new campaigns; possible issues with capacity
* Outdoor spaces mean different things to different people

1. Where do you see opportunities for DEIJ-related growth at Defenders as an organization?

* Diversify the coalitions we are working with; forming REAL partnerships; making sure they have funding.

Follow-up suggestions in an email from member of Comms team:

I just a had a few thoughts on digital outreach activities for potential implementation that could help  amplify the goals of diversity, inclusion and coexistence to new potential members. I am not sure if these currently exist and are happening, but in  addition to broadening the definition of coexistence as we discussed,  I was thinking:

1. A mini-social media campaign to highlight volunteers. dThis could potentially help with retention by making volunteers feel special/noticed/ and inspire others to action.
2. A blog wrap-up of some of the volunteer activities seen across the different regions across the U.S..
3. Blog’s that are educational- maybe quizzes for elementary students.
4. Fact-Sheets- that highlight the different regions. These can be maintained on the website as some of the information will change. I am still reviewing the website (day 2 here) BUT I bet a lot of the general public come to Defenders website as a source of information and sharing on a clickable/ interactive map on the website could be very well received.
5. Create and post fun and engaging activities on the website and share on social media. In the past, I have helped collaborate with my team member at the U.S. Department of Energy on educational coloring book, activity books and other seasonal activities (Halloween pumpkin carvings that the stakeholder can print out, costume ideas etc.)
6. A short listicle type of a blog or mini social media campaign that can educate the general public about general misconceptions- maybe this is a quiz? But as mentioned during our call, it is not widely known that wolves are shy. Most people see them as feral, vicious animals who are easily agitated and aggressive.   Also, a science-based educational activity-  might be intriguing to elementary crowds.
7. At the DOE there was a blog on the importance of jobs in energy---- maybe there is an equivalent here at Defenders---- the perks of working in an environmentally focused career. What does it mean to work in the field? What does a Defenders scientist do?  This might attract interest from collegiate grads.