

Communications Planning

While my role at *Minnesota Conservation Volunteer* magazine hasn't offered me the opportunity to draft a communications plan, the magazine has been included in communications planning. For example, as part of the Public Lands Education Project Communications Plan, the magazine was tasked with crafting stories that highlight the value of public lands. Attached are two stories I've written over the past year as part of that effort.

The first attached story shows the five main types of public land that the DNR administers: Wildlife Management Areas, Aquatic Management Areas, Scientific and Natural Areas, State Forests, and State Parks. In order to write this story, I worked with various divisions to identify users of these public lands who have a personal connection to a property. The goal was to show how public lands contribute to our quality of life in Minnesota by featuring the ways different people recreate on and enjoy various state-administered public lands.

The second attached story is the result of a commissioner's office request to provide information about the Strategic Land Asset Management program ahead of the 2018 legislative session. The goal was to convey how the Department of Natural Resources is striving to develop better relationships with county governments by taking a more comprehensive and qualitative approach to the acquisition and sale of public land.

In addition, each year, *Minnesota Conservation Volunteer* meets with division leadership teams to develop stories for the upcoming year. Also attached are two examples of story assignments I drafted following an October 2017 meeting with Fish and Wildlife's Division Management Team. Both stories will be published in 2018.

Download a PDF of all interview documents at: