



**NORTHERN
GREAT PLAINS**
JOINT VENTURE



NGPJV STRATEGIC COMMUNICATIONS PLAN UPDATE

2023 – 2027

Addendum to the NGPJV
Communications Framework 2019-2021

This strategy is an update and continuation of the NGPJV's [Communications Framework 2019-2021](#). Due to a lack of capacity for communications following the development of the 2019 Framework, little progress was made towards accomplishing its goals and objectives. With communications positions added to NGPJV staff, the Framework was revisited and refocused based on current priorities as outlined in the [2022 Strategic Plan](#) and [5-Year Action Plan](#). This update takes a scaled back, introductory approach with the intent of continuing to build a strong foundation for NGPJV communications.

Implementation of this update requires a step-down approach to develop targeted plans for what and how to communicate. This will require an awareness of the context for NGPJV communications so the partnership can elevate resilient grasslands while recognizing ongoing messaging around sagebrush, wetlands, and other landscapes. The 2019 Framework provides more details about messages, audiences, and activities and should be referenced often to inform future communications.

Goal 1: Maintain a consistent focus on the economic and ecological value of intact grasslands.

- **Objective 1:** Emphasize the benefits of maintaining working lands and keeping existing grass in grass.
- **Objective 2:** Emphasize the benefits of restoration programs.
- **Objective 3:** Develop a “common core” of communications materials focusing on the benefits of resilient grasslands for a variety of priority audiences.

Specific actions to achieve Goal 1 include the following:

- Develop campaigns focused on the benefits of existing, intact grass for local communities and state economies.
- Collaborate with agency leadership and local partners to find the most effective way to get the message in front of key audiences – i.e., decision makers and private landowners.
- Develop collaborative messages/campaigns using creative tools.
- Develop campaigns focused on transitioning expiring CRP to grassland and enrollment in CRP SAFE.
- Leverage partner communications expertise and networks to reach a broader audience.

Goal 2: Support and grow the NGPJV partnership.

- **Objective 1:** Diversify collaboration across sectors to include industry, tribes, producers, human dimensions specialists, and other priority partners.
- **Objective 2:** Increase networking across the existing partnership and with new partners.

Specific actions to achieve Goal 2 include the following:

- Assist with regional grasslands communications efforts, such as the Meadowlark Initiative, JV8 Central Grasslands Conservation Initiative, the Central Grasslands Roadmap, and overlapping conservation topics with neighboring Joint Ventures (e.g., PPJV, IWJV, RWBJV).
- Explore opportunities to develop communications products that support the NGPJV's Conservation Delivery Network.

- Engage with human dimensions specialists to develop methods to evaluate and improve the effectiveness of communications. Share results with Board organizations and other key partners.
- Provide communications materials and support to partners.
- Expand use of e-news contact list for updates; build segmented lists.
- Maintain a communications calendar containing timely content.
- Identify multi-partner campaign opportunities.
- Utilize new website features to include regularly updated “success stories” or partner highlights.
- Fully incorporate new NGPJV branding into all communications.

Goal 3: Increase policy engagement to encourage greater institutional support for grassland conservation through Farm Bill and other agricultural policies.

- **Objective 1:** Increase participation by the NGPJV coordinator/staff in national policy meetings, discussions, and requests for feedback.
- **Objective 2:** Increase understanding of local needs related to agricultural policy.

Specific actions to achieve Goal 3 include the following:

- Develop materials for the annual Hill Visit and other policy meetings.
- Prepare NGPJV elevator speech.
- Develop factsheets/handouts on Farm Bill and agricultural policy priorities.
- Send letters to agency leadership regarding policies that affect grasslands conservation.
- Engage in face-to-face or virtual meetings with partners to discuss policy implications and opportunities.

Goal 4: Elevate messaging related to high priority conservation issues.

- **Objective 1:** Develop and deliver targeted mini strategies on high priority conservation topics.

Specific actions to achieve Goal 4 include the following:

- Collaborate with the PPJV to develop and deliver the conservation advocates strategy.
- Develop focused messaging on the role of grasslands in climate mitigation.
- Develop campaign focusing on prescribed fire as a management tool.

Update developed in cooperation with the NGPJV Communications Committee and reviewed by the NGPJV Management Board, July 2023.