

Outreach Campaign

U.S. Fish & Wildlife Service's Waterfowl Population Surveys: 50 Years and Still Counting

Background

The U.S. Fish & Wildlife Service, along with the Canadian Wildlife Service, annually conducts one of the largest and most reliable wildlife surveys in the world—the Waterfowl Population Surveys. In Spring 2005, the 50th anniversary of the Surveys will be commemorated. This event is the centerpiece of a multi-year awareness campaign to increase awareness of the importance of wildlife management and to build enduring support for the continuation of these efforts. The U.S. Fish & Wildlife Service selected JDG Communications to provide strategic support for this initiative and to create a strong brand identity for the Waterfowl Population Surveys.

JDG's Solution

The JDG process began by consulting with program managers at the U.S. Fish & Wildlife Service, including many of the pilot-biologists who actually conduct the surveys each year. The first step was the creation of a brand identity mark for the Waterfowl Population Surveys that could be worn proudly on pilot uniforms, displayed on the sides of planes and used throughout all communications materials.

Key components of the 50th anniversary outreach campaign where the official symbol for the Waterfowl Population Surveys will be applied include: an outreach kit with a unique pocket portfolio to hold fact sheets, news releases and brochures—all created by JDG. JDG and the U.S. Fish & Wildlife Service also co-produced an educational video.

JDG created two unique traveling exhibits to get the message out to the public at major events such as the celebration of the first flight in Kitty Hawk, NC. Designed to stand next to an actual airplane used in the Surveys, the exhibit was

created to educate about the history of the Surveys and their importance in preserving waterfowl species.

The educational video, *50 Years and Still Counting*, is being used by the U.S. Fish & Wildlife Service at exhibits and in meetings with the public, media, the conservation community, state and local governments and Congress to build excitement and support for the program.

Of course, the Internet is the best way to reach the widest audience. Therefore, JDG is currently developing a Web site about the Waterfowl Population Surveys that will allow a visitor an opportunity to learn about every aspect of the Surveys and their colorful history. It will even give them the opportunity to get involved with friends organizations.

The Waterfowl Population Surveys program has been a key component of maintaining healthy waterfowl populations for the last 50 years. With the support and momentum generated by this campaign, it should stay that way for many more.



WATERFOWL POPULATION SURVEYS

50 Years & Still Counting

