

Communications and Outreach Assignment



The Wild Washington Wildlife Rehabilitation Center (Center) has noticed a lot of posts on Instagram and Tik-Tok of community members, “helping out wildlife” by “rescuing” animals and caring for them. Examples of videos include people feeding cow’s milk to baby squirrels, keeping a raven with a deformed beak as a pet, and letting a “sick” turtle loose in the house with pets and family members while it “recovers”. Center staff have noticed the wildlife in these posts are getting fed and cared for incorrectly, and the animals are showing they are distressed through their body language.

You are on the communications and education team for the Center and tasked with helping your community understand the importance of getting sick and/or injured wildlife to a licensed rehabilitator. You and your team of three must come up with a communications plan to address this issue.

In your communications plan you should consider:

- Who is your audience?
- Is there a specific location you are trying to reach people?
- Is there a specific behavior you wish to highlight? (e.g., picking up baby deer because you think it's orphaned)
- What is your goal? (Include an objective statement.)
- What message do you want people to know?
- What outlets or media will you use to share your messaging? (e.g., Instagram, TV stations, documentary videos)
- What tools will you use? (e.g., video, animations, interviews, drawings)
- What are challenges you might face?
- How will you monitor and evaluate the success of your campaign?

You and your team will need to research what issues wildlife are facing in your community. Make sure to [cite your work appropriately](#) and use [credible sources](#).

After creating a communications plan, work with your team to put your campaign into action. You will present your media piece with the class.