

**APPENDIX C: BLACK DUCK JOINT VENTURE COMMUNICATION PROGRAM IMPLEMENTATION
PLAN, 2008**

Introduction

The Black Duck Joint Venture's mission is to promote and coordinate the gathering and sharing of scientific information among Flyway Councils, universities and wildlife agencies in Canada and the U.S. that is vital to ensuring sustained populations of Black Ducks and other waterfowl that share their breeding range. The communication program consists of both internal and external communication. The goal of internal communication is to share information among existing partners, particularly members of the Management Board and Technical Committee. The goal of external communication is to provide recommendations to management bodies and associated habitat joint ventures, recruit new partners to the BDJV, and raise awareness and support for black duck conservation among stakeholders and policy-makers. To fulfill these goals the BDJV, led by the Communication Working Group (CWG), is committed to completing the following objectives during the 5 year planning horizon of this strategic plan:

Objectives

1. Maintain and increase participation and support (e.g., logistical, financial, and political) for black duck research and management

- **Audience:** Senior Management, U.S. Fish and Wildlife Service, Canadian Wildlife Service, State and Provincial Resource Agencies, Atlantic and Mississippi Flyway Councils, government policy-makers, and non-government organizations,
- **Message:** American black ducks are a valued resource in eastern North America that requires active research, monitoring, and management to ensure future sustainability. Logistical, financial, and political support are required for ongoing monitoring, research, and management activities, and to develop and implement new efforts.

2. To assist in habitat conservation

- **Audience:** NAWMP Habitat Joint Ventures and NABCI partners (e.g., Atlantic Coast, Eastern Habitat, and Upper Mississippi & Great Lakes Region

Joint Ventures), Federal, State and Provincial Resource Agencies, and non-government agencies

- **Message:** Recommendations for habitat management based on current and best available science. Request feedback on the information gaps and needs related to black duck habitat ecology and management.

3. Facilitate regulatory management

- **Audience:** U.S. Fish and Wildlife Service, Canadian Wildlife Service, U.S. State and Provincial Wildlife Agencies.
- **Message:** Recommendations for monitoring or management activities based on current and best available science. Request feedback on the information gaps and needs related to black duck ecology and management.

The CWG, a sub-committee of the BDJV Technical Committee, is charged with leading the efforts the BDJV related to communications. The roles of the Working Group are to coordinate, implement, and revise the Communications Plan on an annual basis. This Working Group will meet as required, but no less than once a year. Recommendations and products of the CWG are presented to the Technical Committee for review and approval and forwarded on to the Management Board for final approval and implementation.

Internal Communications

The BDJV is an international organization consisting of representatives of federal, state, provincial, and non-government organizations in Canada and the United States. Internal communications is essential to maintaining existing partnerships, implementation of program activities, and evaluation of progress towards BDJV and NAWMP goals. The CWG is responsible for ensuring timely and effective communication among working groups, the technical committee, and the management board. To fulfill this responsibility the CWG will manage the [BDJV webpage](#), coordinate annual BDJV meetings, and produce an annual BDJV report.

The [BDJV webpage](#), specifically the member's only section, serves as the primary vehicle for sharing information among BDJV partners. The member's only section will serve as a repository for all BDJV communications and a way to share working documents. The CWG is responsible for ensuring the webpage is updated quarterly or more often if needed. The CWG is also responsible for coordinating annual BDJV meetings in cooperation with the hosting partner(s). The BDJV holds three annual meetings, a fall meeting of the Technical Committee and Management Board, a winter Technical Committee meeting held in association with the Atlantic Flyway Technical Section meeting, and a winter Management Board meeting held in association with the North American Wildlife and Natural Resources Conference. Finally, the CWG is responsible for compiling and editing the annual BDJV report. The annual report will consist of brief updates from each working group, general BDJV information, and review of the budget. The annual report is to be completed and available by 15 October of each year.

External Communications

A primary role of the BDJV is to serve as a 1-stop clearinghouse for information related to the management of American black ducks. The CWG is responsible for leading the BDJV in compiling and sharing scientific information related to black duck ecology and management, and facilitating communication among organizations responsible for black duck conservation. The CWG will coordinate with the PMWG, RWG, and EWG to compile and produce BDJV communications products. Similar to internal communications, the [BDJV webpage](#) will serve as the primary vehicle for managing and sharing information about black duck ecology and management. In addition to maintaining and updating the [BDJV webpage](#), the CWG has identified several products to facilitate the management and sharing of information over the 5-year planning horizon of this strategic plan, 2008-2013 (Table C1).

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Table C1. Description of products to be developed and implemented by the BDJV as part of the 2008-2013 communications plan.

Product	Objective(s)	Description	Timeline	Est. Cost (U.S.\$)
BDJV Webpage	1,2,3	Revise the BDJV webpage and update quarterly.	Spring 2008	\$10,000.00
BDJV Powerpoint Presentation	1,2,3	A succinct overview of the BDJV mission, program elements, current status and knowledge targeted at potential partners, public, administrators, and policy-makers.	Spring 2008	\$0.00
American Black Duck Fact Sheet	1	An overview of the American black duck life-history, status, and management directed towards the public and stakeholders. The fact sheet will be made available to partners and the public through the webpage and limited hard copies will be published.	Spring 2008	\$2,000.00
Annual Report	1,2,3	The annual report developed for BDJV partners will also be made publicly available on the webpage	Annual	\$0.00
Research and Status Reports	2,3	Provide electronic copies of pertinent research and status reports publicly available on the BDJV webpage (as permitted by applicable policies).	Annual	\$0.00
Popular Articles	1	Publish ≥ 1 popular article about the American black duck, current status and research findings, and management. When possible, articles should be written in conjunction with researchers and managers supported by the BDJV.	Annual	\$150.00

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Table C1. Continued.

Product	Objective(s)	Description	Timeline	Est. Cost (U.S.\$)
Best Management Practices	2	Work with private and commercial forest certification programs (e.g., Forest Stewardship Council) to develop Best Management Practices for forested wetlands.	Spring 2009	\$0.00
American Black Duck Symposium	1,2,3	Host the Second American Black Duck Symposium. The symposium will serve as a forum for researchers and managers to exchange ideas and strategies for black duck conservation based on the best available science.	2009-2011	
e-book	1,2,3	Produce an electronic book accessible through the BDJV webpage on the state of the art of black duck ecology and management. The e-book should include a complete bibliography of black duck literature and should be updated every 5-years or more often as need.	2009-20011	\$0.00

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