J621 TERM PROJECT - Group 1

**Creative brief**

DESCRIPTION

A communication / public education campaign to raise awareness and propel effective stakeholder action in the Pacific Northwest on the nutria proliferation issue. This will be positioned so that it can start a strong enough conversation on the topic and will be sustained by another interested party (hopefully the PNW nutria task force based in PSU Center for Lakes and Reservoirs) even after its duration as a school project.

KEY MESSAGES

* The nutria is an invasive species that is causing real environmental and economic damage and posing health threats to communities in the Pacific Northwest.
* At the same time, the nutria has also become an interesting animal for the animal-loving people of the Pacific Northwest and lends itself to a lot of cultural references (e.g. as a culinary delicacy, fashion item, university mascot…)
* The nutria should be controlled and eventually eradicated, instead of coddled, and there are ways the public can help in controlling it.

COMPONENTS

* A website that will function as a field guide for the public about dealing with the nutria and as an aide to future research.
* Social media profiles to build/find online communities for the website a
* An offline event (i.e. a walking tour / stakeholder meeting)
  + Press coverage and/or press releases related to the event, including photo opportunity and video interviews during the event.
  + Position event as a stakeholder networking meet where concerned parties can:
    - meet other like-minded individuals/organizations,
    - talk about their current efforts,
    - discuss how these current efforts can connect,
    - and perhaps set the stage for the formation of a working group.

WORK ASSIGNMENTS

* Emily and Adam -- Website architecture, social media linkages, content curation
* Allyson -- Graphics, content curation, social media
* Grace -- Event organization, press engagement (Everyone will eventually participate in these aspects closer to the event date), content curation

MILESTONES

Community event draft plan -- Week of Oct 21

Website goes live - Week of November 18

Send out invites / press pitches for event --- Week of November 18

Implement event - Week of December 2