

Hemlock Woolly Adelgid Program Communication Plan



Goal:

Information sharing to maintain program support and awareness and update technology development and research activities.

Objectives:

1. Maintain financial support.
2. Demonstrate response to resolutions calling for action.
3. Advise stakeholders on program direction and accomplishments.

Strategy:

1. Oversight by multi-agency steering committee to set priorities and monitor progress.
2. Web-site providing single source of program and Hemlock Woolly Adelgid (HWA)-related information.
3. Annual newsletter identifying technology development cooperators, activities, and accomplishments.
4. Press releases, briefing papers, and accomplishment reports targeting agency administrators, resource managers, general public, scientists, and specialists.
5. Media outreach highlighting milestone events.

Key Messages:

1. HWA Program is operational.
2. HWA Program goal is to develop and implement management strategies to mitigate the long-term impact of the pest.
3. HWA Program supports research and technology development projects.
4. HWA Program is focused on providing a single source of information about HWA distribution, predator release, damage impacts, and emerging technology for pest intervention and resource protection.

Organizational Structure and Responsibilities:

1. Steering Committee Chairman: Provides leadership to Steering Committee in oversight of HWA Program direction and accomplishments.

2. Steering Committee members: Consortium of federal and state agency officials that review program direction and solicit external support.
3. Program Leader: Interacts with Steering Committee Chairman on HWA Program direction and accomplishments and provides leadership to Coordinating Committee.
4. Coordinating Committee members: Represent FHP in NA, R8, and FHTET and research scientists from the NERS and SRS, develop HWA Program direction, solicit, review, and approve all research and technology development proposals associated with the HWA Program and funded by the USDA Forest Service, serves as clearinghouse for HWA information by preparing briefs, newsletters, and website updates, interact and provide oversight of Technical Committees.
5. Technical Committees: Members consist of forest health specialists, practitioners, and research scientists involved with HWA management and research related activities, called on as needed by Coordinating Committee for input on updating the needs assessment and assists in technical review of project proposals.
6. Public Affairs Specialist: NA position that provides support on an as needed basis for public outreach efforts involving the media and preparation of briefing documents and accomplishment reports.

Implementation:

Activity	Occurrence	Responsible Official
Program oversight	Annual meeting in July	Steering Committee
Program development	As needed	Coordinating Committee
Assessment of research and technology needs	Annual summary in September	Coordinating Committee Technical Committees
Web-site management	As needed	Program Leader
Newsletter	Annual	Coordinating Committee
Press releases, briefing papers, and accomplishment reports	As needed	Program Leader Public Affairs Specialist
Media outreach	Milestone events	Public Affairs Specialist