

Group 1 (JW):

Capacity - reliable and stable for turnkey graphics and messaging for consumption by partners

Ongoing reliable tech support capacity

Regional toolkit for all partners to consume

Desperate need for a mascot

Website as a landing page that efficiently tells the story of the eastern sierra, offloads to partner sites

Federal side - Understand role of federal voice as a partner

Group 2 (KW):

Email list

Social media - facebook/instagram with turnkey assets and instructions (not all users can get online)

Website - Can we drive traffic to this website rather than partner websites? Don't want to compete with existing channels - can be linked to card

Podcast - Cultural aspect of Eastern Sierra

Person-to-person contact - posters, field programs/stewardship programs, speaking points/FAQ, business card size, ambassador program

Group 3 (KP):

Emphasize face-to-face connection - on the ground programs throughout region with training, regional talking points

Online toolkit - prepared graphics/wording/messaging for easy consumption

Face-to-face - Capacity in critical places: pop-up info booths, ranger/host/kiosk program

Coordinated map system - Maps that talk to one another throughout region (similar to talking points)

Group 4 (CT):

#1 - Budget

Website/landing page that everything else (print, etc) can point to

Signage on 395

Partnerships/ambassador programs - not just within but outside of region, gear stores, etc. Print material, business card that points people back to website

Ad buys on google/magazines where we know people are looking before traveling to Eastern Sierra