## DCNA Communication Strategy in the Dutch Caribbean: 2006 Overview

|-------------------------------------------------------|---------------------------------------------------------------------------|------------------------------------------------------------------------|---------|---------------|------------|--------|----------|-----------------|---------------|------|---------------|
| National Government: ministers, politicians, relevant departments | Promote: nature is good business  
Link to economy and poverty  
Inform about Trust Fund  
Provide information  
Inform policy decision making | Strategic vision (flyer)  
Policy | X                  |                          |            |        |          |                  |               |      |               |
| Island Government: Governor, commissioners, departments, agencies | Promote: nature is good business  
Provide information  
Shape and influence policy | Strategic vision (flyer)  
Local focus  
Success stories |                       |                          |            |        |          |                  |               |      |               |
| Tourism: Tourism Boards, FCCA, dive/resort associations, trade shows, fam trips, airlines, travel agents, resorts | Establish DNCA as model  
Advocacy ‘spread the word’  
Identify potential funders/sponsor | Strategic vision (flyer)  
Get articles into house magazine / meetings | X                  | X                  |            |        |          | X                |               |      |               |
| International conservation community: regional institutions, international NGOs, conferences | Promote DCNA  
Build relationships with other similar initiatives | Get articles into house magazine / meetings | X                  | X                  |            |        |          | X                | X            |      | X            |
| Research institutions: international, regional | Stimulate research / needs  
Promote nature conservation  
Profile DCNA | Write articles for ‘soft’ scientific press, special interest journals | X                  |                          |            |        |          |                  |               |      |               |
| Private sector: companies, individuals, business associations | Fundraising / donor cultivation | Strategic vision (flyer)  
Produce highlights of the year |                         |                          |            |        |          |      |               |               |      |               |
| General public: visitors, islanders, volunteers, Antilleans in NL | Create interest in DCNA  
Build up support overseas  
Obtain donations/support | Website: donations page + thermometer | X                  | X                  |            |        |          | X                |               |      | X            |
| Funders: current/future funders, AMFO, foundations, individuals | Fundraising / donor cultivation  
Keep well informed | Strategic vision (flyer)  
Case statement | X                  | X                  |            |        |          | X                | X            |      | X            |
| Press: international, regional, local, special interest, radio | Raise profile and promote DCNA | Timed press releases  
Talking points |                         |                          |            |        |          |                  |               |      |               |
| Partners: Patrons, Support Group: Organisation individuals | Keep well informed  
Build strong relationships  
Promote networking - support | Talking points |                         |                          |            |        |          |                  |               |      | X            |