DCNA COMMUNICATION STRATEGY IN THE DUTCH CARIBBEAN: 2006 OVERVIEW

TARGET AUDIENCE	OBJECTIVE	ACTION	website	annual report	newsletter	e-news	brochure	leaflets/fliers	presentations	book	press release
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				X	X	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		X				X	X	X	
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		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	X	X
Research institutions: international, regional	Stimulate research / needs Promote nature conservation Profile DCNA	Write articles for 'soft' scientific press, special interest journals	X			X					
Private sector: companies, individuals, business associations	Fundraising / donor cultivation	Strategic vision (flyer) Produce highlights of the year			X		X	X			
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	X	X	
Press: international, regional, local, special interest, radio	Raise profile and promote DCNA	Timed press releases Talking points									X
Partners: Patrons, Support Group. Organisationindividuals	Keep well informed Build strong relationships Promote networking - support	Talking points	X	X	X	X	X	X	X	X	X