



Pacific Flyway Ambassadors

Project Overview

2016 marks the Centennial of the first Migratory Bird Treaty, the cornerstone of international joint efforts to conserve birds that migrate across the United States and neighboring countries. A total of four Migratory Bird Treaties have been signed and they have collectively facilitated a long, successful history of conserving, protecting and managing migratory bird populations and their habitats in the United States, Canada, Mexico, Japan and Russia.

The U.S. Fish & Wildlife Service, together with a collection of federal, NGO and international partners, will draw attention this spring to the incredible journey of migrating birds. Two young bird novices are embarking on a one-of-a-kind epic road trip up the Pacific Flyway from southern California to Alaska, using modern storytelling tools and techniques to engage new and diverse communities.

These ambassadors of birds will invite others to follow their journey through blogs and social media posts as they migrate up the Pacific coast. Their inspiration will be the landscapes and people of National Wildlife Refuges, National Parks and other wildlife hot spots, as well as Urban Bird Treaty Cities and other large communities. Through fun and dynamic storytelling the ambassadors will highlight extraordinary bird facts, threats and challenges birds face across urban and rural landscapes, and innovations of thought and design that are contributing to a brighter future for birds. Enriching the journey will be a parade of wildlife experts, bird enthusiasts and everyday people sharing their insights, feelings, and perspectives about birds both locally and globally. By engaging a variety of perspectives and knowledge, the ambassadors will paint a picture of our collective understanding and appreciation of birds and emphasize opportunities to make a difference.

The focus on connecting new and diverse audiences is critical to the Service's goal of establishing public relevance for the mission-based work of the agency and its partners in conservation. The following presents a strategic approach to reaching these non-traditional audiences.



Mission Statement

Increase awareness of the challenges faced by migrating birds along the Pacific Flyway, highlight threats and other conservation issues, and identify opportunities for the public to engage in bird-related activities that contribute to bird conservation.



What We Will Accomplish

Through engaging and authentic storytelling, we will connect new audiences to the magnificence and challenges of winged migration and inspire actions that can be taken by everybody to benefit birds.

Project Identity

Critical to this project's success is establishing a unique identity that immediately and memorably identifies the ambassadors to their audience and story subjects. This identity also conveys a sense of their purpose, as well as the modern and playful tone of their communication. The unique identity used by the ambassadors will be:

BirdTrippers



Many of the project identifying visuals will be taken from the USFWS Migratory Bird Treaty Centennial campaign. The art style, known as "Graffiti Bird," will be infused into the BirdTrippers website, t-shirts worn by the ambassadors, pop-up banners, car magnets, and handouts.

How to Support this Project

There are many ways to engage with this project online

BirdTrippers.com



@BirdTrippers
#BirdTrippers

Building an online following for a brand new endeavor like this is challenging, especially when your goal is to reach new audiences who aren't already engaged with core topics like birds, migration, and conservation. While our ambassadors will do their part by creating fun and engaging content, you can help by following the project online, sharing content to your own social media platforms, and joining in on the conversation.

Hashtags are the modern way of following online conversations across social media platforms. Be sure to follow some of these hashtags that will be commonly used throughout this project:

#BirdTrippers #BirdYear #100BirdWalks #iBirdBecause #wildliferefuge #urbanrefuges #migbirds
#BirdNerd #WildlifeWednesday #WildlifePhotography #migration2016

Project Partners

A project of this scale couldn't happen without the participation and support of many. The subject of migratory birds is ripe for international collaboration, which we are proud to say is a central aspect of this endeavor. For making this exciting and unique opportunity come to fruition, we thank:

U.S. Fish & Wildlife Service, Environment and Climate Change Canada, National Audubon Society, Environment for the Americas, Bureau of Land Management, National Park Service, and U.S. Forest Service

