From: Fellows, Valerie
To: Harris, Anna
Subject: Re: Lek Camera- Partnership List
Date: Thursday, March 12, 2015 7:49:41 AM

What a lovely note:) Thank you!

I so enjoyed meeting you and getting to know you! I wish you the very best and am excited to help in any way I can to promote your efforts - just let me know how!

Thanks!

On Tue, Mar 10, 2015 at 7:54 PM, Harris, Anna <anna_harris@fws.gov> wrote:

> Pure genius!
>
> Thank you so much for your ideas and inspiration. I had a few places in mind for livestreaming but not as comprehensive as the list you just sent. We we actually get the footage rolling, I'd love to work with you on pitching to Huffington Post or Yahoo.
>
> Thanks again! You've been such a positive influence for our office,
> Anna
>
> On Tue, Mar 10, 2015 at 4:23 PM, Fellows, Valerie <valerie_fellows@fws.gov> wrote:
>
>> Hi Anna,
>>
>> So being a little naive on where you are with the ultimate goals for where you'd like to get your web cam streamed to increase your exposure, I thought I would suggest a few web cam portals. And then I just kept thinking/typing out loud. So please forgive me if this appears to be rambling!
>>
>> These larger portals are home to numerous wildlife cams and I think these could **really** help put your wildlife cam on the map-
>> http://www.wildearth.tv/
>> http://www.globalanimal.org/wildcams/
>> http://www.sportsmansparadiseonline.com/Live_Webcams.html
>> http://www.thewildlifecam.com/
>> http://wdfw.wa.gov/wildwatch/
>> http://www.ustream.tv/explore/animals
>>
>> I also think we could talk to NCTC about the Eagle Cam, which is actually supported by the Outdoor Channel http://outdoorchannel.com/eaglecam
>>
>> Of all the the conservation community grapevines, the pace of information spreads really fast through the bird world. Because of this, I think that if you can hit a few key locations in the birder's social circles, it lends a large amount of credibility and likelihood that people with "share" from such a reputable site. Allaboutbirds.org (a highly respected informational website on birds that is hosted by Cornell) has a sage grouse video section that I'm sure they would be open to adding a link to http://www.allaboutbirds.org/guide/Greater_Sage-Grouse/videos

There are also some ways to pitch the lek cam to websites like Yahoo.com, the Huffington Post and even Wikipedia that feature video news items to get people to tune in. I have an "in" with Huff Post Green if you are interested :)

I am thinking out loud here so forgive me if I'm already duplicating your obviously amazing thoughts :) I am assuming that when we talk about our partners helping promote this lek cam that we would ask them to help promote the camera via social media correct? If I'm incorrect, how else did you envision their support? And I'm assuming that you've already identified all the state fish and wildlife agencies, BLM, AFWA, Sage Grouse Initiative, Western Govs Assoc (which is remarkably pro-sage grouse on their twitter) and your usual partners. Other than that, perhaps The Nature Conservancy (and even their local chapters), National Audubon Society, and the National Wildlife Federation. Audubon and NWF have a HUGE number of facebook followers so that would be EPIC if they shared it-

It seems that with the sensitivity on this highly charged issue, that it would be better if we didn't necessarily reach out to/pitch some of the NGOs who would likely like this for social media content, but we'll just let them find it on their own and share it of their own free will. Am I correct on that?

What is the ETA on the lek cam? I expect soon? Once you get closer to the day when it will be closer, I am happy to help reach out and get your stream placed on other websites. Just let me know how I can help-

I hope that was at least slightly helpful:) If not. We'll blame the last detailee. :)

Thanks Anna!

On Tue, Mar 10, 2015 at 11:18 AM, Harris, Anna <anna_harris@fws.gov> wrote:

> Thanks so much Valerie!
>
> And yes, partners to promote when it's up and running, (I should have added NWRA on there, they know about it too,)
>
> On Tue, Mar 10, 2015 at 11:17 AM, Fellows, Valerie <valerie_fellows@fws.gov> wrote:
>
> > Would love to help!
> >
> > So just to clarify, you are looking for partners to promote the lek cam when its up and running, right?
> >
> > On Tue, Mar 10, 2015 at 11:05 AM, Harris, Anna <anna_harris@fws.gov> wrote:
> >
> > > hey Valerie,
> > >
> > > one thing I was thinking of yesterday after lunch... with your partnership experience in the Service...I was wondering if you could help me flesh out ideas of partners to reach out to on viewing/coordinating for the sage grouse lek cam-- the camera will be up in April and I'd love to give folks a heads up on this,

do you think this is something you'd be willing to help me with? If not, no worries--

thanks!
Anna

--
Anna Harris
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