

CNL(06)36

Terms of Reference for a NASCO Public Relations Group

In accordance with the Strategic Approach for NASCO's 'Next Steps' CNL(05)49 (Decisions 13-18), the Council has decided to create a Public Relations Group in order to develop and implement a clear public relations strategy aimed at enhancing NASCO's profile and ensuring the most effective publicity for its work and achievements and to help NASCO gain the support it needs to further its conservation work. This public relations strategy should include:

- identification of the messages NASCO wants to deliver, including: success stories, new threats and opportunities;
- identification of target audiences;
- identification of products and methods for delivering the message, including brochures, reports, the NASCO website links to other websites, inventories and databases and use of stakeholder dialogue meetings;
- identification of educational programmes where NASCO could provide a link on its website.

The strategy should identify options for developing and implementing the above, including whether the products and methods can be identified by the Parties and/or NASCO or whether professional expertise will be required. The Group will be chaired by the Secretary and will meet prior to the Twenty-Fourth Annual Meeting in 2007 so that a report can be presented to the Council. In developing its recommendations, the Group should take into account the report of the pilot public relations project conducted by public relations consultants, Porter Novelli.