



USDA Forest Service Intermountain Region

STRATEGIC COMMUNICATIONS PROGRAM



Director of Strategic Communications



Mike Richardson is the Director of the Strategic Communications Program in Ogden, Utah. He has been actively involved in the development and integration of Shared Stewardship agreements in Idaho and Utah. Michael takes great value in building relationships and communicating the multiple benefits of working together to identify landscape-scale priorities and building capacity to improve forest conditions throughout the Intermountain Region.

The Intermountain Region Strategic Communications Program

The mission of the Forest Service is to sustain the health, diversity, and productivity of the nation's forests and grasslands to meet the needs of present and future generations. A team of regional and forest public affairs specialists work to help the public understand this mission through media, digital communication, and publications. In an ever-changing communications environment, we strive to take action on issues in a proactive manner and handle issue management as a central part of what we do.

We serve and engage the public through contemporary communications and develop opportunities to broaden the public's understanding and interest in our activities through storytelling. We highlight our everyday good news stories, while showcasing the social benefits we provide to the public. State liaisons serve as the region's point of contact for state agencies and congressional offices. They work to keep our state and federal officials informed and engaged in our decision-making process.

Public Affairs

Internal and external communications, media relations, information dissemination, websites, social media content, videography, and graphic design are important aspects of our work. We deliver pertinent information in a timely and concise manner to the media and the general public to build a better understanding of the Forest Service.



The Intermountain Region Strategic Communications Program (continued)

Congressional and Legislative Affairs

We have state liaisons in the four states we serve: Utah, Nevada, Wyoming, and Idaho. The liaison represents the US Forest Service and works with state officials on various topics like watershed restoration, public access, and land management. State liaisons are the bridges between the Forest Service and congress. They monitor legislation and policy issues at local, state, and congressional levels. They work to keep our state and officials informed and engaged in our decision-making processes.

Fire Communication

The program supports a network of Public Information Officers working on active fires and forest Public Affairs Officers working with their local communities to ensure the public has the latest fire information to enable informed decision making. The regional website contains information and videos on fire prevention, resources, and jobs in wildland firefighting.

<https://www.fs.usda.gov/main/r4/fire-aviation>

Campaigns, Goals and Initiatives

Our goals are to sustain our nation's forests and grasslands, deliver benefits to the public through communication and partnerships, apply knowledge globally as part of our learning culture, and excel as a high-performing agency by enhancing our workforce. With these goals in mind we have supported various campaigns and initiatives.

- It's all yours- Connecting people with their public lands
- Smokey Bear - "Only you can prevent wildfires."
- Woodsy Owl - "Lend a Hand, Care for the Land."
- Sagebrush ecosystem - Collaborative conservation.
- Every Kid in a Park - Connecting youth to the outdoors.
- Boots in the Forest - Highlighting USFS career opportunities.

Digital Communications

We provide story mapping, info graphics, app development, video production, and photography to the public and internal facing websites, social media, and partnered websites. Through visually appealing content, the public can be informed and learn about their National Forests.

- Video - Visit our videos on YouTube: <https://www.youtube.com/user/usdaForestService>
- Web - Visit our interactive website for new up-to-date information, stories and recreation information featuring our media hub: <https://www.fs.usda.gov/main/r4/news-events/mediatools>
- Social Media - Reaching and communicating to the masses though various applications including Facebook, Twitter, youtube, and Flickr. <https://www.fs.usda.gov/main/r4/news-events/mediatools>