



## USDA Forest Service

### Multi-Task Performances

#### Multicultural Consumer Outreach and Engagement

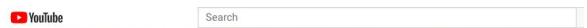
HCN has a multi-year blanket purchase agreement (BPA) in place with the USDA Forest Service (FS) to deliver task orders designed to engage Latinx consumers and stakeholders in key FS programs. Sample national initiatives include *Descubre El Bosque / Discover the Forest* in partnership with the Ad Council; the *Four Threats* initiative including fire and fuels, urban-wildlife interface, non-point source pollution and invasive species; national holiday/Christmas tree harvest permits promotions; and, multiple initiatives with the National Urban and Community Forestry Advisory Council (NUCFAC) ranging from consumer education on the benefits of 'working trees' to engaging Hispanic community members in tree planting efforts with local Recreation and Parks Departments in key cities.



**Forest Service Regions.** In addition to the FS Washington Office, HCN delivers consumer outreach and engagement at the Regional level: Region 5 (California) and Region 3 (Arizona + New Mexico) permanent and seasonal fire hire bilingual recruitment via USAJobs.gov; Region 3 *One Less Spark* fire prevention educational outreach; Region 5 GetTheGreen Youth and Stakeholder engagement in FS Pathways Programs and careers; Region 6 (Oregon + Washington state) educational outreach on prescribed fires and wildland fire smoke + health, National Forest recreation opportunities, translation services, and socio-economic opportunities ranging from jobs and contracts to forest products.



FS Region 5 GetTheGreen - Youth Contest Winners with Woody Owl and Smokey Bear



Arroyo Green Team "We're Nature Freaks, We Know It"

FS Region 5 GetTheGreen Video - 1st Prize Youth Contest Winners



FS Region 5 GetTheGreen - Contest Flyer



Get The Green What This Means To Me

FS Region 5 GetTheGreen Video - 2nd Prize Youth Contest Winner



FS Region 3 & Region 5 Fire Hire Job Recruitment - Digital Display



FS Region 5 Fire Hire Job Recruitment - Digital Video

## Communications Challenges

USDA Forest Service (FS) has a growing number of communications needs to reach and engage US Latinx and Spanish-preferring constituents at national and regional levels. HCN works with various FS offices to develop a diverse range of consumer engagement goals: promote socio-economic and recreational benefits of National Forests; recruit qualified bilingual/bicultural candidates for FS job opportunities; increase accessibility of FS programs and resources to limited English proficiency audiences; and, build education and awareness surrounding priority issues of fire and fuels, wildland-urban interface, invasive species, non-point source pollution and managed recreation.

## Communications Solutions

### Formative & Discovery Research

To build an optimized strategy for each FS office's priority audience, HCN conducts market research ranging from focus groups to informal online surveys, as well as tertiary research and environmental scans to gather insights into preferred messaging, messengers/influencers, creative approaches and information sources. **CULTURALLY DRIVEN**

### CREATIVE/MESSAGING / MESSENGERS

#### Radio Production & La Red Hispana National Network

HCN's cultural communications experts identify original culturally and linguistically driven creative, messaging, and messengers to resonate with each audience segment. HCN produces cost-effective, quality audio and video materials using "edu-tainment" and real life testimonial approaches via their in-house AVRA studios in Washington DC, as well as digital collateral (displays, banners, infographics, etc), for broadcast, digital and social media platforms. With the Ad Council, HCN's teams provided TransCreations of website and social media elements for *Descubre el Bosque / Discover the Forest*. Through our *La Red Hispana* national multimedia networks, HCN provides FS unique built-in distribution channels that reach 7+ million Spanish-speakers weekly (all FS).

## Video, Digital and Social Media Outreach

HCN develops video, editorial calendars, copy, images and content for FS offices. Because FS Spanish-language resources are limited, most use HCN’s consumer-facing [LaRedHispana.org](http://LaRedHispana.org) website as an online call to action, where consumers may access information and resources; and, the social media channels of HCN’s La Red Hispana and personality influencers in order to reach audiences through a known and credible Spanish-language sources (all FS).

### Media Relations

For FS Spanish-proficient spokesperson(s), HCN’s media relations specialists leverage existing connections with Spanish-language media to book interviews on local, regional and national media, with accompanying pitching materials (media advisory, bio, press release) (Region 5, Region 6, CE).



FS Region 6 National Forests Outdoor Recreation Opportunities - Digital Video



FS Region 6 Smoke from Wildfires - Digital Video



Region 6 Prescribed Burns - Digital Video

## Stakeholder Engagement

HCN recruits Hispanic-serving organizations, mainstream nonprofit organizations, public education systems and private corporations as partners that endorse, distribute and support key initiatives (FS-Region 5; National Urban & Community Forestry Advisory Council).

## Results

HCN’s initiatives are successfully enhancing FS multicultural engagement efforts in 80 Hispanic markets, with 195 HCN Affiliate Radio Stations generating 106,000,000 impressions, 24 On-Air Interviews, 429,866 Facebook reach, 214,066 video views, 7,661 social media engagements, and 12 stakeholders.