

# Conservation Communications Strategy

Wildlife Connectivity Nonprofit, California

# Portfolio Work Sample — Liz Sahadi Smith

## Collection

Enterprise Strategy & Systems Design

## Engagement Type

Strategic Communications Planning, Media Strategy, Policy Communications

## Client

Wildlife Connectivity Nonprofit, California

## Submitted

November 2025

## Proposed Timeline

Three months

## Proposed Investment

**\$14,800 fixed fee**

# How to Read This Piece

## Work Submission

This is an original work submission: a competitive RFP response written to a strict five-page limit. It demonstrates compressed strategic thinking and narrative architecture for a policy-adjacent conservation organization.

## What This Shows

- Compressed strategic thinking under constraint
- Policy communications fluency (AB 1889, AB 2344)
- Audience segmentation across public/policy/funder audiences
- Narrative architecture for technical subject matter

# Executive Summary

Wildlife corridors reduce crashes, save taxpayer dollars and protect California's biodiversity – but implementation depends on whether decision-makers understand their value.

The client had the science, the partnerships and the policy wins. What was needed was a dissemination strategy that translates technical leadership into public momentum, positions corridor data as safety infrastructure and helps cities meet AB 1889's 2028 compliance deadline.

This engagement delivers:

## Strategic Communications Plan

Built for California's current funding and policy landscape

## 12-Month Content Calendar

The team can execute immediately

## Two Press-Ready Samples

Demonstrating immediate impact

## Capacity Infrastructure Memo

Clarifying what communications resources the program needs going forward

# Strategic Frame — Science as Safety Infrastructure

- ① The core narrative shift in this proposal: wildlife corridors are not an ecological abstraction. They are crash-reduction infrastructure — guardrails for wildlife.

This reframe targets agency staff, transportation planners and local jurisdictions through the lens of risk mitigation and public safety — the same decision framework used to fund road improvements, not environmental grants. That positioning shift is what moves the work from "conservation cause" to "infrastructure investment" in the minds of the audiences who control implementation.

## Legislative Alignment

### AB 1889

2028 compliance deadline gives local planners a direct action hook

### AB 2344

31 funded active connectivity projects provide proof of concept at scale

# Approach and Deliverables

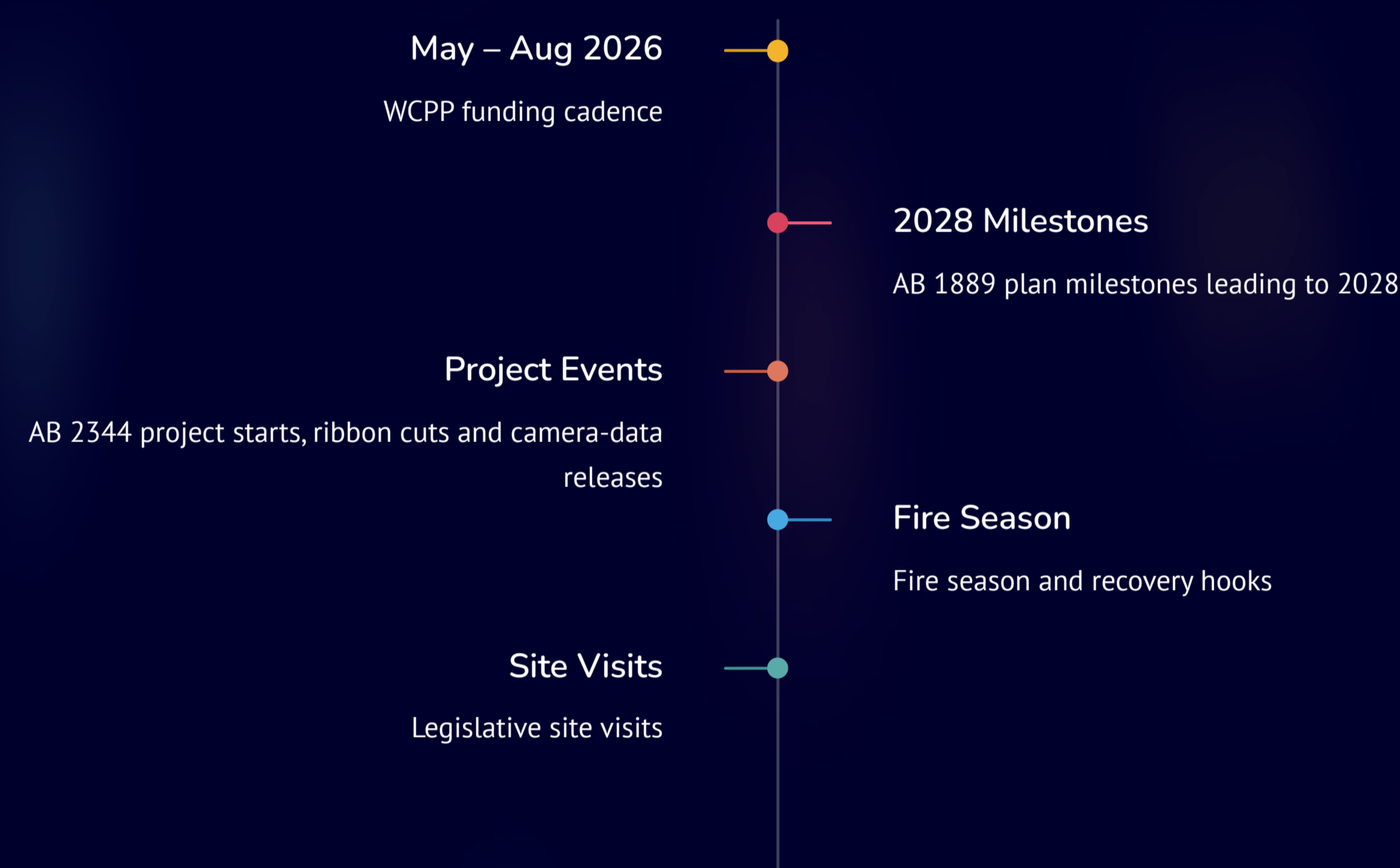
## 1. Strategic Dissemination and Media Plan — 10 to 15 pages

Audience segmentation and entry points:

Audience	Entry Point
Caltrans/CDFW	Built-in attribution so the client's data is credited in implementation decisions
Local planners	AB 1889 compliance toolkit – drop-in language and checklist
Foundations	Implementation metrics and co-funding readiness signals
Media	Safety and cost-savings angles tied to specific sites
Public	County-level tools to track where roads get safer

**Media landscape and targets:** California transportation and infrastructure reporters, regional outlets near AB 2344 project sites and national environmental desks.

## Opportunity Calendar — Timed Moments



## 2. 12-Month Content Calendar Draft

Month-by-month themes, channels (web/email/social/media), owners, timelines and KPIs – built for a lean team with limited capacity.

## 3. Two Press-Ready Sample Deliverables — Client's Choice

1	2	3
<p><b>Option A — Op-Ed</b></p> <p><b>"Wildlife Corridors Are California's Safety Infrastructure"</b> Frames connectivity as crash reduction tied to AB 1889 implementation and 2025 fire and recovery context. Includes pitch strategy for California outlets.</p>	<p><b>Option B — Press/Media Kit</b></p> <p><b>Tracking AB 2344 – California's 31 Active Connectivity Projects</b> Two- to three-page county site sheets with photo, two-sentence problem framing, crashes avoided, timeline and short pitch angles, visual asset recommendations, press release template and regional reporter contact strategy.</p>	<p><b>Option C — Planning Resource</b></p> <p><b>AB 1889 Compliance Toolkit for Local Jurisdictions</b> One-page model text, checklist and data links designed for direct distribution to planning departments.</p>

## 4. Capacity Infrastructure Memo — Three to Five Pages

- Workflow map and bottleneck identification
- Minimum-viable communications templates
- Role definition – full-time, part-time or contract
- Essential vs. nice-to-have tools
- Budget guidance for next phase

# Timeline and Work Plan



Phase	Weeks	Activities	Checkpoint
<b>Phase 1 – Intake and Analysis</b>	1 – 2	Stakeholder interviews, asset audit, media scan, competitor analysis	Audience map, message planks v1, target media list
<b>Phase 2 – Strategy Development</b>	3 – 6	Draft plan, build calendar, develop two samples	Plan draft, calendar draft, samples draft
<b>Phase 3 – Refinement and Finalization</b>	7 – 9	Incorporate feedback, finalize deliverables, complete capacity memo	Final materials delivered

# Investment

Fixed Price

# \$14,800

All-inclusive

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**Payment terms:** 50% at contract signing, 50% upon final delivery.

**Exclusions:** Paid media, extensive graphic design beyond layout specs.

## What's Included

Deliverable	Detail
Strategic Dissemination and Media Plan	10 – 15 pages
12-Month Content Calendar Draft	With KPIs
Two Press-Ready Sample Deliverables	Client's choice from three options
Capacity Infrastructure Memo	3 – 5 pages
Stakeholder interviews, research, revisions	All included

# About Liz Sahadi Smith

Strategic communications executive with **25 years of experience** architecting institutional narrative, governing AI-era brand reputation and building resilience infrastructure for organizations operating under high public scrutiny.



## Narrative Arbitrage — Category Engineering

Engineered the climate-adaptive healthcare category to bypass political friction and generate **\$18M in earned media value**. The category was adopted by partner organizations statewide.



## Algorithmic Brand Governance

Architects organizational Share of Model strategy, ensuring authoritative citation status in AI-generated outputs and governing how institutional reputation is synthesized across media and information platforms.



## Resilience Architecture — Reputational De-risking

Designs crisis communications infrastructure that outlasts staff transitions and survives narrative hijacking. Built systems that achieved **143% positive sentiment** across 113 consecutive days of record heat and contributed to the first heat death decline in a decade.



## Relational Capital Stewardship

Manages high-value media and institutional relationships as balance-sheet assets — PBS/WETA documentary feature, coverage in The New York Times, Reuters, AP, NPR, BBC and Politico. **91% award win rate** — 20 wins from 22 submissions.

7x

### Donation Increase

\$15,000 annually to more than \$100,000 in seven days. Verified by Chief Development Officer.

544

### National Media Placements

Generating \$18M in earned media value, verified by Cision.

91%

### Award Win Rate

20 wins from 22 submissions.

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*Liz Sahadi Smith — Strategic Communications — Phoenix, Ariz.*