

10. PROGRAM: PUBLICATIONS

Since 1982, the NRS Publications Program has documented and publicized the resources of the UC Natural Reserve System by producing and disseminating a variety of communications media, including:

- Systemwide website
- NRS-supported websites
- e-newsletter
- videos
- Systemwide general and occasional publications
- internet, newspaper, magazine articles
- social media
- annual report
- information and photographs
- Wikipedia entries about the NRS and its reserves

These media raise the profile and status of the NRS, both within and outside of the UC system, attract and inform reserve users, and support efforts to raise the funds needed to expand and develop the resources of the NRS.

NRS Systemwide Website

Since the NRS Systemwide website was launched in the mid-1990s, it has become the public's primary source of information about the reserve system. Reserve users and potential reserve users, members of the general public (educators, legislators, individuals involved in management of natural resources, community organizers, and others), and NRS personnel (whether in the Systemwide Office, on campus, or on site) all turn to the website as their primary gateway to obtain information about the system, to apply to use a reserve, to learn about NRS activities, to access databases of species and electronic repositories for reserve-based research data, to view images and videos of reserves, and more.

Increasing societal reliance on the Internet as a source of news and information has catapulted the NRS website and its social media outlets, including the online NRS Newsletter, into the most prominent and effective means of disseminating news and information about the organization.

When a major event occurs in the life of the reserve system — for example, the NRS receives a large gift or one of its reserves is employed as the site of significant, long-term research — the NRS Publications Program responds by publishing an article on the NRS website and sharing the story with communications staff at UCOP, the campuses, and other participating organizations.

NRS-supported websites

In addition to its primary website, the NRS hosts a number of other websites for reserves, affiliated organizations, and its own fundraising program. NRS Publications Program staff may be responsible for providing content, design, images, and security updates. Publications Program staff are also involved in training reserve staff on how to maintain and edit these websites.

Online NRS Newsletter

The primary objective of the online NRS Newsletter is to provide news about the research, instructional, and public service/outreach activities being carried out at NRS reserves. Newsletters collate links to articles, video, and photos published on the NRS website, as well as media from other venues such as campus, newspaper, and magazine websites. The newsletter also publishes information about NRS events such as lectures, open houses, hikes, and classes to which the public is invited. Topics include, but are not limited to, reserve-based research, management programs, reserve staff, major grants and research initiatives, recipients of NRS support such as Mathias Graduate Student Research Grants, new on-site facilities, and NRS-associated publications.

The audience for the newsletter includes the field science research and instructional community, faculty and students from the University's ten campuses and from other institutions; staff of public and private resource-management programs, UC alumni, community organizations, neighbors of reserves, the media, members of the general public interested in environmental matters, and others. Many readers are current and past reserve users; many others are potential reserve users.

The NRS Newsletter supplants *Transect*, a publication of the NRS that was printed and mailed to subscribers for nearly 30 years. The advent of social media and ubiquitous access to the internet has made online newsletter publication a common medium for organizations to share information with their communities. Because online publication obviates the need for extensive attention to layout, printing, and mailing, it dramatically reduces publication program costs. The e-newsletter format also enables sharing of videos by and about the NRS via links and embedding capabilities. Automated subscription and list cleaning eases the burden of maintaining subscriber lists. Finally, the newsletter keeps the University of California apprised of NRS contributions to the University, the state, and — as the NRS mission statement expresses it — “the understanding and wise management of the Earth and its natural systems.”

Social media

The NRS Publications Program has established and maintains an NRS social media account on Facebook. The account is used to amplify the audience of NRS news as well as share links and articles about natural science discoveries, events, and other news of interest to NRS community members.

NRS Videos

The NRS Publications Program produces periodic videos about the impact of NRS research, conservation, and public service. Videos are uploaded to YouTube, where they are available to anyone for viewing.

Videos are cross-posted on the NRS website, the NRS YouTube channel, UCOP communications, and NRS social media, including the NRS newsletter. When possible, the videos are also uploaded to the

UCTV website, and broadcast on this provider's satellite and cable TV transmissions. Completed videos are a powerful tool to aid NRS Systemwide Office fundraising and community outreach efforts.

Systemwide General and Occasional Publications

Now and then, the NRS Systemwide office produces generalist publications that announce, describe, and explain the reserve system as a whole. Publications have been produced such purposes as marking anniversaries, as with *The Environmental Legacy of the UC Natural Reserve System* (UC Press, 2013); to fulfill the need for general information about the reserve system, such as the NRS Passport and Fact Sheet; and to augment fundraising efforts, such as print collateral produced for the 2018 NRS Gala.

The Systemwide Office is occasionally asked to assist in producing printed materials such as trail guides, lecture flyers, postcards, banners, posters, and maps. When time and funds permit, the Publications Program provides design assistance, coordination with printers, and other production advice.

Newspaper and Magazine Articles

Occasionally, newspapers and magazines publish articles about the UC reserve system, its individual reserves, research conducted on site, and the field scientists, instructors, and students who use the reserves (or even the philanthropists who endow them). Some of these articles are written by Systemwide or campus-based NRS personnel, then submitted to UC or external publications. Others are written by UC writers for UC publications, or by external (non-UC) media staff writers for their own publications, or by freelance writers.

To the fullest extent possible, the NRS Publications Program supports the production of articles and other media about the NRS, offering information and photographs, providing useful contacts, and supplying images. Such support is the best way to maintain some influence over information disseminated about the NRS, and helps derail misinformation before it is published. Moreover, articles written by a staff writer for an external publication presents a valuable objective perspective.

Annual report

Every year, reserve managers are asked to review their reserve's use data records in RAMS and approve a summary of this data. The NRS publications staff presents aggregated annual use data gleaned from the Reserve Application Management System (RAMS) in the form of dynamic maps, graphs, and charts available on the NRS website.

Program Staffing

The NRS Publications Program is staffed with:

- Principal Publications Coordinator: Responsible for writing, editing, design, layout, social media, printing (full-time position)
- Information Systems Analyst: Responsible for website design and maintenance, photography, and filming (full-time position, but only partly devoted to publications program)