

## **Mangrove Finch Communications Protocol for Season 2**

### **Mangrove Finch Conservation project collaborators:**

Charles Darwin Foundation (CDF)  
Galapagos National Park Directorate (GNPD)  
San Diego Zoo Global (SDZG)  
Durrell Wildlife Conservation Trust (Durrell)

### **Mangrove Finch Conservation active project funders:**

Galapagos Conservation Trust, The Mohamed bin Zayed Species Conservation Fund, Durrell Wildlife Conservation Trust, The Leona M and Harry B Helmsley Charitable Trust, Galapagos Conservancy, and The British Embassy in Ecuador

### **Summary**

Information and updates in connection with on-the-ground progress of the Mangrove Finch captive rearing program 2015 breeding season are placed under a strict publishing embargo between the Charles Darwin Foundation (CDF), the Galapagos National Park Directorate (GNPD) and San Diego Zoo Global (SDZG). Technical information for release will be agreed upon between CDF, GNPD, and SDZG before widely released to project funders.

### **Publishing Timelines**

The following timeline for publishing news about project advances has been agreed between the Charles Darwin Foundation and the GNPD:

- 1) The first update on project advances will be published via the Ecuadorian Minister of Environment, via a tweet on her/his Twitter account
  - 2) A press release will then be distributed by the Ecuadorian Ministry of Environment
  - 3) The four partner institutions (CDF, GNPD, SDZG, Durrell) are then permitted to disseminate web and print publications accordingly and support funders in the creation and publishing of their own communications
- The first project updates for publication will be ready around mid-February and will be published once the eggs have arrived to Puerto Ayora in incubators. Below an estimation of other activities:
- Potential pre nest collection field trip: last week of January
  - First eggs back at Puerto Ayora: 2<sup>nd</sup> week February
  - First chicks for season hatch in captivity: 2<sup>nd</sup> week February
  - Fledglings ready for transfer back to wild: mid March
  - Fledglings released into wild and post release survival monitored: upon return of field team mid May

## **Press releases/articles**

- Press releases will be ready for distribution shortly after each stage of the captive rearing process is completed. Press releases will be jointly distributed and their release synchronized between the Charles Darwin Foundation, Galapagos National Park Directorate and San Diego Zoo Global (Durrell are not required to pre-approve communications). Once the press releases are approved, the CDF will distribute copies to all project funders.
- In all press releases, and print materials as well as online communications products such as blogs/microsites/newsletters etc the Charles Darwin Foundation, Galapagos National Park Directorate, San Diego Zoo Global and Durrell Wildlife Conservation Trust will be credited as project collaborators.
- When writing press releases/articles/blogs etc type out in full project partners, collaborators and current funders as follows: *"The Mangrove Finch Project is a bi-institutional project carried out by the Charles Darwin Foundation and Galapagos National Park Directorate in collaboration with San Diego Zoo Global and Durrell Wildlife Conservation Trust."* And where possible word the following text to credit funders accordingly: *"The project is supported by Galapagos Conservation Trust, The Mohamed bin Zayed Species Conservation Fund, Durrell Wildlife Conservation Trust, The Leona M and Harry B Helmsley Charitable Trust, Galapagos Conservancy, and The British Embassy in Ecuador"*

## **Web/social media posts**

- In all web and social media posts all collaborators will be credited with their social media pages tagged in the post/tweet where space permits. Due to space limitations, funders will be highlighted via a shortened link to an external page (web page/blog etc...) which will include all project collaborators and funder information in full.

### *Twitter Example:*

[@Durrell](#) [@sdzglobal](#) [@parquegalapagos](#) 15 Mangrove Finch eggs have just arrived from Playa Tortuga Negra! <http://bit.ly/14wMXNC>

## **Media interviews**

As in 2014, following the head starting activities planned for 2015, Mangrove Finch Project personnel from CDF, GNPd, SDZG and Durrell are likely to be personally approached to present talks, posters, write blogs and articles and speak to media. This extra publicity for the mangrove finch is excellent and encouraged; however the following protocols must be followed:

- All media interviews (radio, tv, web) about the project, and/or scientists involved, will be channeled through the Charles Darwin Foundation and Galapagos National Park Directorate and San Diego Zoo Global's communications teams. The Charles Darwin Foundation (CDF), Galapagos National Park Directorate (GNPD), San Diego Zoo Global (SDZG) and Durrell Wildlife Conservation Trust will be mentioned as project collaborators in all interviews.

Collaborative institutions need to be aware of communication opportunities by contacting the following people.

- CDF: Mangrove Finch Project Coordinator: Francesca Cunningham  
[francesca.cunninghame@fcdarwin.org.ec](mailto:francesca.cunninghame@fcdarwin.org.ec)  
Communications: James Hudson [james.hudson@fcdarwin.org.ec](mailto:james.hudson@fcdarwin.org.ec)
- GNPD: Victor Carrion [vcarrion@galapagos.gob.ec](mailto:vcarrion@galapagos.gob.ec); Christian Sevilla  
[csevilla@galapagos.gob.ec](mailto:csevilla@galapagos.gob.ec); Rosita Leon [rleon@galapagos.gob.ec](mailto:rleon@galapagos.gob.ec)
- SDZG Communications: Christina Simmons: [csimmons@sanDiegozoo.org](mailto:csimmons@sanDiegozoo.org)

### **Images/Video**

- The Charles Darwin Foundation communications team will provide a selection of images and where possible video footage around the time of planned communications, once media content is approved between the CDF and GNPD. A selection of images will be made available for all collaborators and funders.

- The distribution of controversial/sensitive imagery(video by our project partners is strictly forbidden unless approval is granted by the Charles Darwin Foundation first (in coordination with the GNPD). For example, publishing an image of a Mangrove Finch infested by *Philornis downsi* would be deemed in nearly all cases as breaking CDF-GNPD bi-institutional communications protocol.

### **Logo use**

- The use of the logos of the Charles Darwin Foundation, Galapagos National Park Directorate and San Diego Zoo Global in connection with Mangrove Finch Project communications products requires prior approval from all three institutions.

### **Presentations**

- In presentations, the logos of CDF, GNPD, SDZG and Durrell must be displayed on the title page. These same logos, in addition to the logos of all current project funders must be displayed on a closing acknowledgement slide. Funders' logos are available from either CDF contact (listed above).