



In the Wild: Investigating Educational Outreach and Communication Efforts Targeting Conservation

Purpose

- Investigate the publicity of educational outreach and communication efforts related to wildlife conservation in popular press articles.

Results

Table 1. Summary of Themes and Phenomena Investigating Educational Outreach ($n = 10$)

Theme, Phenomena	Frequency
Wildlife Conservation ($n = 5$)	18
Access to Information	2
Community Extension	1
Ecology	2
Message Delivery	7
Policy & Rangeland Management	6
Wildlife Policy ($n = 2$)	10
Access to Information	2
Economics	1
Education	2
Environment & Water	5
Conservation Education ($n = 3$)	38
Access to Information	9
Biodiversity	6
Educational & Communication Efforts	7
Land Use	1
Policy	4
Social Views & Political Influence	11

Note. Some articles coded on multiple variables and phenomena.

Method

- Conducted a systematic literature review.
- Included articles published between 2010–2020.
- Searched the *Wildlife Conservation*, *Wildlife Policy*, and *Conservation Education* databases.
- Identified 39 potential articles.
- Coded each retained article to identify themes and phenomena related to conservation education (Proudfoot, 2022).

Implications/Recomendations

- Educational and communication influence policy and outreach efforts.
- Valuable for wildlife conservationists to educate youth about conservation efforts.
- Extend incentives for conservation and wildlife scientists to publish educational outreach strategies in popular press avenues.
- Incorporate a media angle to wildlife conservation while also addressing issues in school-based agricultural education programs or Extension programming.



**Educational outreach is key to
 communicating about conservation.**

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