



CASE STUDY: ENERGY & ENVIRONMENT

Harvard Forest

CHALLENGE

Raise awareness about the “Wildlands & Woodlands” conservation vision for the Northeastern United States, at a time when public and private investments in conservation land have been dramatically reduced.

STRATEGY

Slowey/McManus worked closely with the Harvard Forest team for months in advance of the report’s publication to ensure widespread and high-value media and social media attention for the 2017 study.

OUTCOME

Through newspaper, radio, magazine and online news site media coverage, the Harvard Forest report and recommendations received extensive attention throughout the region and in national publications. Several editorials endorsed the policy implications contained in the report.

11 Beacon Street • Suite 340
Boston MA 02108
617.523.0038
sloweymcmanus.com

