

PUBLIC RELATIONS FOR THE SAINT LOUIS ZOO'S WILDCARE INSTITUTE

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WILDCARE INSTITUTE MISSION STATEMENT

“..dedicated to creating a sustainable future for wildlife and for people around the world.”



Saint Louis Zoo
WildCare Institute®

WILDCARE INSTITUTE HISTORY

- **Founded 2004 – expanded existing conservation activities and ID'ed new ones**
- **12 (now 11) Conservation Centers plus other conservation activities**



WILDCARE INSTITUTE FUNDING

- **\$1,000,000/year in field**
- **\$16,000,000 endowment**
- **\$350,000 from Conservation Carousel built with donated funds**
- **\$1,000,000+ in donations from 2004-2010**



WILDCARE INSTITUTE “BRANDING”

- Decision made early on to “brand” as part of the Saint Louis Zoo



WILDCARE INSTITUTE PR

- Great launch
- Press conference
- Newspaper
- Interactive exhibit



WILDCARE INSTITUTE – INITIAL PERCEPTION CHALLENGES

- Some “push back” that it would subtract from the Zoo’s on-site activities
”No tax money spent outside the region” – illegal for us, but the model allowed us to explain it in a “sound bite”



WILDCARE INSTITUTE - “CONSERVATION DINNERS”

- Dinners at our expense (~\$15,000/dinner)
- Invitees were major donors
- 120 (horned guans) to 200 attendees (Grevy's zebras and hellbenders)
- ABB example



WILDCARE INSTITUTE – COOPERATION

- 180+ partners in the zoo, NGO, GO and conservation communities
- AZA Connect advertisement



WILDCARE INSTITUTE PR

- **Monthly electronic newsletter – all employees, boards, and advisors**
 - Internal “buy in”
- **Print materials –**
 - Brochures
 - 3 folds
 - 1 pagers



WILDCARE INSTITUTE PR

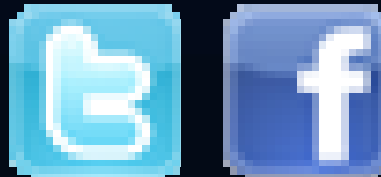
- **On grounds signs**
 - Concise information
 - “Your Zoo” is doing this



- **Stories in quarterly zoo magazine (40,000 circulation)**

WILDCARE INSTITUTE PR

- Facebook: 135,000 friends
- Video on STLZooTube channel
- Regular part of Saturday AM TV show, “At the Zoo”



WILDCARE INSTITUTE PR

- Web site via Zoo's web site or on its own: www.wildcareinstitute.org
- 55,507 “hits”/year for WildCare information



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WILDCARE INSTITUTE PR

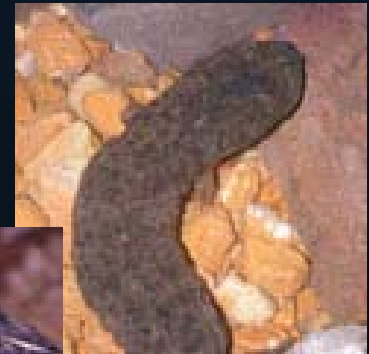
- Hour long special on Grevy's zebras on local CBS affiliate
- 6-7 minute videos on 3 of our projects produced at cost by "Beyond Motion" Productions on Galapagos, Humboldt penguins, mountain vipers



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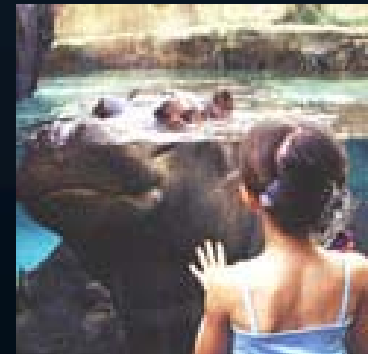
WILDCARE INSTITUTE PR

- **What is “sexy” is what we make “sexy”**
 - Cheetahs and Grevy’s zebras vs. hellbenders and American burying beetles.



WILDCARE INSTITUTE PR

- Has this had any effect on public perception?
- 2005 – 10% of visitors were aware of Zoo's conservation activities
- 2008 -2010 – 69%-71% of visitors were aware of the Zoo's conservation efforts



WILDCARE INSTITUTE PR

Better connecting the Saint Louis Zoo to the wild..... Building sustainable future for animals and for people.

