

The Puffin Project: Engaging the public in coastal conservation through art and storytelling

Carina Kusaka | PhD Student, Dept. of Fisheries, Wildlife, and Conservation Sciences at Oregon State University | Carina.kusaka@oregonstate.edu | (808)-721-9667

Specific plan

Stage	Specific Objective	Date to Accomplish
Stage I: Concept Development	1. Inventoried existing children’s books to identify unoccupied niche, drafted manuscript, completed 50% of paintings, and created storyboard.	2023 – June 2024
Stage II: Writing and Illustrating	2. Complete 80% of the book’s paintings and scan to high-resolution pdfs.	June – Nov. 2024
Stage II: Writing and Illustrating	3. Receive Constructive Criticism: <ul style="list-style-type: none"> • Meet with editorial consultant to receive feedback on writing tone, vocabulary, and storyline. • Consult with seabird ecologists and academic collaborators to ensure scientific accuracy. • Collaborate with the TUPU working group to ensure clear messaging and communication. 	Nov. 2024
Stage II: Writing and Illustrating	4. Edit the book based on feedback from collaborators, partners, and the editorial consultant.	Dec. 2024
Stage II: Writing and Illustrating	5. Complete the final 20% of paintings and scan to pdfs.	Jan. 2025
Stage II: Writing and Illustrating	6. Organize the layout of illustrations and text in Adobe InDesign. Format the book and complete final edits.	Feb. 2025
Stage III: Self-Publishing	7. Obtain International Standard Book Number (ISBN). 8. Begin self-publishing process using Amazon KDP.	March 2025
Stage IV: Publishing and Production	9. Coordinate with partners (OSU, National Audubon Society, TWS, OSG) to plan and prepare for the book launch. 10. Reach out to local wildlife refuges, nonprofit organizations, birding groups, schools, libraries, outdoor education programs, etc. to arrange outreach opportunities. Contact Oregon and Washington State Parks and Wildlife Refuge Visitor’s Centers, for collaboration on outreach	March 2025
Stage IV: Publishing and Production	11. Publish the book. Order copies. Create a website using Squarespace where the book can be ordered, and information on further resources can be accessed.	March 2025
Stage V: Outreach	12. Virtual and In-Person Outreach: <ul style="list-style-type: none"> • Schedule book readings, donate books to wildlife refuges, libraries, schools, organizations, etc. • Share book at conferences, events, and book fairs 	April-June 2025

	<ul style="list-style-type: none"> • Advertise the book using social media platforms • Contact book bloggers and reviewers • Organize virtual readings (e.g., Zoom or Skype a Scientist), and attend virtual conferences 	
Stage VI: Track Success	<p>13. To monitor book success & engagement, I will track:</p> <ul style="list-style-type: none"> • # of books donated and sold • Geographic location of books sold and donated • # of physical or online carriers of the book • # of community outreach initiatives and attendees • # of unique daily visits to Amazon page, reviews, activity on social media, and emails 	April-June 2025
Stage VI: Track Success	<p>14. Send final project summary to Oregon TWS and OSG. Continue outreach through website and in-person activities.</p>	June-July 2025