



**Presenter:**

**Brad Williamson**

*Government Affairs and Communications*

*Restore America's Estuaries*

# Communications

The importance of using multiple channels of communications to identify your audience, create content, and amplify your work

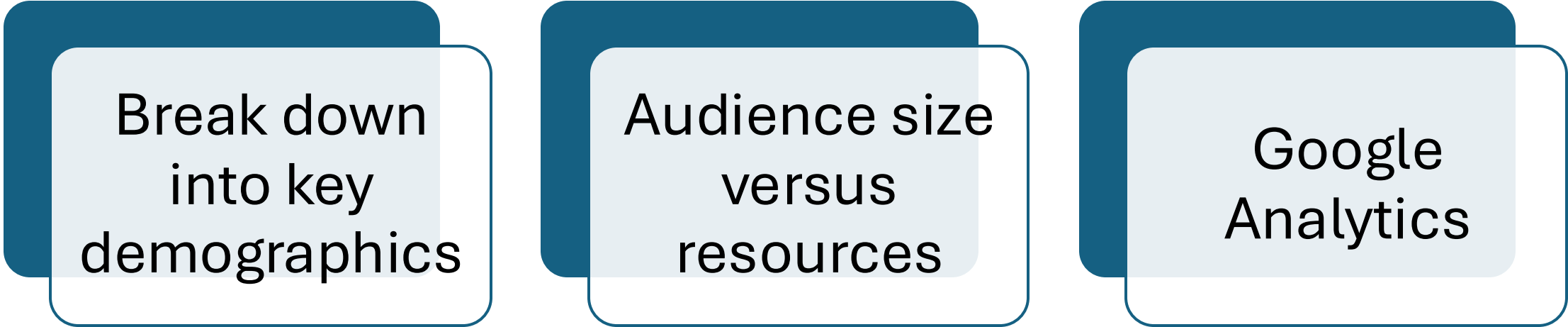




**Why invest in  
communications?**



# Identifying Your Audience



Break down  
into key  
demographics

Audience size  
versus  
resources

Google  
Analytics

# Understanding Constraints

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Size of budget for campaign

Staff time

Competing stories

Potential opposition

“What if someone despises me? Let them see to it. But I will see to it that I won’t be found doing or saying anything contemptible. What if someone hates me? Let them see to that. But I will see to it that I’m kind and good-natured to all, and prepared to show even the hater where they went wrong. Not in a critical way, or to show off my patience, but genuinely and usefully.” — MARCUS AURELIUS



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*Never mind what  
haters say,*

*Ignore 'em 'til they  
fade away*



# Creating Your Content: Images



## Taking pictures

Usage Rights

Photography Consent

Stock Images

Image Types



## Graphic Design

Canva

Adobe Illustrator / Photoshop


# AI in Communications

create a picture of a environmental restoration project located in the long island sound



Here is an illustration of an environmental restoration project located at Long Island Sound. The project includes the restoration of vegetation with newly planted trees, a designated wetland area with reeds, and the water body of the Long Island Sound. This representation highlights key elements of habitat restoration and the revitalization of natural resources in the area. [\[3\]](#)



A group of four volunteers are working in a marsh. They are wearing dark blue protective clothing and gloves. One person is using a shovel, another is using a planting stick, and two others are bending over to plant seedlings. The background shows a body of water and a line of trees.

“Generate an image representation of a nonprofit organization conducting restoration work in a marsh at the Long Island Sound.

Volunteers in protective clothing, such as waders and gloves.

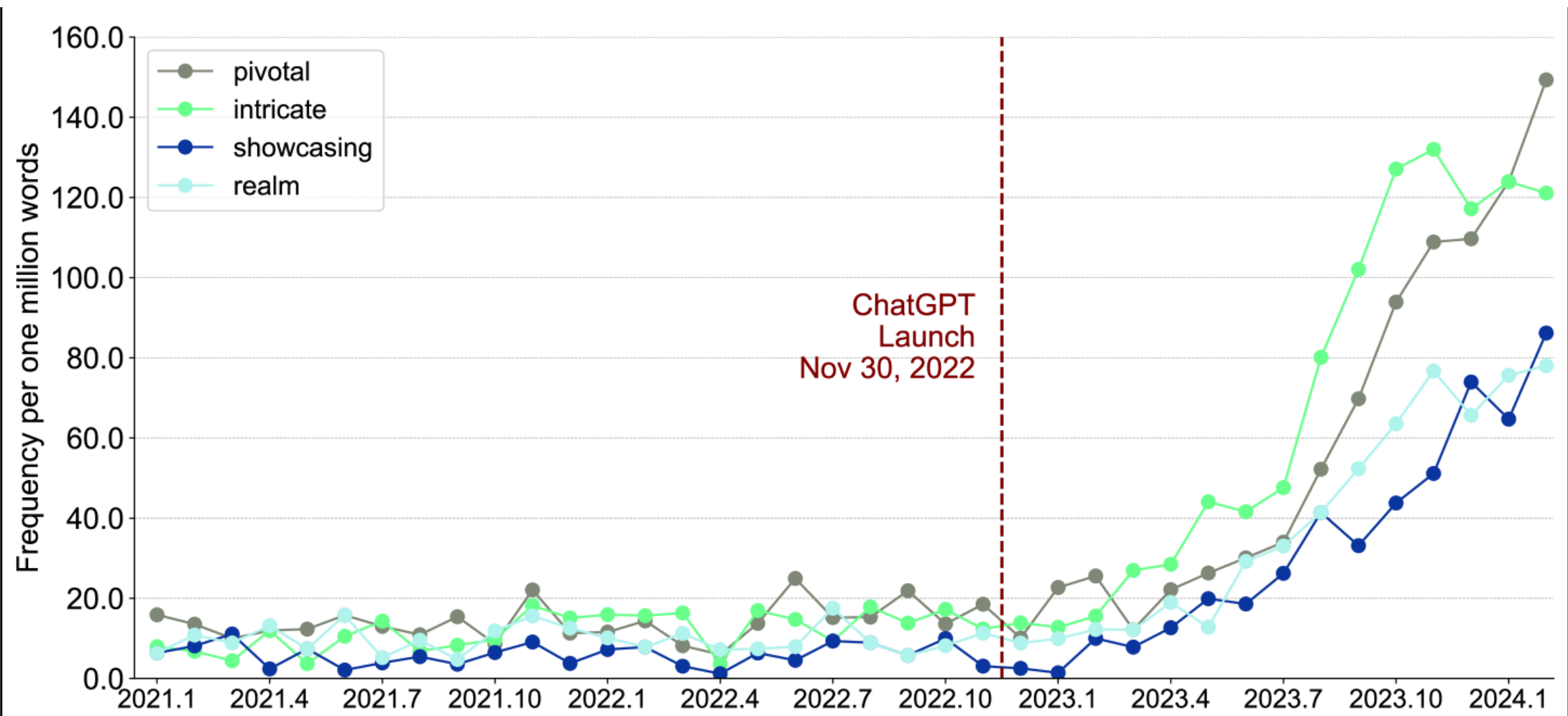
Tools like shovels, planting sticks, and buckets.

Areas of the marsh being replanted with native vegetation.

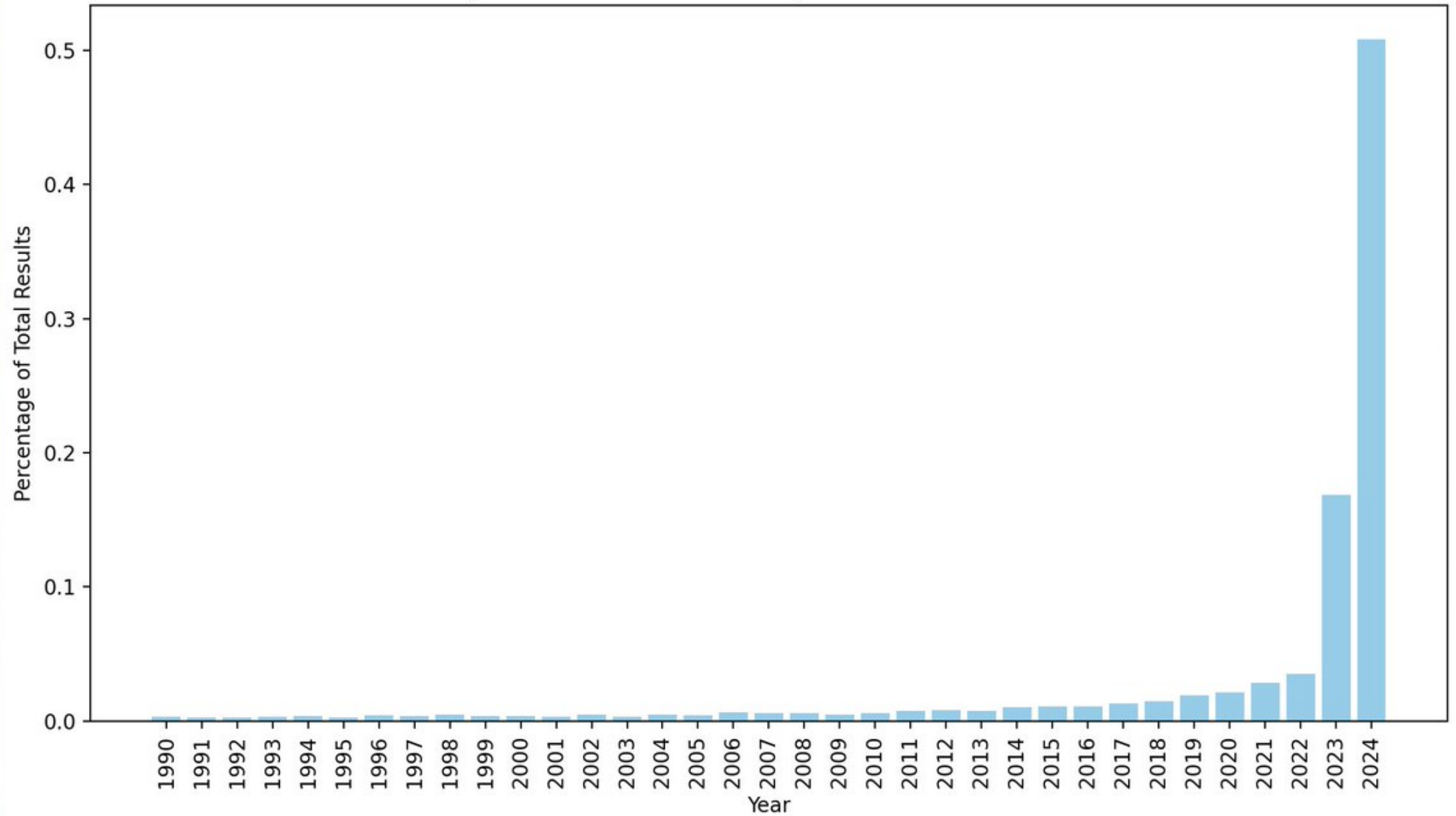
Signs or banners displaying the nonprofit organization's name or logo.

The background with the Long Island Sound, water, and nearby trees or shrubs.”




**b**

Percentage of PubMed Search Query "delve" Results (1990 - 2024)





A large orange circle on the left side of the slide, partially cut off by the edge.

# Distributing Your Materials

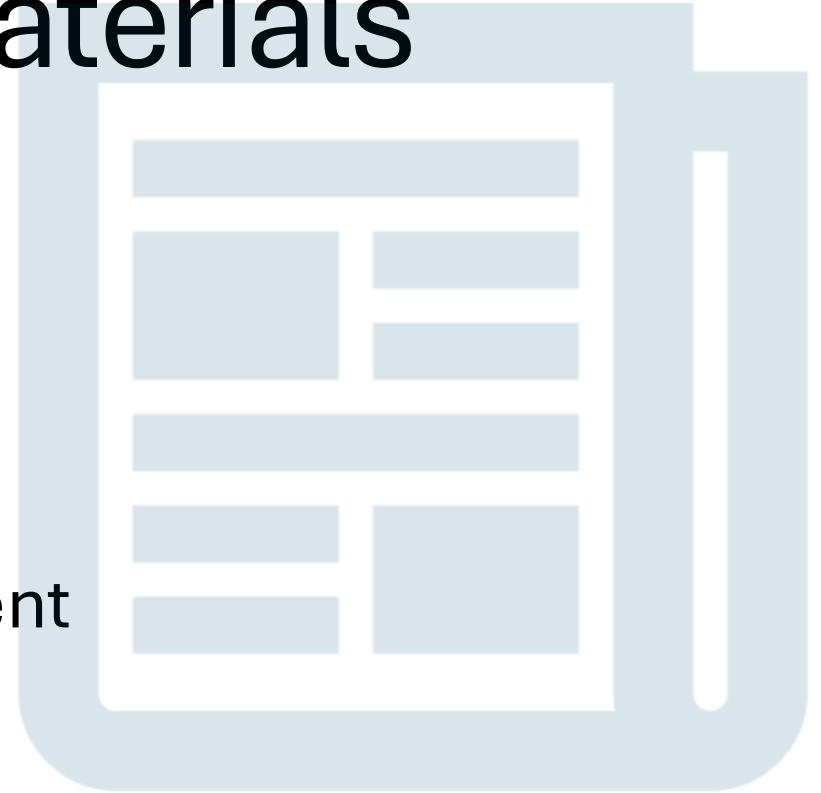
- Email Distribution Services
  - Iterable
  - Constant Contact
- Social Media
  - Buffer
- Blogs
- Press Release Wire Service
  - Cision



# Distributing Your Materials

Owned vs. Earned Media

- News Outlets
  - Op-eds vs Letter to the editor
- What makes an op-ed effective?
- How to get news coverage for event





# Questions?



# Activity

- Talk through a communications plan for an example project
  - Identify your audience
  - Understand constraints
  - Create Content
  - Distribute Materials



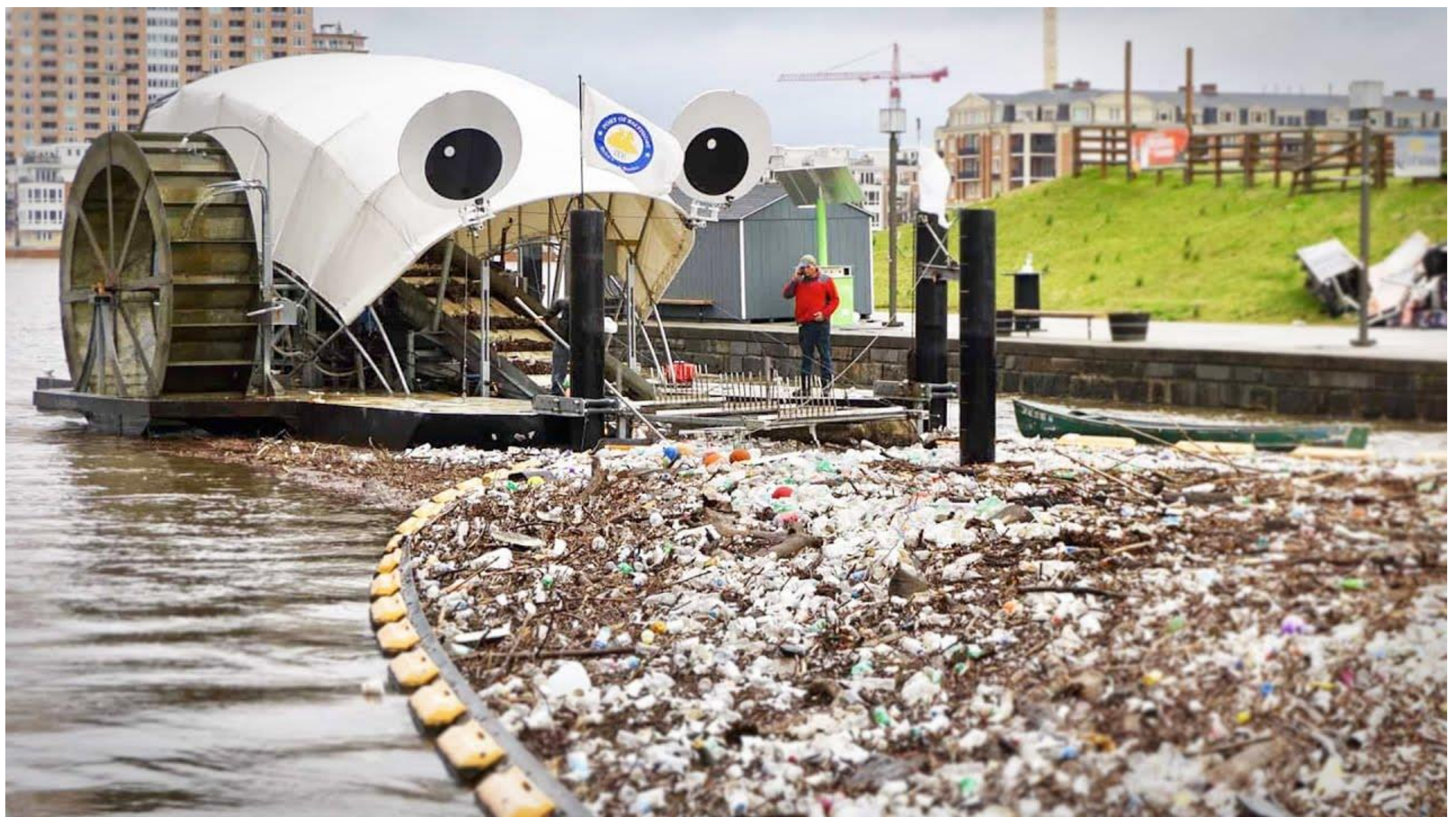
- You all now work for an organization called the Sound Management of Environmental Longevity Inc.
- Your organization focuses on the overall environmental health of the Long Island Sound
- You have received federal funding for a project that would allow you to lease your very own Mr. Trash Wheel.
- You have funds and staff for Mr. Trash Wheel to run daily for 9 months
- It will be located in [GENERIC CITY LOCATED ON THE SOUND]
- The community is largely on board but there are some residents who are concerned the wheel will obstruct their view or be too loud and some who are worried about the city wasting funds on this project
- If the community can be brought on board, the city has agreed to reapply for the grant

The most Mr. Trash Wheel has ever collected in a single day is 38,000 lbs.

On a sunny day, the solar panels can produce 2,500 watts of electricity—enough to power a typical Maryland home.

If you lined up all the cigarette butts collected by Mr. Trash Wheel, they would stretch over 150 miles!







# Engage with RAE and LISS on Social Media

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- Instagram (@RAEstuaries)
- X (@RAEstuaries)
- YouTube (@RestoreEstuaries)
- Facebook and LinkedIn (Restore America's Estuaries)
- Instagram (@LISoundStudy)
- Facebook and LinkedIn (Long Island Sound Study)

