



**Presenter:**

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*Government Affairs and Communications*

*Restore America's Estuaries*

# Communications

Evolving Your Message – Evolving Your Mission



**Why invest in  
communications?**



# Identifying Your Audience

Break down  
into key  
demographics

Audience size  
versus  
resources

Tools for  
Identifying

# What story are you trying to tell?

*What you are trying to say vs. what your audience wants to hear*



After a 6-month period and lengthy bid process, we've hired a new contractor to design our oyster reefs



New oyster reef coming soon will protect 500 ft of coastline and clean up to 5,000 gallons of water a day

# 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

I don't know anything about creating videos.

# AI in Communications

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



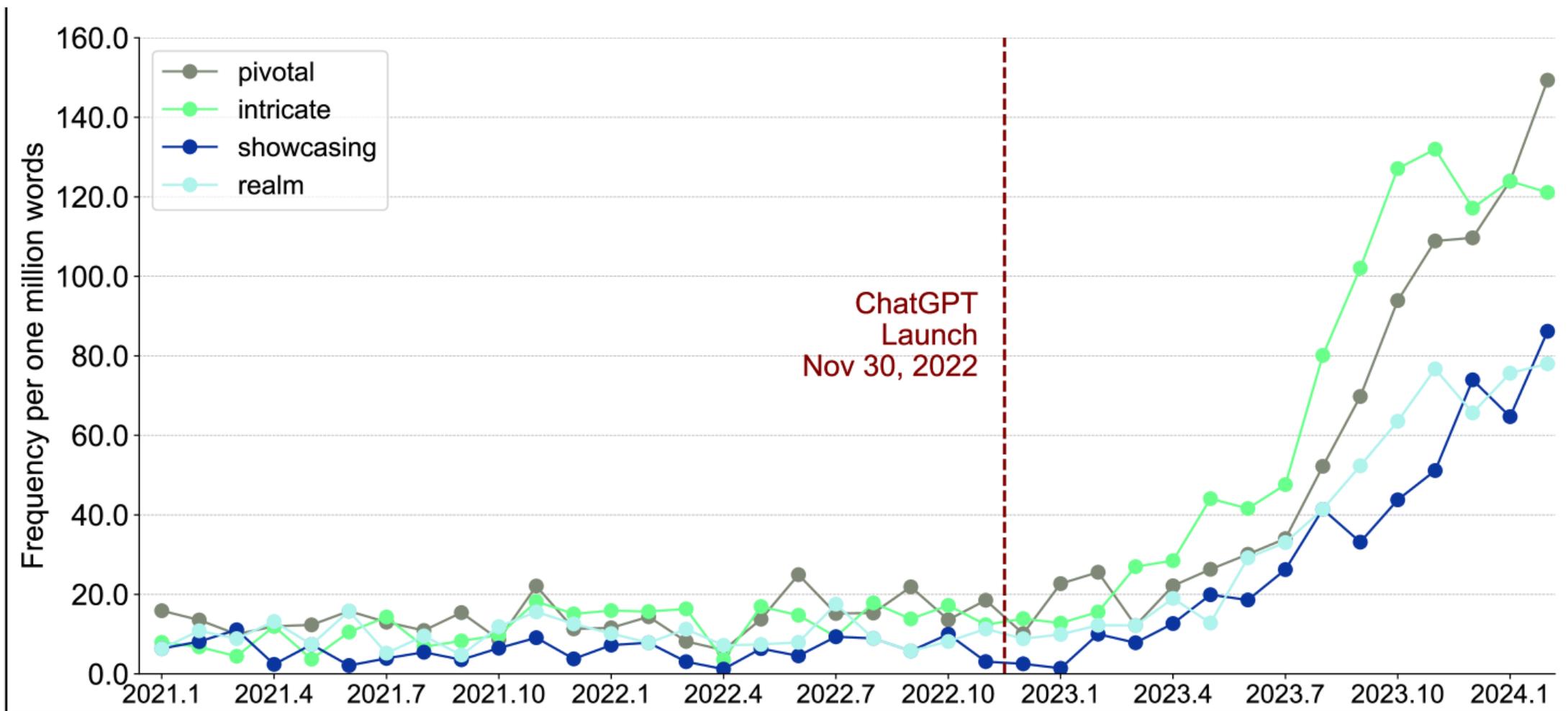
Here is an illustration of an environmental restoration project located at Long Island Sound. The project includes the restoration of vegetation with newly planted trees, a designated wetland area with reeds, and the water body of the Long Island Sound. This representation highlights key elements of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



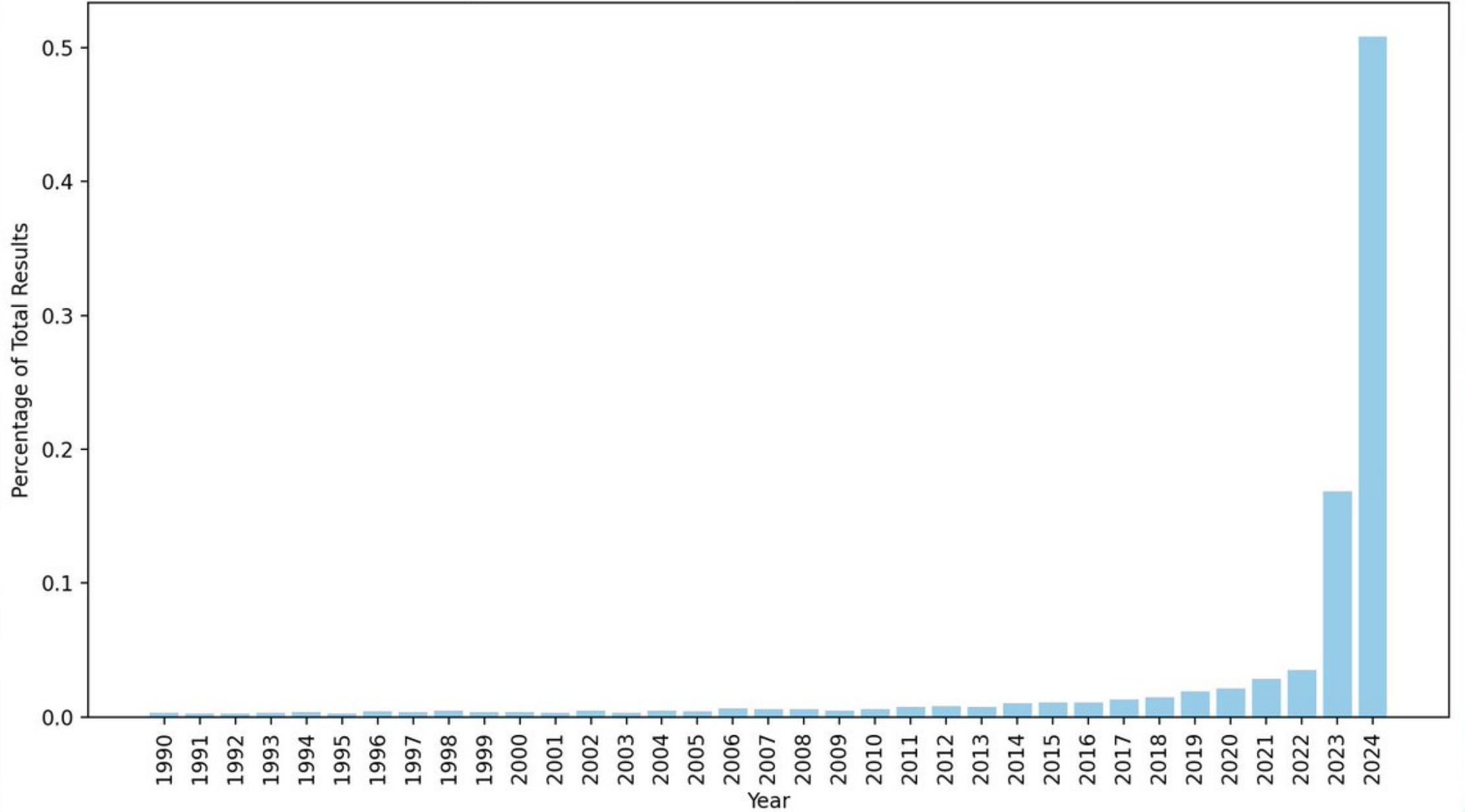




**RESTORE  
THE SOUND**

**b**

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



# Distributing Your Materials

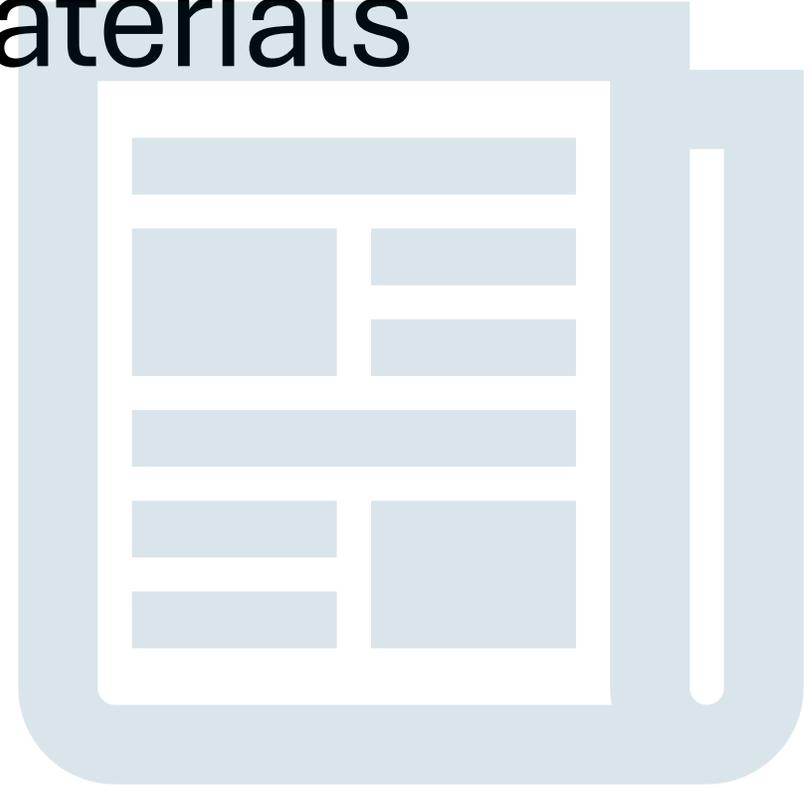
- Customer Relationship Management
  - Email Distribution Services
  - Iterable/Constant Contact
- Social Media
  - Buffer
- Blogs
- Press Release Wire Service
  - Cision



# Distributing Your Materials

## Owned vs. Earned Media

- News Outlets
  - Op-eds vs Letter to the editor
- What makes an op-ed effective?



# Pitching Reporters



Know their audience



Follow up often



Off the record vs on the record

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# Questions?



# Activity

- You are the president of a fictional nonprofit called Great Northern Waterkeepers, based in Rochester that is announcing a new initiative to divert trash from waterways that lead into the Great Lakes.
- You are purchasing your very own solar powered trash receptor that will be placed right outside
- It will be placed next month and it's up to you to get the community invested
- You have 5 minutes to take a photo or video somewhere in this event space that could be used in a press release to announce the purchase of your trash receptor



The most Mr. Trash Wheel has ever collected in a single day is 22,000 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!

# Activity

01

Talk through what the audience profile is

02

Think about what constraints there may be for this story

03

Come up with a headline for your press release

- Bonus points if you give your trash interceptor a name

04

Pitch points for a reporter

# Engage with RAE on Social Media

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- Instagram (@RAEstuaries)
- X (@RAEstuaries)
- YouTube (@RestoreEstuaries)
- Facebook and LinkedIn  
(Restore America's Estuaries)

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