

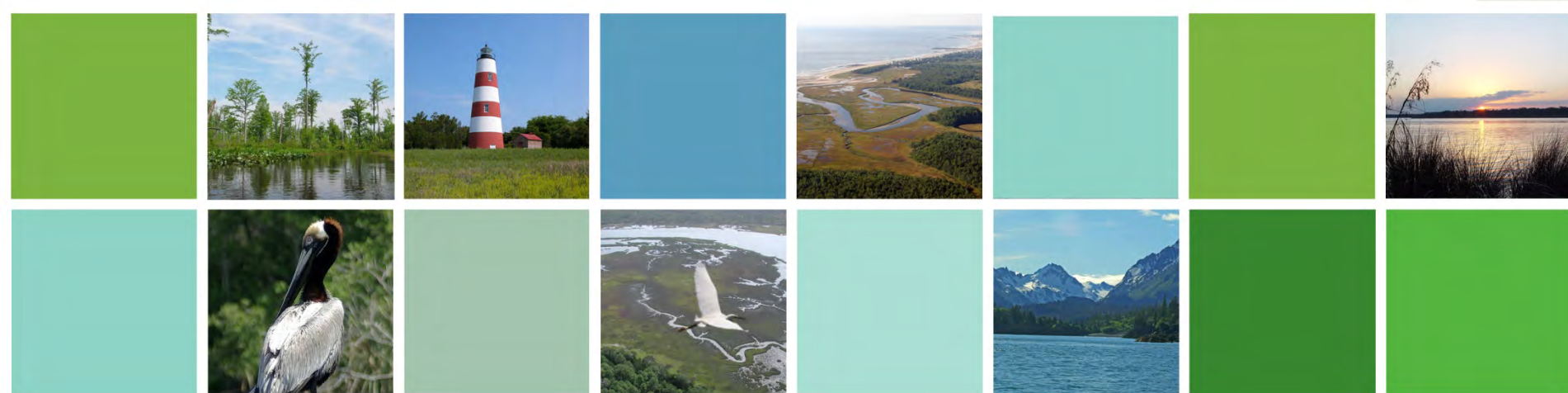


NATIONAL  
ESTUARINE  
RESEARCH  
RESERVE  
SYSTEM



# NATIONAL ESTUARINE RESEARCH RESERVE SYSTEM

## **NERRS Communications** **MPA Meeting June 13, 2012** **Laurie McGilvray**



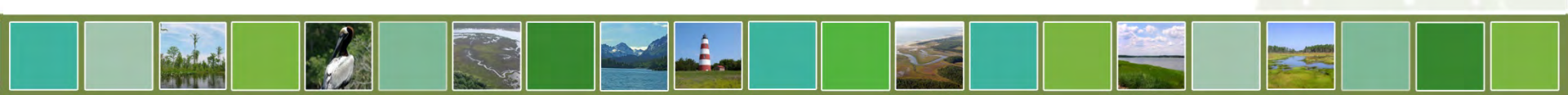
## This Presentation

- Goals, Audiences, and Messages
- Barriers to Getting Attention
- Example of Success
- Success for Shared Communications



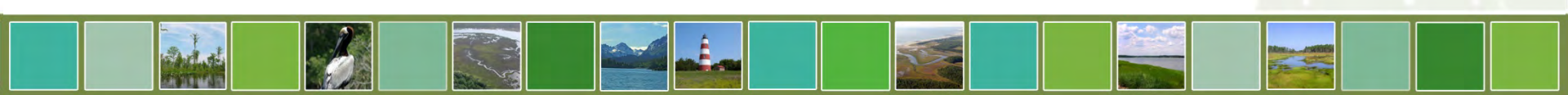
## NERRS Communications Strategy

- Audiences:
  - NOAA, DOC, OMB, Congress
  - Educators, Scientists, Coastal Decisionmakers, NGO Partners



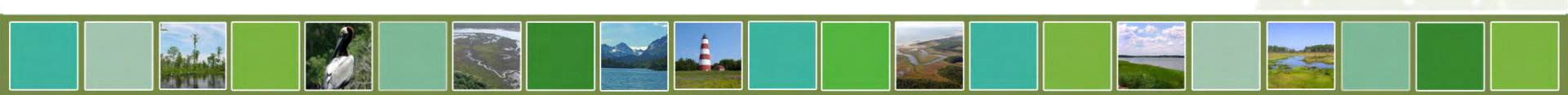
# NOAA, DOC, OMB, Congress

- Goals:
  - Visibility - Recognize NERRS within the federal family of programs
  - Recognize value of Reserve System (what's the value of the investment)
  - Provide policy and financial support



# Educators, Scientists, Coastal Decisionmakers, NGO Partners

- Goals:
  - Enhance coastal and estuarine literacy
  - Improve coastal decision-making
  - Improve scientific understanding of estuaries
  - Strengthen partnerships and support



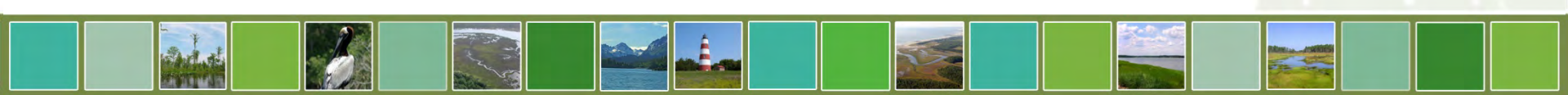
# Example Messages

- What's an estuary and why is it important?
  - *Estuaries are places where rivers meet the sea*
  - *They are nursery grounds for fish and shellfish and protect coastal communities from storms*
- What are reserves?
  - *Reserves are estuarine areas set aside for long-term research and education to support coastal management*
- Customize additional messages for audience
  - *Why should they care?*



## Biggest Barriers to Getting Attention

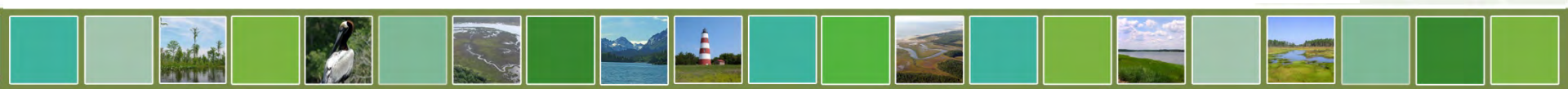
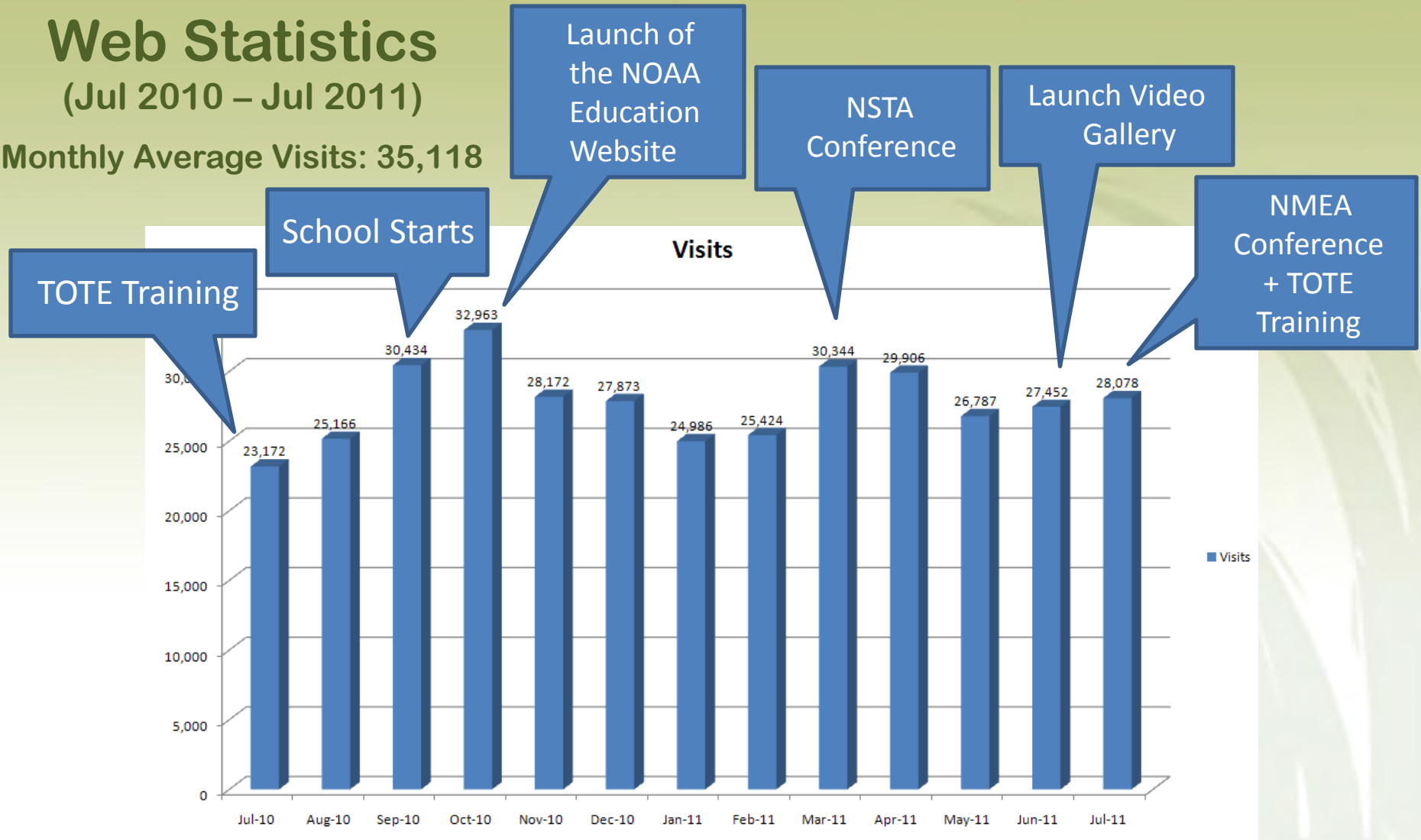
- 38 letters
- It's hard to love mud, worms, and mosquitos



## Web Statistics

(Jul 2010 – Jul 2011)

Monthly Average Visits: 35,118

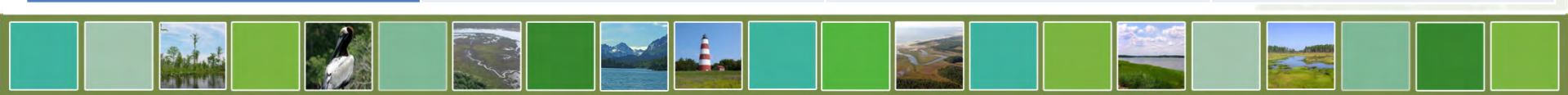




## Success for a Shared Strategy

- Impact an issue – e.g., climate change

National Park Service Messages	Fish and Wildlife Service Messages	National Marine Sanctuaries Messages	Possible NERRS Messages
Climate change is happening and human activities are contributing to and accelerating it.	Climate change is happening here and now.	Climate change is happening and human activities are contributing to and accelerating it.	Climate change is happening and human activities are contributing to and accelerating it.
Changing climate has consequences for park, people, and the planet.	Climate change is disrupting the natural systems upon which wildlife and people depend.	Climate change has consequences for the ocean, including national marine sanctuaries, people and the planet.	Changing climate has consequences for estuaries, people, and the planet.
The NPS is responding with practices that address climate change.	Climate change is harming the fish, wildlife, plants, and wild places we care about.	Resource agencies around the world, including NOAA are taking action to address climate change.	The NERRS is responding with programs and practices that address climate change.
The choices we make now may help to avoid catastrophic impacts in the future.	Climate change impacts on fish and wildlife can be reduced, but we have to act now.	The choices all of us make may help to avoid catastrophic impacts now and in the future.	The choices we make now may help to avoid catastrophic impacts in the future.
	Climate change cannot be fought in isolation.		
	Lasting solutions to climate change can neither begin nor end at international boundaries.		



## Questions?



*is the chance to*

*osevelt*

