

NOAA Communications Guidance: How to Enhance Sea Grant's Visibility

OAR Communications/Public Affairs and the National Sea Grant Office are working together to ensure that Sea Grant receives regular recognition within NOAA, DOC (and beyond). Below, are several NOAA Communication vehicles to which we direct your news and information. To gain the most possible visibility for Sea Grant, we need your help. Here's how:

Keys to Reaching NOAA Leadership:

© Send news & info. to oar.sg.news@noaa.gov (to target specific NOAA Communications Resources, additional info. and POC's are below.)

E-mail: News headline promoting the story in the subject box. In the body, include a brief 2-4 sentence story synopsis with a link to the full story and contact info.

© NOAA leadership reports require a minimum of **two weeks' notice** (prior to an event, publication of journal article, etc.). Notification when you issue a press release is too late. Please call or send us a heads up if you have something coming up that you want to promote. Elizabeth sends calls out for your news in advance.

© Keep your news current. We mine your social media and web sites, RSS feeds, news announcements and PIER for our social media, newsletter(s) and upcoming website.

© Include "NOAA" and "Sea Grant" in your press releases to help ensure that the search engines used by the Agency to identify news clips pick up your press releases. Note that these news clips are reviewed by Agency leadership.

© Content: Highlight collaborations with other Sea Grant programs & NOAA partnerships. Note any economic impact (e.g., \$ saved, businesses created/saved, etc.) from your activities when possible.

NOAA Communications Resources and Contacts

NOAA Sea Grant National Website (coming soon) & Social Media: Used together to promote current news stories, events and impacts from around the network each day. The new website will highlight Sea Grant stories. Both social media sites feature headlines from Sea Grant programs with links & Facebook should include photos. The target audience is social media users interested in environmental news.

Web: <http://www.seagrants.noaa.gov/>

Facebook: <http://www.facebook.com/NOAA.SeaGrant>

Twitter: <http://twitter.com/SeaGrant>

How to Submit: We mine your social media sites (RSS), pull news from the oar.sg.news@noaa.gov list, and welcome your ideas.

Contacts: Elizabeth Ban, 301 734-1082, elizabeth.ban@noaa.gov, Amy Painter, 301 734-1076, amy.painter@noaa.gov

NOAA Sea Grant Newsletters: E-Currents is a concise, targeted monthly e-newsletter used to announce a major Sea Grant accomplishment, product or service each month. Content derived from news stories and network suggestions, national stories, impacts and focus teams. Targets Agency leadership, decision-makers and other external stakeholders. Ideas are welcome. **Aqueous** (replacing **NSGO News in Brief**) is a weekly newsletter for the Sea Grant network featuring NSGO updates, policy information and top news from the network & NOAA. Contacts: Amy Painter, 301 734-1076, amy.painter@noaa.gov, Elizabeth Ban, 301 734-1082, elizabeth.ban@noaa.gov



<http://twitter.com/SeaGrant>

<http://www.facebook.com/NOAA.SeaGrant?v=wall>



<http://www.seagrants.noaa.gov/newsevents/index.html>



OAR/NOAA Research “In the Spotlight” Features: Feature stories on many topics, with photos and captions, are posted for about two weeks. Sea Grant alternates with other OAR programs and labs for space.

Contact: Elizabeth Ban, 301 734-1082, elizabeth.ban@noaa.gov

NOAA Research (OAR) News Page: Please pitch ideas to Elizabeth and/or Linda via phone or e-mail before submitting a full story. Stories requires a good photo with caption and photo credit. Includes “Meet the Scientist,” featuring OAR-funded researchers, scientists and specialists via a standard questionnaire and photo. www.research.noaa.gov/news

Contacts: Elizabeth Ban elizabeth.ban@noaa.gov 301-734-1082, Linda Joy, 301 734-1165, linda.joy@noaa.gov



www.research.noaa.gov/news

NOAA home page: New thematic feature stories (short and for lay audiences) are added regularly with photographs. Please discuss ideas with Jana Goldman or Linda Joy prior to writing.

Contacts: Jana Goldman, 301 734-1123, jana.goldman@noaa.gov, Linda Joy, 301 734-1165, linda.joy@noaa.gov



<http://www.noaa.gov/>

NOAA social media (Facebook and Twitter): Facebook posts can include photos and links. Rewrite for non-local readers; requires concise, tightly written items. The target audience is social media users interested in environmental news.

Contact: Kim Couranz, 410 267-5673 or socialmedia.contact@noaa.gov

Please note: NOAA social media posting is a rotating assignment. When Kim’s rotation is over, the new contact will also use the socialmedia.contact@noaa.gov email address. Please cc. Linda Joy (linda.joy@noaa.gov) and Elizabeth Ban (elizabeth.ban@noaa.gov) when submitting posts.



<http://www.facebook.com/usnoaa.gov>

<http://twitter.com/#!/USNOAAgov>

Additional High Visibility Resources (video and magazines)



Ocean Today Kiosk: The Ocean Today Kiosk is a highly dynamic, visitor-friendly experience at the Sant Ocean Hall in the Smithsonian National Museum of Natural History. Although the Kiosk was developed specifically for the Ocean Hall, the same content is shared with museums and aquaria across the US and Mexico.

Contacts: Katrina Phillips, 301 734-1067, katrina.phillips@noaa.gov and Rochelle Plutchak, 301 734-1176, rochelle.plutchak@noaa.gov with a cc. to oar.sg.news@noaa.gov

<http://ocean.si.edu/about/about-sant-ocean-hall>

NOAA ClimateWatch Web Magazine: Targets lay audiences and others outside the scientific community with NOAA climate news and feature articles. Sea Grant writers are welcome to contribute.

Contact: Rebecca Lindsey, 304 574-3302, rebecca.lindsey@noaa.gov



<http://www.climate.gov/#climateWatch/articles>

NOAA Coastal Services Magazine: This bimonthly magazine is a trade publication for the nation's coastal resource managers.

Contact: Hanna Goss, 828-246-0958, hanna.goss@noaa.gov



<http://www.csc.noaa.gov/magazine/>

Internal Reports (Weekly reports read by NOAA and DOC leadership)

These reports are read by all of NOAA and DOC leadership and provide excellent visibility for our work. You must let us know about items for these reports at least two weeks prior. Notification when you issue a press release is too late.

NOAA Weekly Reporting: Content includes brief summaries of: major upcoming events, breaking research, article(s) coming out in peer-reviewed publications, new report published, and business-friendly initiatives at least two weeks prior to publication/release. The Secretary is particularly interested in business outreach information—specifically, how your work creates an economic impact (creation of jobs, promotes small business, etc.), or interacts with business entities. Not all submissions are accepted into the final report, but submissions receive visibility at the OAR and NOAA levels during the review process.

Secretary’s Weekly Report: This report is compiled at the OAR and NOAA levels and is used during weekly meetings with the Secretary of Commerce to brief him on NOAA happenings.

Week Ahead Report: This report is compiled at the OAR, NOAA, and DOC levels, then submitted to the White House as a DOC-wide report.

Contacts: Katrina Phillips, 301 734-1067, katrina.phillips@noaa.gov and Rochelle Plutchak, 301 734-1176, rochelle.plutchak@noaa.gov with a cc. to oar.sg.news@noaa.gov

***Items for these reports must be submitted at least 2 weeks prior to the actual event/publishing/etc.**

NOAA/OAR News Releases and Telebriefings



<http://www.noaa.gov/newsarchive.html>

NOAA news releases: Used to announce research findings in peer-reviewed journal articles (prior to publishing), new research missions, innovative efforts to address coastal issues. Focus is on news (of broad public interest). Target audience: news media, primarily science journalists.

Contacts: Jana Goldman, 301 734-1123, jana.goldman@noaa.gov, Linda Joy, 301 734-1165, linda.joy@noaa.gov

NOAA media telebriefings: Used to provide reporters an opportunity to hear from NOAA scientists on breaking news with high visibility or interest. Scientists provide remarks, and reporters can ask questions. Target audience: news media.

Contacts: Jana Goldman, 301 734-1123, jana.goldman@noaa.gov, Linda Joy, 301 734-1165, linda.joy@noaa.gov