

NOAA Communication: Enhancing Sea Grant's Visibility

Partner with NOAA to Share Sea Grant News

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. With your assistance, we can be more strategic in placing your news and information.

Keys to Enhancing Your Visibility within NOAA: *Advanced Notice*

- ◎ Send news to oar.sg.news@noaa.gov
- ◎ Highlight collaborations with other Sea Grant programs & NOAA partnerships
- ◎ For major news items, (e.g., upcoming journal article, tool kit, research breakthrough/result, patent, national conference, etc.) alert us at least **two weeks in advance**, so we can work with you to get greater visibility. Notification when you issue a press release is too late.
- ◎ Include "NOAA" in your press releases to 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.
- ◎ Highlight any economic impact of your activities, if possible.

NOAA, NOAA Research, and NSGO Social Media: NOAA and NOAA Research (OAR) are always looking for interesting items for social media. The people that run these feeds are far more likely to post about your item if they are allowed to 'break' the story, so notification anywhere from two weeks to a day before you post might mean you get more support. If you have the characters to spare, tagging @SeaGrant, @NOAA, and @NOAAResearch would allow your posts to be seen and alert the people managing those accounts that you are posting.

Please use Social Media in the subject line and send items to:

NOAA and NOAA comms: socialmedia.contact@noaa.gov

Monica Allen (NOAA External Affairs): 301-734-1123, monica.allen@noaa.gov

NOAAResearch (OAR): Rochelle Plutchak, 301-734-1176, rochelle.plutchak@noaa.gov

SeaGrant (NSGO): Kathryn MacDonald-Baltes, 301 734- 1181 kathryn.macdonald@noaa.gov and Elizabeth Rohring, 301 734 1082, elizabeth.rohring@noaa.gov

Social Media Email list: socialmedia.contact@noaa.gov, monica.allen@noaa.gov, rochelle.plutchak@noaa.gov, kathryn.macdonald@noaa.gov, elizabeth.rohring@noaa.gov

NOAA Home Page: NOAA posts new, thematic feature stories that target the science interested public regularly. If you have an idea for a story you are welcome to pitch it directly to Monica Allen at NOAA External Affairs. NOAA is more likely to pick up new stories, rather than posting stories about past events or that have already been “broken” by someone else. Even if the story is not suitable for NOAA’s homepage, the NSGO is always looking for stories for the national Sea Grant website, they do not need to be new. Email Monica Allen directly and cc Kathryn MacDonald-Baltes at the NSGO

NOAA External Affiars: Monica Allen, 301-734-1123, monica.allen@noaa.gov cc Kathryn at kathryn.macdonald@noaa.gov

Climate.gov: There are a couple of ways to get content on Climate.gov.

- 1) The easiest way with the least amount of added effort is to send the story/article to the NSGO. Any articles on the National Sea Grant website that are categorized as ‘Climate’ will automatically get fed into the climate.gov news feed. If you write articles that you would like to see on climate.gov please email a link to the story to Kathryn MacDonald-Baltes.
- 2) The other way, which involves a little more effort, is to re-spin, or develop new stories that fit into specific climate.gov categories like “Climate & ...” or Climate Case Studies. For example Climate and Pan Fried Fish is a story by Ohio Sea Grant. Please take a look at the Climate.gov News & Features wiki: <https://sites.google.com/a/noaa.gov/climatewatch/>. This site contains specific descriptions and examples of what they are looking for (examples are listed on the left-hand side of the website).

Climate Program Office: Rebecca Lindsey, 304.574.0628, rebecca.lindsey@noaa.gov, cc Kathryn MacDonald-Baltes at kathryn.macdonald@noaa.gov

Internal Weekly reports read by NOAA and DOC leadership: These reports are read by NOAA and DOC leadership and provide excellent visibility for our work. These reports will **only** include items are occurring at least a week in the future, items that have already occurred cannot be included. These weekly reports are internal only and will not be released to the public prior to your specified release date. **Notification when you issue a press release is too late.**

There are two reports for which the NSGO provides content: the Secretary’s Weekly (items happening one to two weeks out) and the Week Ahead (items happening three weeks out). Reports consist of titles and brief summaries of major upcoming events including: breaking research, articles in peer-reviewed publications, newly published reports, and business-friendly initiatives. The Secretary is particularly interested in business outreach information—specifically, how your work creates an economic impact (creation of jobs, promotion of 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.

OAR: Bonnie Myers, 301-734-1097, bonnie.myers@noaa.gov, cc Kathryn MacDonald-Baltes at kathryn.macdonald@noaa.gov

Ocean Today Kiosk: The Ocean Today Kiosk is a highly dynamic, visitor-friendly experience at the Smithsonian National Museum of Natural History Sant Ocean Hall . Although the Kiosk was developed specifically for the

Sant Ocean Hall, the same content is shared with museums and aquaria across the US and Mexico. You are welcome to submit ideas for content, but more likely, they will approach us with ideas and we will provide footage. If you have an idea/footage to share please contact Kathryn.McDonald@noaa.gov.