



Welcome. We'll get started shortly.

We'll be covering material from the **Audubon Advocacy Manual**. Download here: audubon.org/advocacymanual





Getting the Word Out

JUNE 8, 2021

Try out the chat box, or add your comment

- Tell us **where** you are tuning in from



Welcome!

Erin Meade

Senior Campaigns Manager
National Audubon Society

Emily Osborne

Senior Communications Manager,
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Communications Director
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The National Campaigns Team



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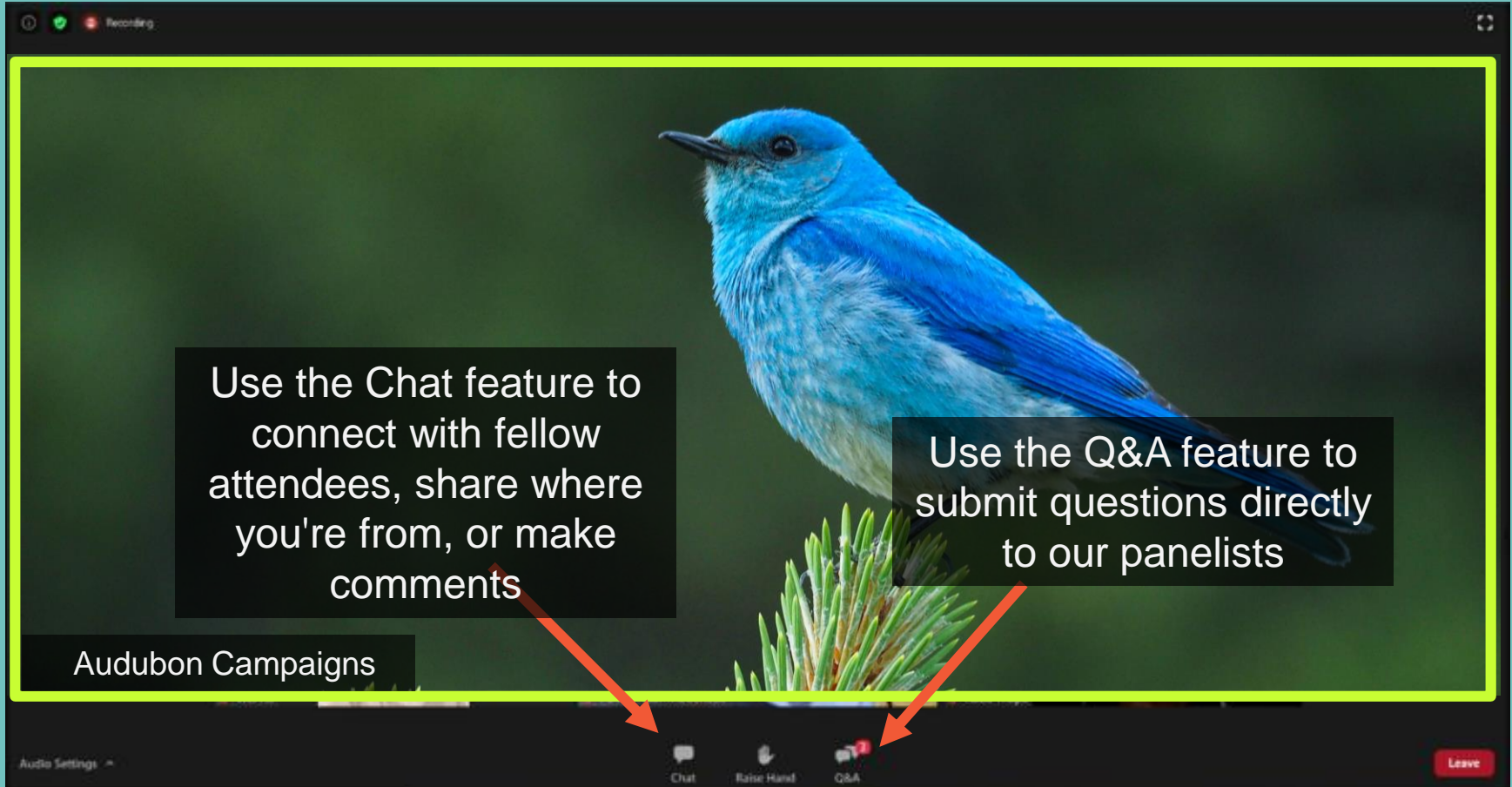
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Manager



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Recording

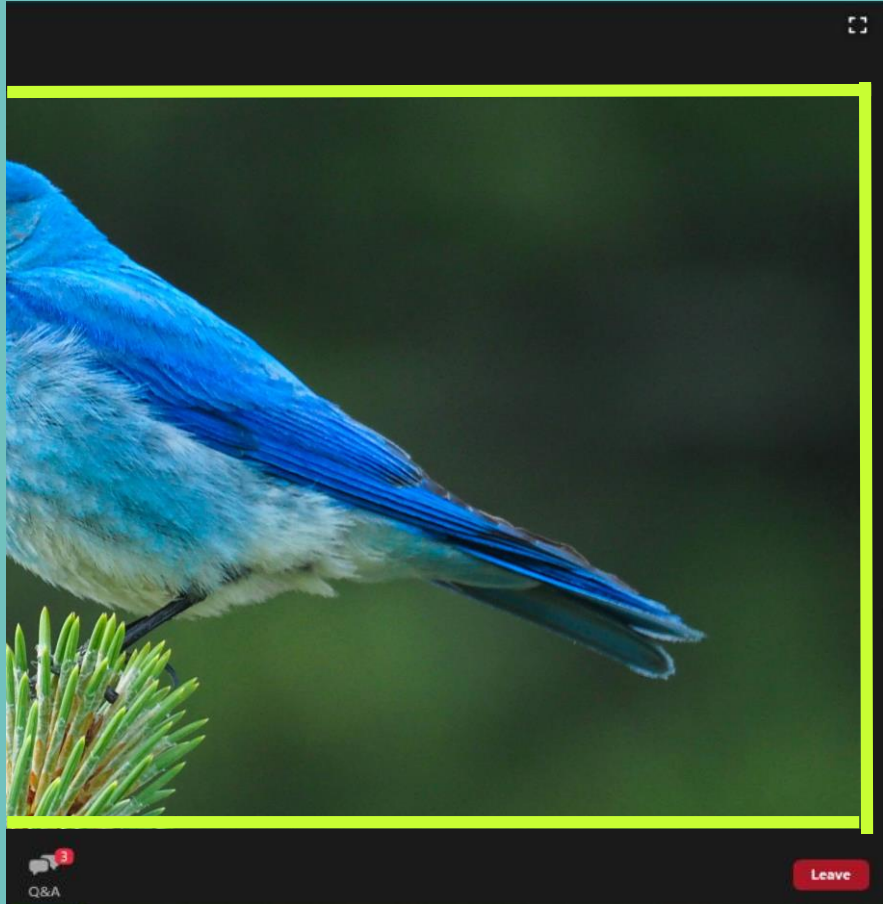
Use the Chat feature to connect with fellow attendees, share where you're from, or make comments

Use the Q&A feature to submit questions directly to our panelists

Audubon Campaigns

Audio Settings

Chat Raise Hand Q&A Leave

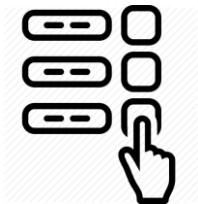


In the chat box, ensure
your comment will reach
the right people!

From the menu,
select "All panelists
and attendees" to
share thoughts and
ideas
with everybody.

Save The Dates:

- **Ask The Experts**
Thursday, June 24 3pm ET
- **July Campaigns Webinar**
Tuesday, July 13



Agenda

- Communications for a Campaign
- Skill-shares: Examples from Indiana and Florida
- Questions?
- Next steps



Take a moment:

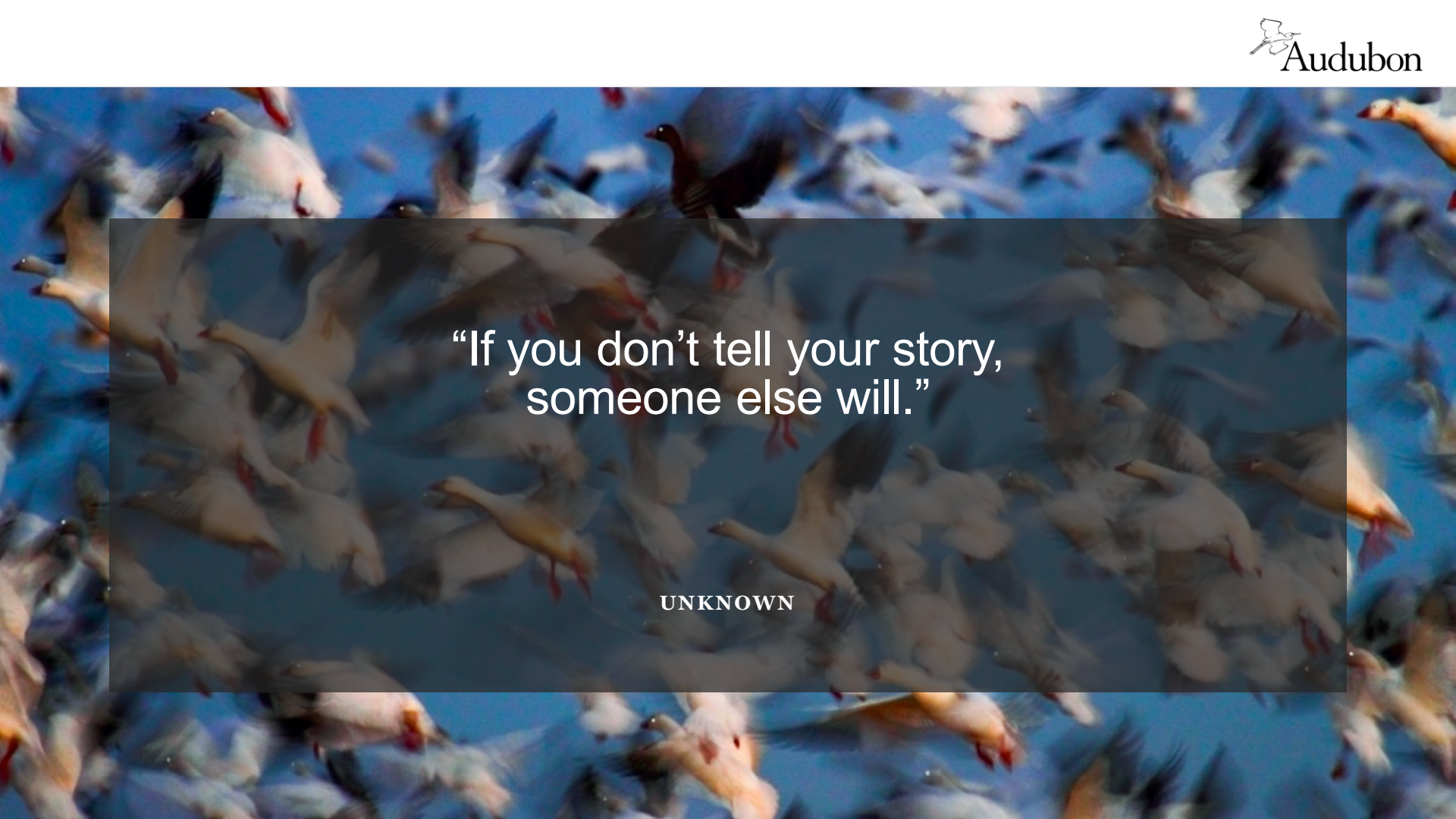
- Why do you think a communications plan is important in a campaign?



Campaign Communications

- North Star Message
- Identifying Audiences
- Communications Goals
- Common Campaign Communications Tactics



A large flock of geese is captured in flight over a body of water. The geese are mostly white with dark wingtips and red feet. They are flying in various directions, creating a sense of movement and energy. The water is a deep blue, and the sky is a lighter blue. The overall scene is dynamic and visually striking.

“If you don’t tell your story,
someone else will.”

UNKNOWN

7 Essentials for a Good Message

1. Clear

Simple and easy to understand.

2. Concise

Brief and to the point.

3. Connected

Relates directly to the local community and what is happening right there right now.

4. Compelling

Connects on an emotional or gut level (not just an intellectual one) with the targeted public audience, and communicates a sense of urgency.

5. Contrasting

Is something only your side can claim, and clearly distinguishes between the two choices (Good vs. Evil)

6. Credible

Is not only factual, but also "rings true."

7. Consistent

Your message needs an overarching frame for all campaign communication. It is repeated over and over again throughout your groups campaign communications.

Identifying Audiences

Internal

(your members and partners)

- Already agree with you, have some information and education on your issue
- Focus on updates, new information, and calls to action

External

(the community at large, groups or individuals)

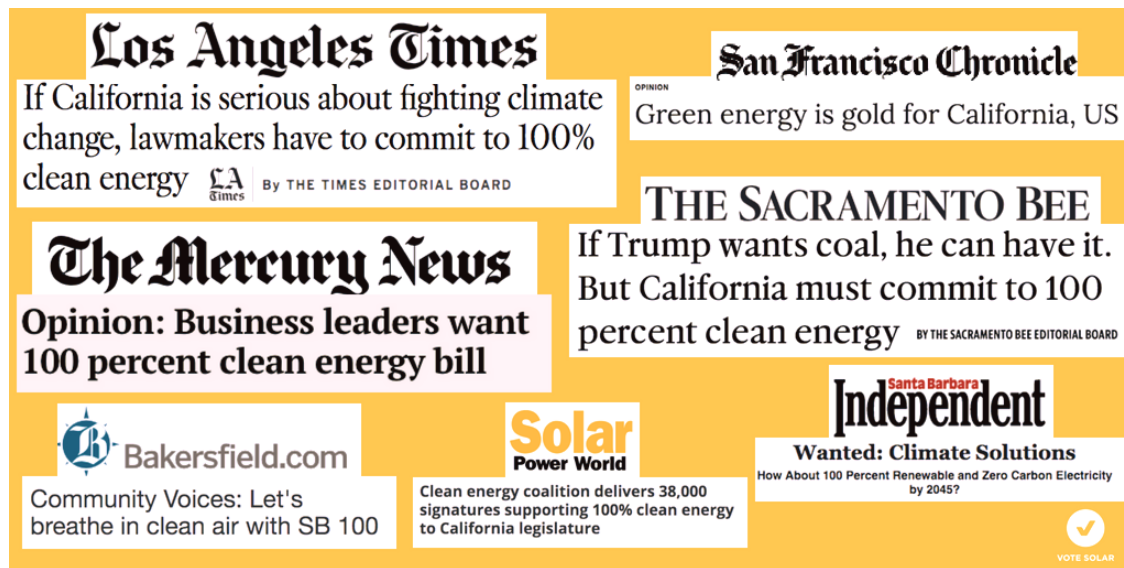
- May or may not agree with you or understand the issue
- Focus on the impact to the community or the group you're talking to

Decision Makers

(the people you are trying to get to do something they otherwise wouldn't)

- Need to understand what their concerns or objections are
- Focus on communications tactics that demonstrate your power to the decision maker

Communications Goals



Los Angeles Times
If California is serious about fighting climate change, lawmakers have to commit to 100% clean energy LA Times By THE TIMES EDITORIAL BOARD

San Francisco Chronicle
OPINION
Green energy is gold for California, US


THE SACRAMENTO BEE
If Trump wants coal, he can have it. But California must commit to 100 percent clean energy BY THE SACRAMENTO BEE EDITORIAL BOARD

The Mercury News
Opinion: Business leaders want 100 percent clean energy bill

Bakersfield.com
Community Voices: Let's breathe in clean air with SB 100

Solar Power World
Clean energy coalition delivers 38,000 signatures supporting 100% clean energy to California legislature

Santa Barbara Independent
Wanted: Climate Solutions
How About 100 Percent Renewable and Zero Carbon Electricity by 2045?

 VOTE SOLAR



Shout it out:

- Share an example of a campaign communication that moved you to act (volunteer, vote, donate).

(Could be anything - interview, paid ad, news report, opinion piece.)





Communications Tactics

- Press Releases
- Media Pitch
- Media Advisory
- Social Media
- Photo Submission
- Email

Opinion Submissions: Letter to the Editor vs. Op-Ed...

LTE

- Quick way to respond to news
- Direct response to a previous article
- Generally around 150 – 200 words
- Check outlet's submission guidelines

Op-Ed

- Authored by people outside of editorial staff
- Provide unique viewpoint, expertise, or a new argument on a topic
- Generally between 600 – 1,000 words
- Check outlet's submission guidelines

Skill Share: Examples from Florida and Indiana



Emily Osborne

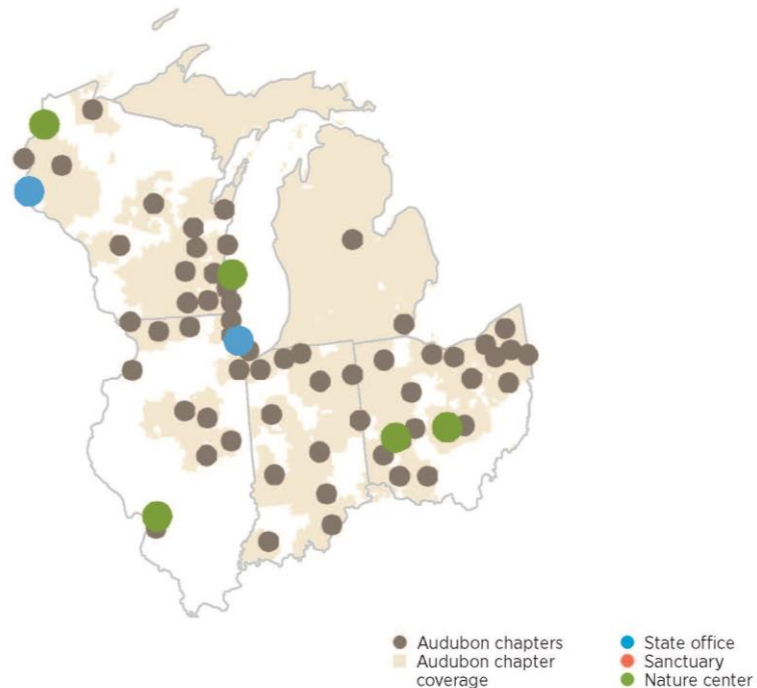
Audubon Great Lakes

Emily Osborne

- Senior Communications Manager, Advocacy, Audubon Great Lakes

Audubon Great Lakes

- 5 States
- 50 + Chapters
- 207,000 Members



Communications Tools

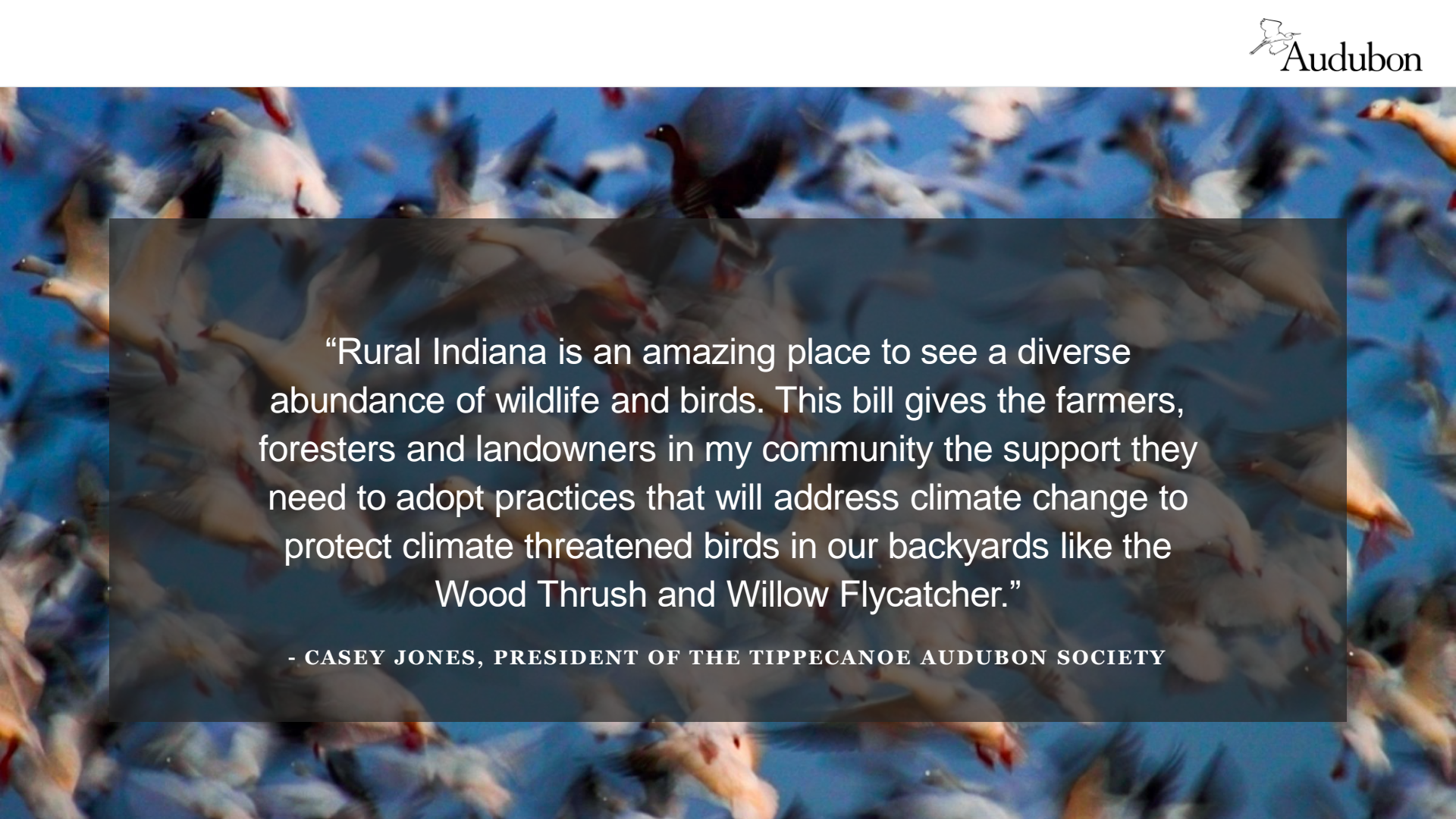
- Earned Media
- Website
- Social Media
- Email
- Letters to the Editor/Op-Ed



Growing Climate Solutions Act

- Bipartisan bill introduced in U.S. Senate
- Would provide support to agriculture and forestry to reduce air pollution & remove carbon on their lands



A large flock of birds, possibly geese or swans, is shown in flight against a clear blue sky. The birds are in various stages of flight, with some wings spread wide and others tucked. The image is slightly blurred, giving a sense of movement and a large number of birds.

“Rural Indiana is an amazing place to see a diverse abundance of wildlife and birds. This bill gives the farmers, foresters and landowners in my community the support they need to adopt practices that will address climate change to protect climate threatened birds in our backyards like the Wood Thrush and Willow Flycatcher.”

- CASEY JONES, PRESIDENT OF THE TIPPECANOE AUDUBON SOCIETY

Letter to the Editor Strategy

Audience

- Who you want to reach and influence
- Members of the public
- Key legislators

Call to Action

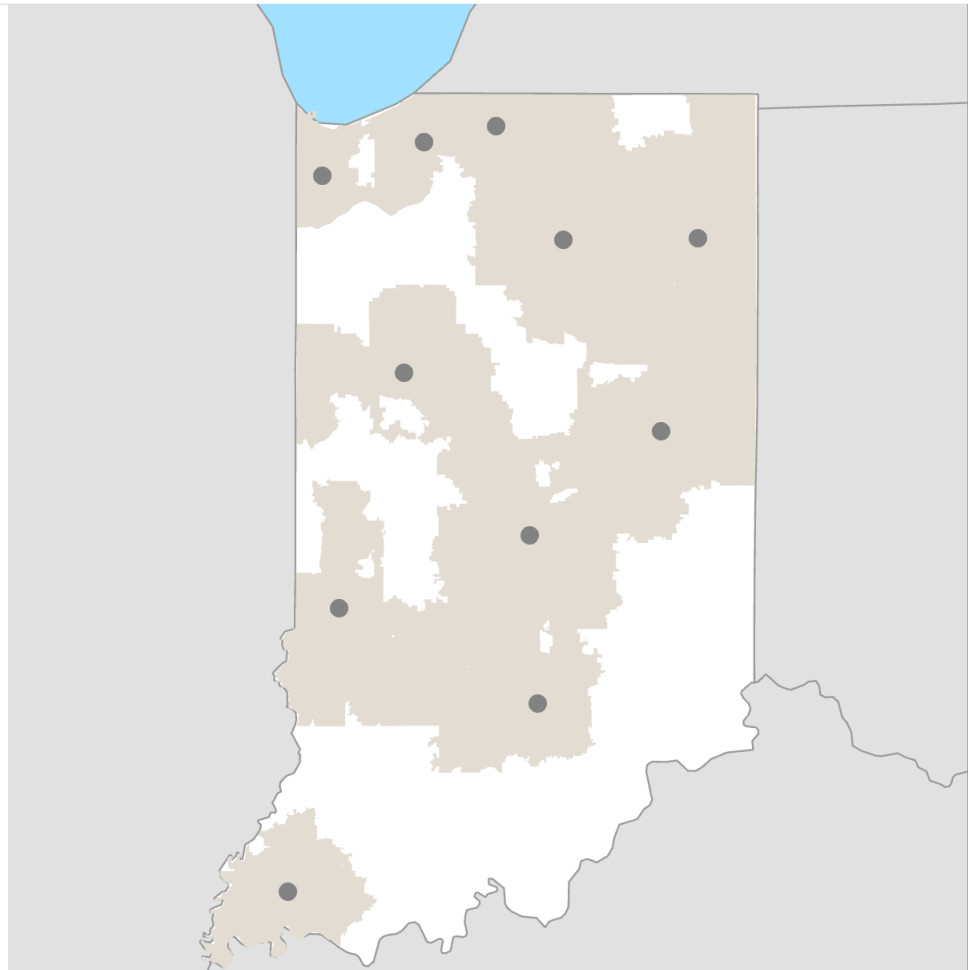
- What you want your audience to do
- Think about the final result or action

Target Location

- The cities and newspapers you want to place LTE(s)
- Legislator districts
- Author hometown papers or nearby

Find Your Authors

- Audubon Great Lakes Student Chapter
- Audubon members from across Indiana
 - South Bend
 - Charleston
 - Silver Lake
 - Terre Haute



Crafting an LTE

- Letter Writing Party
 - Gripping Introduction
 - Storytelling
 - Call to Action
- Editing Process
- Author Approval



LTE Newspaper Submission

- Focus on author's hometowns
- Authors can submit their own or someone can submit on their behalf



Results

- 10 LTEs published in newspapers across Indiana (and one in Michigan)!

IndyStar.
PART OF THE USA TODAY NETWORK

Journal & Courier
PART OF THE USA TODAY NETWORK

powered by THE TIMES
nwi.com

The Herald-Times

CURRENT
CARMEL • FISHERS • GEIST • NOBLESVILLE • WESTFIELD • ZIONSVILLE

Tribune Star

Courier & Press
PART OF THE USA TODAY NETWORK

IDS
INDIANA DAILY STUDENT | IDSNEWS.COM

holland
sentinel  com



Laura Aguirre, Olivia Sciandra, Erika Zambello

Audubon Florida

Op-Ed Program with Students and Recent Graduates

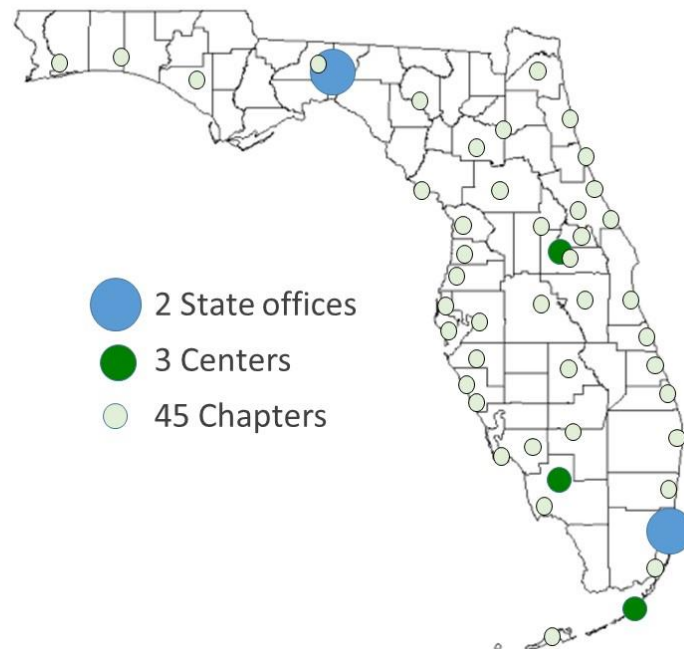
**LAURA AGUIRRE, OLIVIA SCIANDRA,
ERIKA ZAMBELLO**

Red-bellied Woodpecker
Photo: Peter Brannon/ Audubon Photography Awards 2017



Audubon Florida

- ~100,000 active members.
- Working across programs, Centers, and Chapters.
- 3 college chapters.
- Conservation Leadership Initiative program.



Program Overview

Students and recent graduates worked with Audubon Florida and our climate team to publish Op-Eds and LTEs

5 students were successfully published

Most topics aligned with the Florida legislative session and students developed their own topics

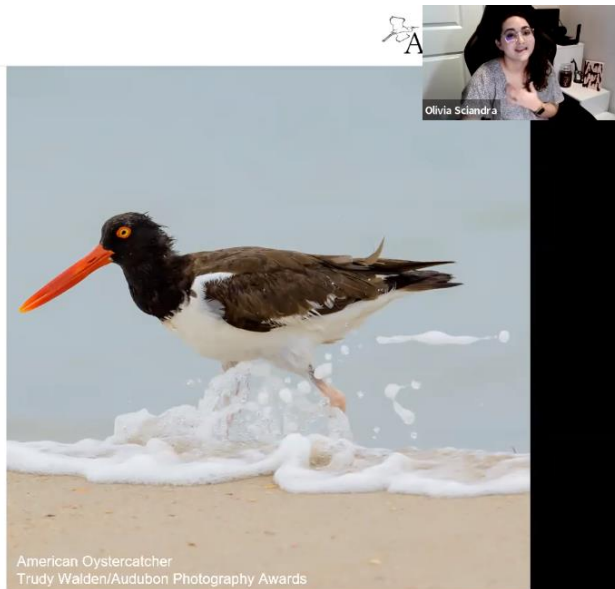
2 articles in progress

1. Webinar

- Informational webinar about Op-Eds/LTEs and advocacy
- 67 students/recent graduates attended
- Interested attendees were invited to complete a sign-up form

What is an Op-Ed?

- An opinion piece meant to be thought-provoking and create a discussion
- Published by local, regional, and national media outlets
- Written by a person or organization outside of the paper's editorial team



2. Small Group Trainings

- Students learned about the process of writing an Op-Ed/LTE with our team
- Overview of Florida legislative session and the story of self, us, and now
- Student interests and potential topics were discussed

The Story of Self, Us, and Now

Story of Self

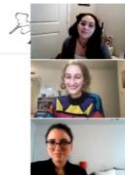
- This is important to develop and helps convey your values as a leader & communicator
 - *How did you get involved and why?*

Story of Us

- The collective story that invites others to join your cause and your community

Story of Now

- The urgent issue that contradicts yours and your community's values
 - Invites people to join you in taking action on the challenge at hand





3. Writing Process

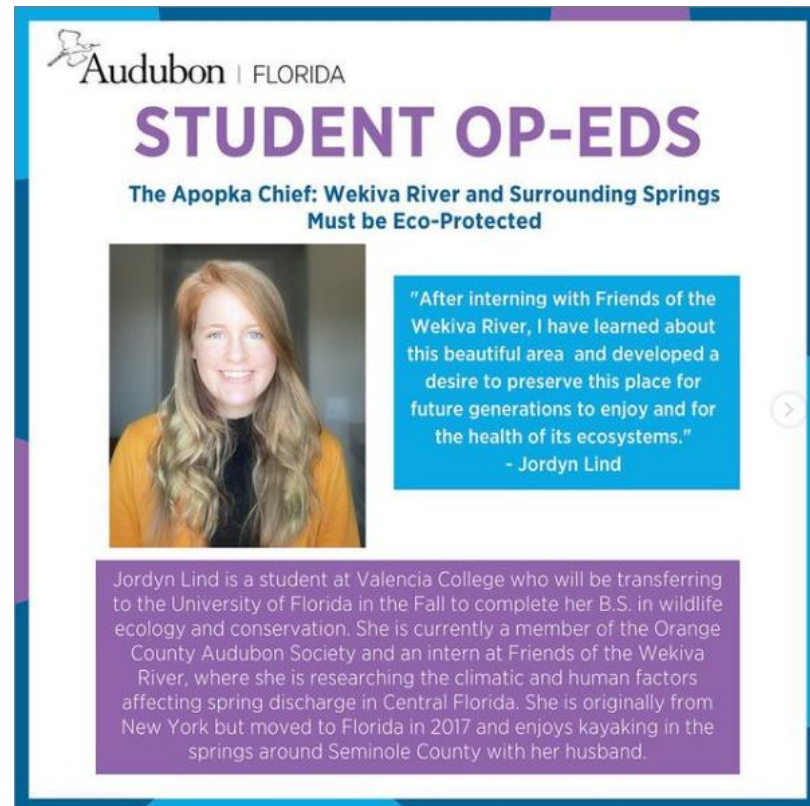
- After the training, students were given a resource sheet and outline example
- Students worked on their article outline and returned them
- Outlines and all drafts were reviewed by our climate and communications team
- We worked with students 1:1 throughout the process

Brown Pelican.

Photo: Peter Brannon/ Audubon Photography Awards

4. Publication


- Articles were placed in publications local to students
- After publication, students were highlighted on our Instagram page



Audubon | FLORIDA

STUDENT OP-EDS

**The Apopka Chief: Wekiva River and Surrounding Springs
Must be Eco-Protected**



"After interning with Friends of the Wekiva River, I have learned about this beautiful area and developed a desire to preserve this place for future generations to enjoy and for the health of its ecosystems."
- Jordyn Lind

Jordyn Lind is a student at Valencia College who will be transferring to the University of Florida in the Fall to complete her B.S. in wildlife ecology and conservation. She is currently a member of the Orange County Audubon Society and an intern at Friends of the Wekiva River, where she is researching the climatic and human factors affecting spring discharge in Central Florida. She is originally from New York but moved to Florida in 2017 and enjoys kayaking in the springs around Seminole County with her husband.

Important Insights

Students are busy!

- Follow up regularly with students

Communicate Importance of Timeliness

- Students writing about bills need to write quickly and that needs to be an expectation

LTEs

- In the future we may shift to LTEs for bigger groups.

Burrowing Owl

Photo: Peter Brannon/ Audubon Photography Awards



Questions/Thoughts?



Ready to get started?

Sign up today and our team will contact you with specific ways you can take action, whether that's by plugging you into an existing Audubon campaign or helping you launch one.

<https://act.audubon.org/a/find-your-flock>



More Resources

- Take the survey!
[Audubon.org/FYFSurvey](https://audubon.org/FYFSurvey)
- Download the Advocacy Manual:
audubon.org/AdvocacyManual
- Join the Community:
audubon.org/FindYourFlock



A large flock of white geese is captured in flight over a body of water. The geese are in various stages of flight, with wings spread wide, showing dark feathers on the undersides. The background features a clear blue sky and distant, hazy mountains. The water reflects the light, and many geese are also visible on the water's surface.

Thank you.

Photo Credits

Slide 1: Blackburnian Warbler. Photo: Shirley Donald/
Audubon Photography Awards.

Slide 5: Luke Franke, National Audubon Society

Slide 7: Julia Rendleman, National Audubon Society

Slide 11: Luke Franke, National Audubon Society

Slide 34: (1) Mesilla Valley Audubon Society , (2) San Francisco Bay Feminist Bird Club

Slide 35: Ross's Goose and Snow Goose. Photo: Gary Grossman/
Audubon Photography Awards