Category Assessment

April 2019

Woods Hole Oceanographic Institution

Bh boathouse

Organizations Reviewed

Counterparts

1. Scripps
2. Marine Biological Laboratory MBL
3. Monterey Bay Aquarium Research Institute (MBARI)
4. Lamont-Doherty Earth Observatory
5. Graduate School of Oceanography at URI
6. Centre for Maritime Research & Experimentation (CMRE)
7. Schmidt Ocean Institute
8. Bermuda Institute of Ocean Sciences (BIOS)

Advocacy groups

9. Conservation International
10. OCEANA
11. Ocean Conservancy
12. Nature Conservancy
13. Natural Resource Defense Council NRDC

Related organizations

14. MIT
15. SALK Institute
16. Broad Institute
17. Batelle
18. AAAS
19. National Geographic
20. OceanX

Summary Insights

Positioning: How they describe themselves

Counterparts

Scripps	Marine Biological Laboratory MBL	Monterey Bay Aquarium Research Institute (MBARI)	Lamont-Doherty Earth Observatory	Graduate School of Oceanography at URI	Centre for Maritime Research & Experimentation (CMRE)	Schmidt Ocean Institute	Bermuda Institute of Ocean Sciences (BIOS)
Founded in 1903, we are dedicated to understanding and protecting the planet.	Dedicated to scientific discovery – exploring fundamental biology, understanding biodiversity and the environment, and informing the human condition through research and education.	Furthering marine research through the peer efforts of scientists and engineers.	Lamont-Doherty Earth Observatory seeks fundamental knowledge about the origin, evolution and future of the natural world.	URI's Graduate School of Oceanography is one of the world's premier academic institutions of oceanography and ocean exploration.	World-class scientific research and experimentation facility that organizes and conducts scientific research and technology development, centred on the maritime domain, delivering innovative and field tested Science & Technology (S&T) solutions to address defence and security needs of the Alliance.	Schmidt Ocean Institute works to advance the frontiers of global marine research by providing state of the art operational, technological, and informational support to the pioneering ocean science and technology development projects at sea.	BIOS is an independent US non-profit scientific research and educational organization based in Bermuda. For over 100 years BIOS-based researchers and visiting scientists have worked to explore the ocean and address important local and global environmental issues.

Key Messages

Counterparts

Scripps	Marine Biological Laboratory MBL	Monterey Bay Aquarium Research Institute (MBARI)	Lamont-Doherty Earth Observatory	Graduate School of Oceanography at URI	Centre for Maritime Research & Experimentation (CMRE)	Schmidt Ocean Institute	Bermuda Institute of Ocean Sciences (BIOS)
Scripps is a research institution first and foremost. Scripps talks about its research, education, and it's fleet. Their research is expansive but falls under three main categories: biology, earth science, and oceans and atmospheric science.	MBL focuses in education and research to ultimately protect the planet. However, MBL does discuss specific research that they do, imaging technology that they use, and climate change. Their messaging seems similar to many organizations in that MBL has some difficulty in expressing why people should care.	MBARI is somewhat unique in that they discuss the need for peer relationships between engineers and scientists as well as the need for an oceanwide cooperative. In addition, you are not able to donate to the organization.	LDEO is education and research driven. They research and educate on all topics concerning the natural world, including the ocean.	URI's main focus is education and their research. They discuss making information gained through their research programs accessible to everyone. With this information, they hope to help solve present and future marine challenges.	CMRE focuses on defense and security needs. In addition, they research and develop technology which allows these defense and security needs to be met.	Schmidt Ocean Institute is a non-profit and is private. They focus on using advanced technology to research and share information about the ocean. Schmidt Ocean Institute is unique in that they broadcast some of their work live.	BIOS discusses helping people globally through their work. They discuss both the tangible research they are doing and the bigger picture of climate change. They also communicate how their work can be used to benefit everyone (i.e. natural hazards research and informing insurance industry)

Summary Chart

Counterparts

Direct Competitors	Scripps	Marine Biological Laboratory (MBL)	Monterrey Bay Aquarium Research Institute (MBARI)	Lamont-Doherty Earth Observatory	Graduate School of Oceanography at URI	Centre for Maritime Research & Experimentation (CMRE)	Schmidt Ocean Institute	Bermuda Institute of Ocean Sciences	Woods Hole Oceanographic Institution
Website Total Visists	223,459	101,650	86,370	289,590	588,070	n/a	n/a	n/a	430,700
Facebook Followers	33,372	9,529	43,857	5,847	1,641	1,516*	20,904	5,344	136,071
Twitter Followers	47,200*	10,600*	22,879*	5,592*	1,463*	n/a	8,544*	1,457*	16,968*
LinkedIn Followers	10,472	4,467	1,917	979	n/a	1,507	1,485	490	12,561
Youtube Video Views	100 views - 1 million views	33 views - 91k views	203 views - 15 million views	32 views - 4.4k views	3 views - 173 views	208 views - 1.4k views	51 views - 441k views	15 views - 9.3 million views	35-181k views

* Most Active Social Channel

Summary Chart

Advocacy Groups

Direct Competitors	Conservation International	Oceana	Ocean Conservancy	Nature Conservancy	National Resource Defense Council (NRDC)	Woods Hole Oceanographic Institution
Website Total Visists	313,150	759,090	232,940	918,420	1,530,00	430,700
Facebook Followers	432,686	912,471	960,028	1,347,297	909,382	136,071
Twitter Followers	13,140*	331,111*	320,259*	927,649*	312,311*	16,968*
LinkedIn Followers	50,017	11,548	11,776	154,407	22,086	12,561
Youtube Video Views	25 views - 1.3 million views	20 views - 52k views	20 views - 20k views	100 views - 50k views	50 views - 36 million views	35-181k views

* Most Active Social Channel

Summary Chart

Related Organizations

Direct Competitors	MIT	SALK Institute	Broad Institute	Battelle	AAAS (American Association for the Advancement of Science)	National Geographic	OceanX	Woods Hole Oceanographic Institution
Website Total Visists	44,290,000	298,940	1,100,000	87,560	570,910	25,340,000	n/a	430,700
Facebook Followers	1,185,156	13,819	19,592	5,126	213,957*	45,528,982	65,899	136,071
Twitter Followers	997,474*	17,310*	47,312*	8,134*	105,358*	22,735,319*	7,094*	16,968*
LinkedIn Followers	633,923	9,767	27,501	35,026	14,281	1,876,911	4,317	12,561
Youtube Video Views	80 views - 15 million views	20 views - 132k views	40 views - 155k views	15 views - 1.1 million views	6 views - 342k views	2.6 - 88 million views	226 views - 5.9 million views	35-181k views

* Most Active Social Channel

Counterparts

Scripps

Description

Scripps Institution of Oceanography

A department of UC San Diego, Scripps Institution of Oceanography is one of the oldest, largest, and most important centers for marine science research, graduate training, and public service in the world. Research at Scripps encompasses physical, chemical, biological, geological, and geophysical studies of the oceans, Earth, and planets. Scripps undergraduate and graduate programs provide transformative educational and research opportunities in ocean, earth, and atmospheric sciences, as well as degrees in climate science and policy and marine biodiversity and conservation.

700 undergrad enrollment

3 Research vessels plus 1 floating instrument platform

306 Days at sea in 2015 for R/V Roger Revelle

811 Staff (239 faculty, 26 scientists, 342 grad students)

587 Volunteers

$195 million Research Expenditures (FY 2013-2014)

Purpose

Mission, vision, positioning, tagline

Mission

The Scripps mission is to seek, teach, and communicate scientific understanding of the oceans, atmosphere, Earth, and other planets for the benefit of society and the environment.

Why Donate?

Help Solve the World's Most Pressing Environmental Challenges

For more than a century, Scripps Institution of Oceanography at UC San Diego has played an important role in creating a healthier planet for future generations, and philanthropy continues to play a vital role in helping Scripps achieve that goal.

Positioning/Tagline

Founded in 1903, we are dedicated to understanding and protecting the planet.

Leadership Messages

CEO letter, annual reports, executive letters

Key Messages from Annual Letter from Director

- A beacon of world-class research and education
- Advance the understanding of our home planet and address the world's most challenging environmental problems.
- Train the next generation of scientists

Key Messages from Annual Report

- Scripps Scientists from tracked hurricanes as the storms traveled through the Gulf of Mexico and Atlantic Ocean with specialized drifting buoys built at Scripps
- Task Force Ocean TFO created to improve understanding of the current state of ocean science and how collaborations with the Navy can be strengthened to help maintain competitive advantage undersea.
- Ice-Measuring Satellite Launched into Orbit to measure changes in the heights of the polar regions, helping scientists calculate future impacts on global sea level and climate.

FROM THE DIRECTOR

Scripps Institution of Oceanography at UC San Diego has been a beacon of world-class research and education since its founding in 1903. We are proud of the work that has advanced the understanding of our home planet and addresses the world's most challenging environmental problems.

The student experience at Scripps Oceanography is unparalleled. We take our responsibility to train the next generation of scientists very seriously, and offer a hands-on approach to learning as well as access to top scientists and global research opportunities.

Our undergraduate enrollment has grown rapidly, and with the addition of the new oceanic and atmospheric sciences major, we are now approaching 700 undergraduate students. The marine biology major continues to be in demand, and it's no wonder given the access to our fleet of ships and course work in the field.

The UC Ship Funds program is part of what makes this ship time available for students. On page 14, we've highlighted that unique program as well as a few examples of graduate student work made possible because of this funding, which is exclusive to UC students.

In May, Chancellor Pradeep Khosla hosted the "UP Summit," to which UC San Diego invited regional elected officials, policymakers, and key decision makers to campus. They learned about the breadth of research to understand and protect the San Diego region taking place throughout UC San Diego. These efforts range from the ALERTWildfire cameras that aid firefighting (page 6) to work in the Biological Sciences division to study the future health of honeybees.

As always, key elements of our research would not be possible without philanthropy and I would like to thank our donors for their generosity. From funding symposia to find solutions to marine plastic pollution to a campaign funding a new workboat for students (page 28), donors find that Scripps can take action on issues and causes of importance to them.

A focus on the student experience would be remiss without mention of Scripps' oldest and highly accomplished alum Walter Munk, who has inspired students on campus for nearly 80 years and recently celebrated his 101st birthday. This summer Munk was awarded the French Legion of Honour for his contributions to oceanography, gaining the title of Chevalier, or knight. Kudos to Walter for inspiring our students to do daring science that leaves a lasting mark on the world.

Thank you, all, for making this a great year.

Margaret Leinen
Director, Scripps Institution of Oceanography
Vice Chancellor for Marine Sciences
UC San Diego

Ocean Science

Key points of differentiation, areas of focus (topics) in messaging

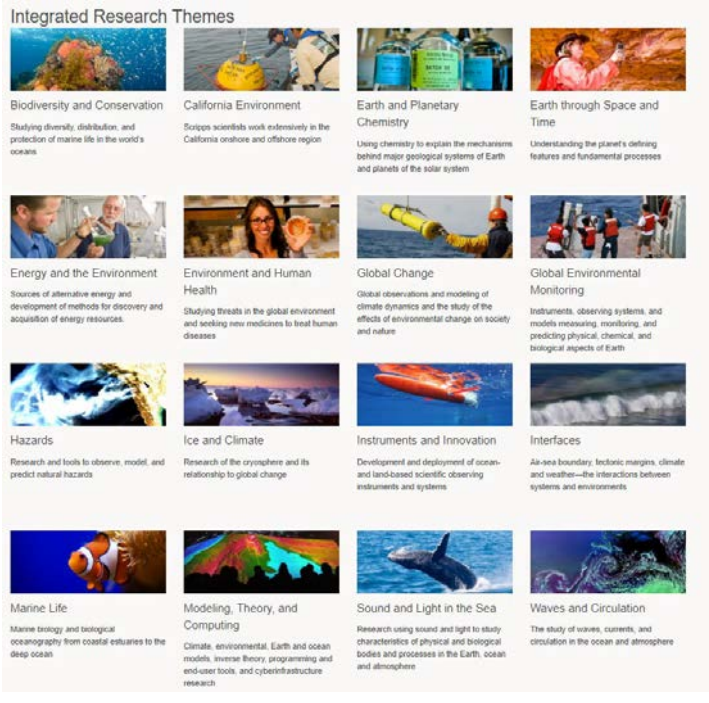
Fields of Research

1) Earth Science
2) Oceans & Atmosphere
   - Climate, Atmospheric Science, Physical Oceanography
3) Marine Biology
   - Marine Biotechnology and Biomedicine

Examples:

Research programs focus on marine biomedicine and marine drug discovery, with an emphasis on cancer and both infectious and inflammatory diseases.

Provide water cycle science, technology and outreach to support effective policies and practices that address the impacts of extreme weather and water events on the environment, people and the economy of western North America.



Revenue

REVENUE

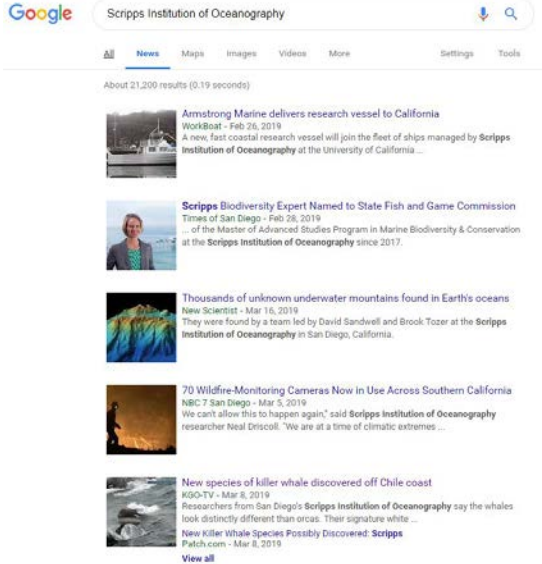
	FY 16/17 (expensed this period)	FY 17/18 (expensed this period)	FY 17/18 Awarded this period
SPONSORED RESEARCH	**137,925,597**	**116,850,412**	**154,779,702**
Federal Government	124,584,325	106,906,547	142,264,133
National Science Foundation	36,457,382	36,478,158	44,468,644
Department of the Navy	45,454,020	25,284,064	43,057,526
National Aeronautics and Space Administration	6,975,035	7,578,974	10,367,376
National Oceanic and Atmospheric Administration	21,499,590	22,676,798	31,195,493
Department of Energy	1,862,443	1,528,833	1,379,417
Other Department of Defense Agencies	8,544,011	9,760,744	7,435,503
Other Federal Departments	1,185,694	1,384,845	1,221,337
National Institutes of Health	2,606,150	2,214,131	3,138,838
State Government	8,321,462	5,225,279	7,223,142
Local Government	793,804	1,041,686	952,544
Private Contracts	3,914,730	3,573,152	4,323,384
UC Sponsored Research	311,277	103,748	16,500
UNIVERSITY OF CALIFORNIA SUPPORT	**50,034,159**	**54,172,875**	
EARNED REVENUE	**13,345,076**	**15,380,609**	
Birch Aquarium at Scripps (BAS)	6,605,041	6,836,130	
Recharge Unit Revenues	5,628,081	7,606,095	
Intellectual Property and Royalty Income	115,688	65,866	
Other Revenue	996,265	872,518	
PRIVATE GIVING	**11,960,480**	**12,892,995**	
Birch Aquarium at Scripps (BAS)	1,992,566	1,755,738	
Private Gifts	7,437,937	8,993,470	
Private Grants[1]	2,529,978	2,143,787	
INTEREST INCOME	**2,117,701**	**2,135,768**	
Interest Earned	(5,588)	0	
Endowment Yield	2,123,290	2,135,768	
TOTAL REVENUE	**215,383,013**	**201,432,659**	

Messaging

Summary of messaging on website, press and social channels

Key topics that generate press and interest on social channels

- Climate change
- Renewable energy

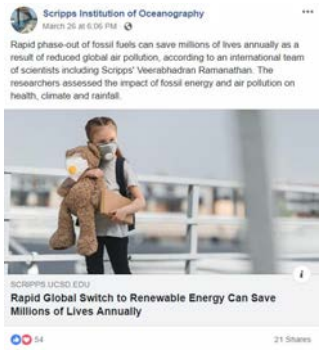


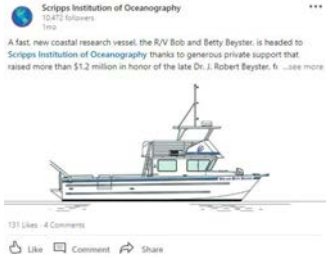
Website Traffic & Social Audit

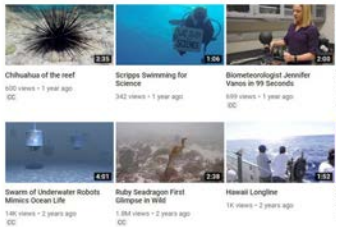
Monthly Web Traffic and Social audit (followers, likes, cadence of post, etc.)

https://scripps.ucsd.edu/

223,450 total visits 2.03 pages visited 69.12% bounce	32,180 likes 33,372 followers	47,200 followers 6,659 tweets 2,861 likes	10,472 followers 1,136 employees	7,256 subscribers 87 videos past year 100-1 million views







Media Spend

Media Spend by Channel (Paid search, digital, social, traditional)

In 2015, Scripps spent about $10,125 in out of home.

Domain Authority

Domain authority and top key phrases for search

#	URL	DA	PA	TB	QB	QB%	MT	SEO
1	https://scripps.ucsd.edu	90	66	446,285	148,937	33%	7/10	SEO

Top Keywords

Rank	Term	SEO Clicks Per Month	
2	scripps	2.27k	ADD
19	conference room	114	ADD
49	whoi	756	ADD
39	ppm	155	ADD
24	newhorizon	556	ADD

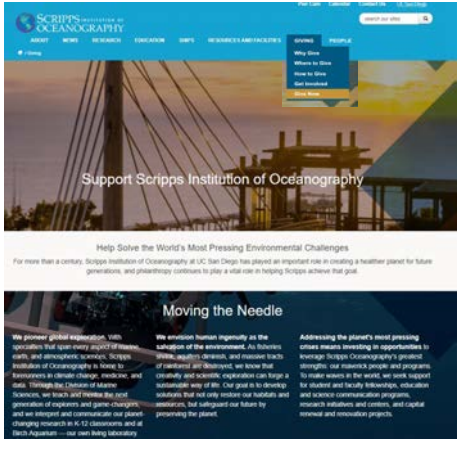
Donation Journey

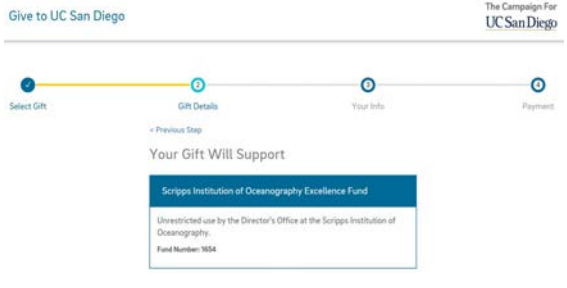
What is the donors user journey?

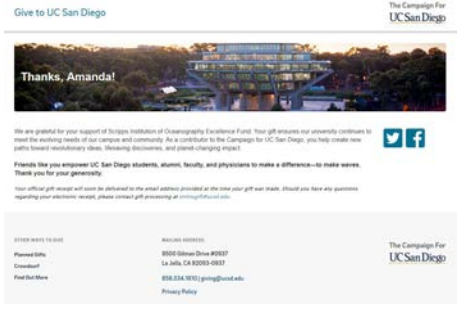
Navigation to “Give” is not front and center and unclear once you get to the site where to give

Please select the area you would like to support below to make your gift today. Please note, you will be linked directly to UC San Diego’s online giving site to complete your gift.

1. **Scripps Greatest Need**
2. E.W. Scripps Associates
3. Scripps Undergraduate Student Scholarships
4. Student Fellowship Fund
5. Innovative Research and Exploration Fund
6. Birch Aquarium Fund
7. Scripps Collections Fund
8. Krinsk Research Advancement Initiative







Insights and Implications

Summary of all the information on messaging

Scripps is a research institution first and foremost. Scripps talks about its research, education, and it's fleet. Their research is expansive but falls under three main categories: biology, earth science, and oceans and atmospheric science.

Marine Biological Laboratory MBL

Description of Organization

The Marine Biological Laboratory (MBL) is dedicated to scientific discovery – exploring fundamental biology, understanding biodiversity and the environment, and informing the human condition through research and education. Founded in Woods Hole, MA in 1888, the MBL is a **private, nonprofit institution and an affiliate of the University of Chicago**.

The MBL's oldest and most singular strength is our convening power, attracting the world's leading scientists and students to Woods Hole. Once largely a feature of summers at the MBL, this convening power is now evident year-round, with research programs, courses and conferences in all seasons. Well over 500 scientists and faculty are involved annually in our research and educational programs – some based at MBL full-time in our research division, some coming to the MBL for portions of the year, and some leading or lecturing in our broad range of research courses. With a steady flow of students, scientists, and faculty participating in research projects throughout the year, enrolling in one of our research-based courses or thematic workshops, or spending an entire semester here, the special convening power of MBL is making our campus an increasingly vibrant and dynamic location year-round.

MBL Scientists and Staff: The MBL has approximately 250 year-round employees, about half of which are scientists and scientific staff. These are joined each year by more than 500 scientists, summer staff, and research associates from hundreds of institutions around the world, as well as a large number of faculty and students participating in MBL courses

Purpose

Mission, vision, positioning, tagline and divisions

Mission

The MBL was founded as a summer institution with a dual mission: research and education From its inception, the MBL has been committed to not just educating groups of scientists, but to providing a place and resources for community members and the public to engage with scientific study.

Positioning

Dedicated to scientific discovery – exploring fundamental biology, understanding biodiversity and the environment, and informing the human condition through research and education.

Why Donate?

The Marine Biological Laboratory (MBL) is an international center for research and education in biology and ecology, and an affiliate of University of Chicago.

Divisions

- Earth Science
- Oceans & Atmosphere
  - Climate, Atmospheric Science and Physical Oceanography
- Marine Biology
  - Marine Biotechnology and Biomedicine

Leadership Messaging

CEO letter, annual reports, executive letters

From the President and Director

In May 2017 we were privileged to add the role of Interim Co-Directors to our existing long-time connections to the Marine Biological Laboratory.

As we started our work, a primary goal was to listen to the diverse perspectives of the MBL community while a search was conducted for long-term leadership. Through the interim year we worked to implement strategic initiatives for the MBL that had been developed over the past four years. The research and education highlights shared in this report reflect some of the progress made in these initiatives over the 2016-2017 time period.

The MBL's transformative impact on science is a result of the ways in which it has fostered collaboration and innovation for well over a century. Throughout this time, the critical asset of the MBL has been, and continues to be, its people—the scientists, staff and diverse supporters that make its distinctive research and learning possible. In that regard, we thank you for your input, energy, and engagement as we support and champion the MBL in our new roles as Interim Co-Directors.

Sincerely,

Melina Hale,
Vice Provost for Academic Initiatives, and William Rainey Harper Professor in the College and the Department of Organismal Biology and Anatomy, University of Chicago

Neil Shubin,
Robert R. Bensley Professor in the Department of Organismal Biology and Anatomy, and Associate Dean for Academic Strategy in the Biological Sciences Division

Message from the MBL President and Director Regarding Immigration

JANUARY 31, 2017 BY DENISE KERGO

The Marine Biological Laboratory is deeply committed to the free and open exchange of scholars from around the world. It is the defining characteristic of our mission supporting the advancement of scientific knowledge for the benefit of mankind. We are concerned about the potential impact of the Executive Order signed on January 27, 2017, which restricts travel into the United States for nationals of Iran, Iraq, Libya, Somalia, Sudan, Syria and Yemen, and places new restrictions on the U.S. visa process. The MBL annually welcomes to its campus in Woods Hole hundreds of international students and scientists. We deeply regret the imposition of restrictions that will hinder the free flow of scholars and students.

As the events of this past weekend make clear, there remains considerable uncertainty with regard to the extent of the current restrictions and the future directions they may take. We are committed to welcoming students and scientists from all over the world once again in the summer of 2017. We are working with our colleagues at the University of Chicago to assess the potential impact of this Executive Order on our programs. The University's Office of International Affairs is assisting us with questions and concerns and their website, internationalaffairs.uchicago.edu, is being updated with important information as the situation develops.

We also refer you to the position of the University of Chicago's leadership on immigration issues and the Executive Order.

For questions or concerns regarding our summer courses, please contact Dr. Rae Nishi, Director of the Division of Education; Burroughs Wellcome Fund Director of Education (rnishi@mbl.edu). For questions or concerns regarding the Whitman Program, Grass Fellows, MBL Fellows, Hibbitt Fellows and Resident Research, please contact Dr. Jonathan Gitlin, Director of the Division of Research (jgitlin@mbl.edu).

Huntington F. Willard
President and Director

FILED UNDER: MONITORS, NEWS

Ocean Science

Key points of differentiation, areas of focus (topics) in messaging

MBL discusses it all: novel discoveries, using cutting-edge technology, and climate change.

Major Research Areas
Carried out by full-time MBL faculty as well as hundreds of the world's leading scientists who are attracted by the MBL's unique resources and strengths each year – focuses on a number of distinctive themes, including:

- new discoveries emerging from the study of **novel marine organisms,** encompassing research in regenerative biology, neuroscience, sensory physiology, and comparative evolution and genomics;
- the study of microbiomes and microbial diversity and ecology in a variety of ocean and terrestrial **habitats**;
- **cutting-edge imaging** and computation, making the unseen visible to illuminate cellular function and to explore biological mechanisms;
- organismal adaptation and resilience in the face of **global climate change** and rapidly changing ecosystems.

Major Research Centers


Josephine Bay Paul Center for Comparative Molecular Biology & Evolution


Eugene Bell Center for Regenerative Biology and Tissue Engineering


Ecosystems Center


Marine Resources Center


The Microbiome Center


National Xenopus Resource (NXR) Center


Whitman Center

Messaging Summary

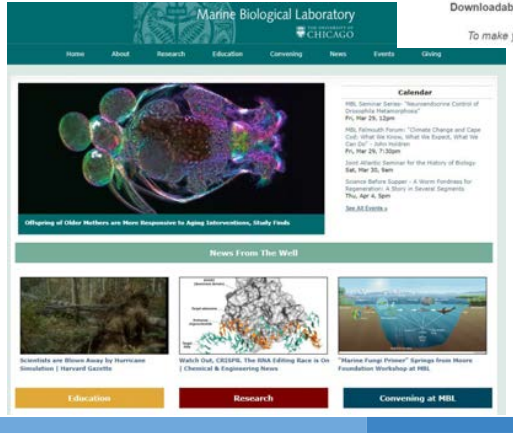
Website home page, donation page, social media pages & posts (Facebook, Twitter, LinkedIn)

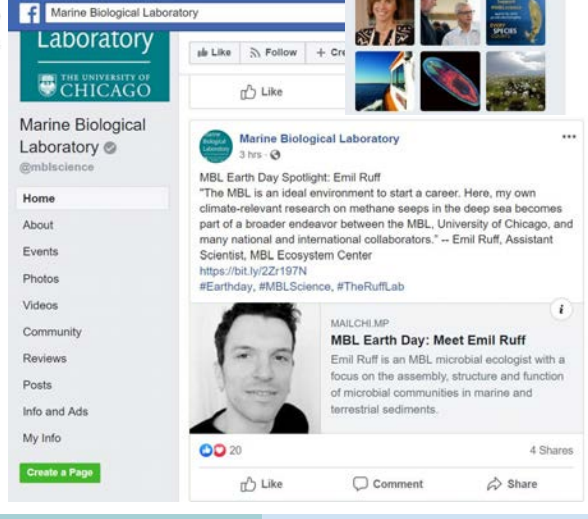
Gifts to the MBL ANNUAL FUND are typically given each fiscal year (July 1st - June 30th), and are renewed annually by the donor. To set up an automated monthly gift with your credit card, **become a sustaining donor**.

To make a single donation, please fill out the form below. Your gift will go to work immediately to support or enhance the MBL's core research programs, help us take advantage of new funding opportunities, or to fund the Lab's many other costs, such as tuition assistance, supplies, or facilities maintenance.

Other Ways to Give: Give to the Alumni Fund | Become a Sustaining Donor
Downloadable Forms (PDF): Mail-In Gift Form | Pledge/Recurring Gift Form

To make your gift in honor or memory of a friend or loved one click here.

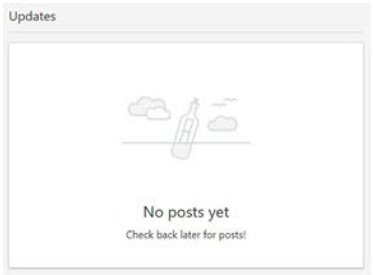


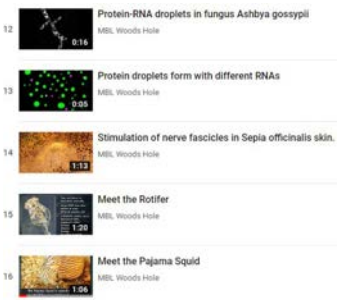


Social Audit

Social audit (followers, likes, cadence of post, etc.)

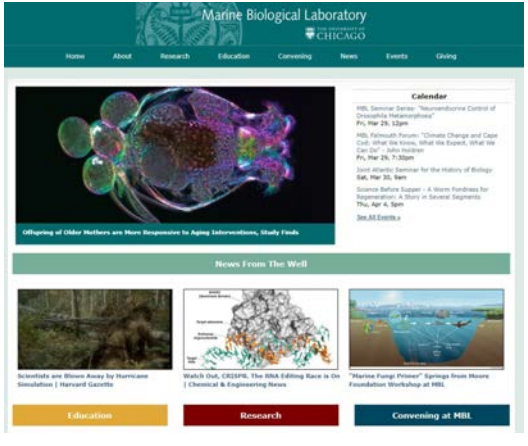
9,149 likes 9,529 followers	10,600 followers 7,023 tweets 7,265 likes	4,467 followers 358 employees no posts	333 subscribers 28 videos since 2014 :10 videos no engagement

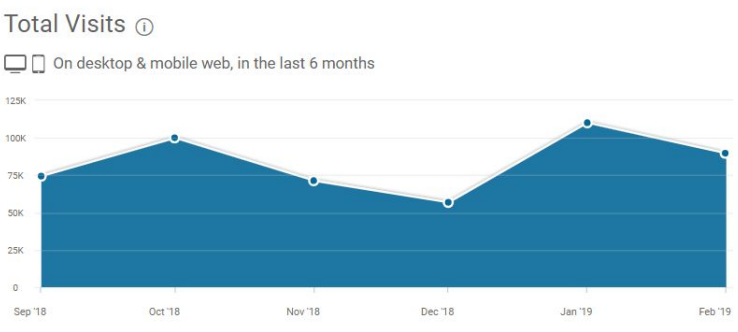




Website Traffic

Total Visits





Engagement

Total Visits	89.73K ↓ 18.54%
Avg. Visit Duration	00:02:26
Pages per Visit	4.06
Bounce Rate	51.16%

Media Spend

Media Spend by Channel (Paid search, digital, social, traditional)

In 2017, MBL spent $1,436 in print

Domain Authority

Domain authority and top key phrases for search

Top 10 Keywords + ADD

1	mbl
13	vamps
14	k 12 program
28	spines
28	SES
35	tem
39	bop
41	marine biology
48	shaver
48	bioinformatic

#	URL	DA	PA	TB	QB	QB%	MT	SEO
1	https://www.mbl.edu/	63	56	481,711	118,880	25%	6/10	SEO

Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	
1	mbl	3.64k	ADD
48	shaver	422	ADD
28	spines	586	ADD
13	vamps	1.19k	ADD
48	bioinformatic	104	ADD

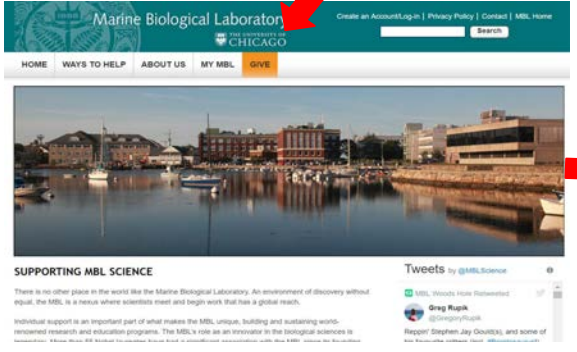
Fundraising

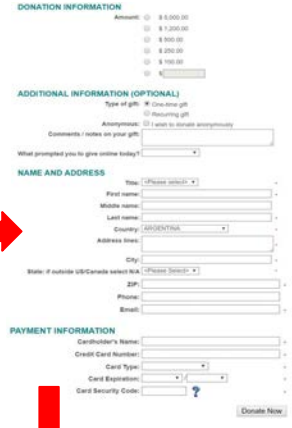
In FY17 MBL raised $7,076,738 in new private support for research and educational programs from over 900 individuals, foundations, and companies.

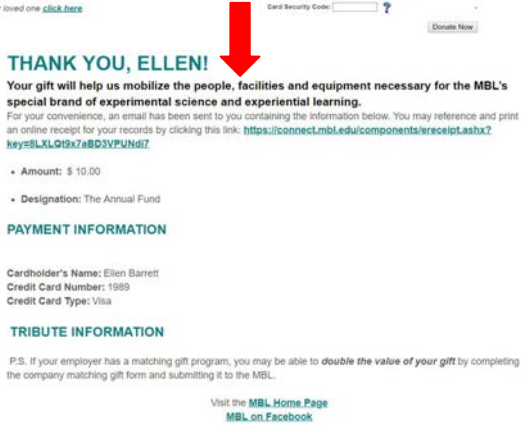
Funds raised during this time include several major gifts in support of MBL programs and initiatives, including: David and Susan Hibbitt, who provided $2 million to establish the Hibbitt Early Career Fellows Program, giving talented scientists the chance to establish their own research programs; The Burroughs Wellcome Fund, who pledged $660,000 in support of the MBL Physiology and Embryology courses; and The Grass Foundation, who pledged $486,000 in support of the Neurobiology and Neural Systems and Behavior courses. Please see a full list of our supporters in the pages that follow. We also raised $1,008,966 in Annual Giving in FY17 — unrestricted funds that are immediately available to meet operational needs. Much of this impressive figure is made up of gifts of $50, $20, and sometimes even $10, but they can add up to a large sum. We continued to expand annual giving, participating in our second annual 'Giving Day,' a joint fundraising effort with the University of Chicago. This one-day event added $46,000 to our annual fund, a wonderful group effort by the development teams at MBL and the University

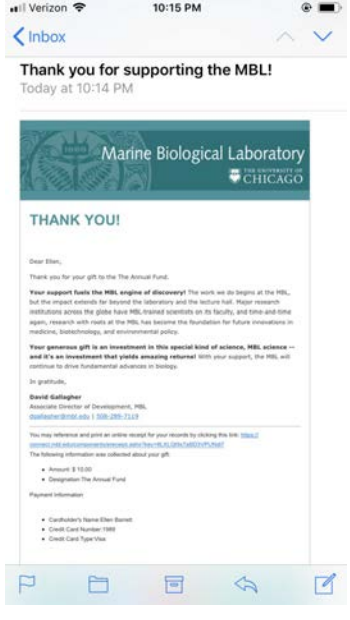
Donation Journey

What is the donors user journey?









Insights and Implications

Summary of all the information on messaging

MBL seems to focus in education and research to ultimately protect the planet. However, MBL does discuss specific research that they do, imaging technology that they use, and climate change. Their messaging issues seem similar to many organizations where MBL has some difficulty in expressing why people should care.

Monterey Bay Aquarium Research Institute (MBARI)

Purpose

Mission, vision, positioning, tagline

Mission

The mission of MBARI is to achieve and maintain a position as a world center for advanced **research and education** in **ocean science and technology,** and to do so through the development of better instruments, systems, and methods for scientific research in the deep waters of the ocean. MBARI emphasizes the peer relationship between engineers and scientists as a basic principle of its operation. All of the activities of MBARI must be characterized by excellence, innovation, and vision.

Public Events

Do not accept donations but do offer ways for people to get involved

Open House: Visitors enjoyed science exhibits and presentations, deep-sea videos, children's activities, and much more.

Seminars: Cover a wide range of topics related to deep-ocean research and engineering. Our speakers include top scientists and engineers from all over the world, as well as from MBARI.

Positioning

Furthering marine research through the peer efforts of scientists and engineers.

Tagline

A nonprofit oceanographic research center

Vision

Our efforts are inspired by several guiding documents: Strategic Plan, Technology Roadmap, and Values Statement

Leadership Messaging

CEO letter, annual reports, executive letters

Chris Scholin

President and Chief Executive Officer

This coming July marks the 50th anniversary of the first manned mission to the moon. The historic Apollo lunar landing on July 20, 1969 came to symbolize boundless curiosity and the desire to explore the unknown reaches of our universe. Progress in space exploration has since followed by leaps and bounds and sparked the public's imagination of humankind's next stop beyond Earth. Perhaps colonies on the moon or Mars? Or finding life elsewhere in our solar system? Meanwhile, the collective financial investment and social engagement in learning about our own planet—particularly the depths of the global ocean—surprisingly pales in comparison. Despite thousands of years of ocean exploration, vast areas of the seafloor have not been mapped in detail, and we still continue to discover new life forms and oceanic phenomena at every turn. If you have an interest in pursuing a career in the ocean sciences, be assured that there are many mysteries waiting to be solved, new life forms that have not yet been described, and places no person has ever seen before; the age of exploration here on our own planet is far from over.

Those thoughts were a key source of inspiration behind this year's annual report cover. The animals shown are but a tiny subset of the hundreds of new species that MBARI researchers have discovered within the past thirty years, and most of those creatures were found in our backyard—Monterey Bay and its adjacent waters, literally an infinitesimal slice of the global ocean. Some of those species are so bizarre that they defy imagination and could easily be mistaken for aliens from another realm.

Over the same time, we have also found animal behaviors and interactions that were previously unknown, brought undersea geological features and ancient seafloor communities to light for the first time, uncovered unique chemical and biological processes, and revealed deep-sea volcanic eruptions and massive sediment transport events that have been extremely difficult to document until recently. These landmark discoveries and advancements, all within the span of MBARI's short history, were made possible by fostering partnerships between scientists and engineers, coupled with technology developments, that greatly improved our ability to access and visualize the ocean's interior—precisely what David Packard, MBARI's founder, envisioned. One can only imagine what new discoveries await in the years ahead.

This is why we at MBARI have come to refer to Monterey Bay as being a window to the world. Its unique location adjacent to a deep submarine canyon makes it perfect for developing new systems for studying ocean waters and the underlying seafloor, leading to opportunities for making novel discoveries both locally and far afield. The concentration of institutions surrounding Monterey Bay that touch on some aspect of ocean education, science, engineering, policy, resource management, or conservation naturally brings together experts from many different walks of life and catalyzes interdisciplinary collaboration.

This confluence of place and people served as an apt backdrop for the 15th Deep-Sea Biology Symposium held in Monterey, California, last September which MBARI and the Monterey Bay Aquarium co-hosted. The meeting brought together researchers from over 30 countries, providing a forum for leaders from various fields in the deep-sea science community to share findings of their latest research. Among the plenary speakers was Julie Packard, chair of the MBARI Board of Directors and executive director of the Monterey Bay Aquarium. Packard highlighted the benefits of using technology to further ocean exploration and education, and the importance of inspiring people to care for and properly manage the precious resources the sea provides. Ironically, as Packard pointed out, as we accelerate our understanding of the ocean's vital role in sustaining life on Earth, we do so at a time when it is increasingly under threat due to human activities that impact even the most remote and distant corners of our planet—including the deep sea. All of us are inextricably connected to the ocean in some way, regardless of how close or far we may live from the shore.

This was the sentiment behind a New York Times article published last June that Julie Packard and I had the good fortune to co-author. Challenges stemming from pollution, overfishing, climate change, and deep-sea mining all point to the urgent need to learn about the ocean's myriad of species, its function, and ultimately its health. A cooperative, ocean-wide monitoring network is needed to track and report threats to inform sound climate policy, and to promote sustainable management practices. Given the unprecedented global changes taking place before our eyes, now, more than ever, we need enthusiastic and inquisitive minds to turn their ambitions towards our global ocean—our very lives may one day depend on it.

As MBARI embarks on its fourth decade of furthering ocean science and technology, what we call "MBARI 4.0," we face both the excitement of the unanticipated discoveries that lie ahead as well as the realization that the very animals and processes we seek to learn about are undergoing profound changes and may be irrevocably altered before we can even describe them for the first time. Arguably, never before has there been such a moment in the history of ocean science. Bringing this information to light for a broad audience, inclusive of scientists, engineers, policy makers, and the public at large, is one of MBARI's primary goals, and was a driving force behind Heidi Cullen's arrival at MBARI this past year. Among many other duties, Cullen now oversees communication of an eclectic mix of topics that span from the sea surface to seafloor, encompassing all disciplines of ocean science and technology, even marine archeology. Disseminating results of our work via interactive digital and social media, traditional print and video outlets, and live presentations, are all aimed at sharing the wonder of what lies beneath the ocean surface as well as highlighting the importance and societal benefits that fundamental marine research and engineering afford.

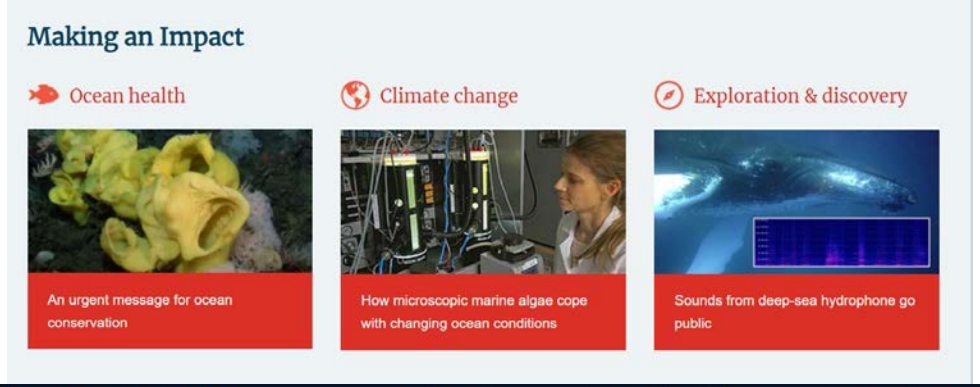
As part of our new outreach strategy, we are working more closely with the Monterey Bay Aquarium (MBA) to take on collaborative projects that benefit from the different perspectives and expertise that each of our organizations provides. This year's articles on the White Shark Café and environmental DNA (eDNA) with the Environmental Sample Processor are but two examples of such joint "MBA/RI" initiatives, each of which includes elements of basic science, engineering, and technology development to meet needs associated with resource management and conservation issues. Other engagements that we report on this year in conjunction with academic, nonprofit, and commercial entities, as well as government agencies, similarly showcase the power and potential of what cooperation and partnership can do to spur fundamental science and engineering advancements while simultaneously achieving outcomes for the public good.

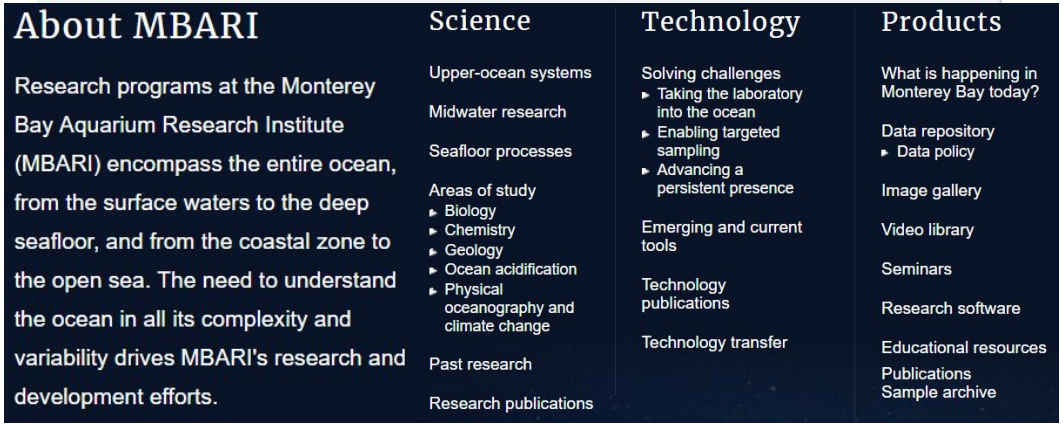
While space exploration understandably holds wide appeal, you may be surprised that a look inward into our ocean also offers a parallel frontier replete with technological challenges, mysteries, and wonders. The sea offers us much to discover, to benefit from, and manage wisely, and, if we are not careful, much to lose before we even know what may be lost.

As I look ahead, there is no doubt that 2019 will prove to be another year of exciting marine science and technology advancements. Please follow us as we continue our journey of ocean exploration and discovery by visiting our website, as well as by subscribing to our Facebook, Twitter, YouTube, and Instagram feeds. Keep in touch—we look forward to hearing from you!

Point of View on Ocean Science

Key points of differentiation, areas of focus (topics) in messaging





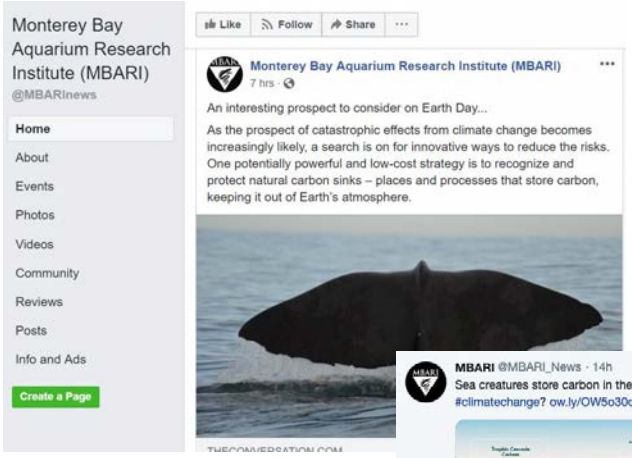
MBARI covers a range of topics by talking about both discoveries that they have made as well as climate change.

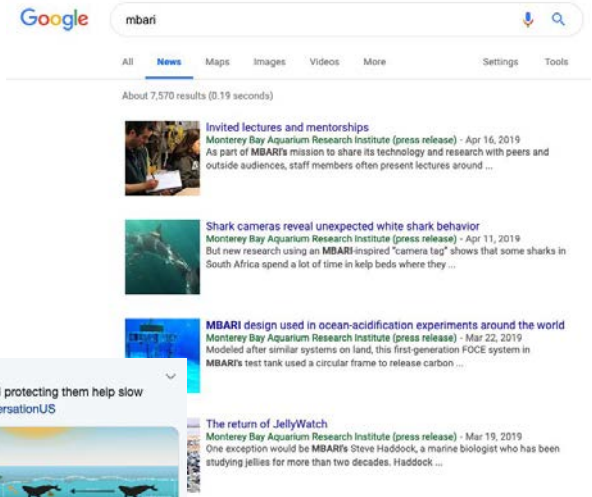
Messaging

Summary of messaging on website, press and social channels

Key topics that generate press and interest on social channels

- Retweeting Other Relevant Organizations Or Individuals Working In The Field (WHOI, Nat Geo, Marine Biologist's)
- Climate Change
- Facts About Marine Life
- Biology



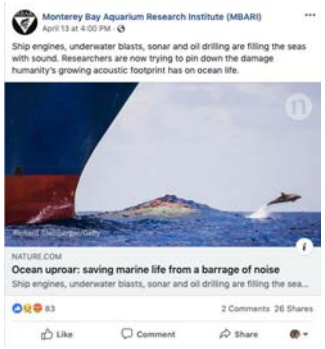


Website Traffic & Social Audit

Monthly Web Traffic and Social audit (followers, likes, cadence of post, etc.)

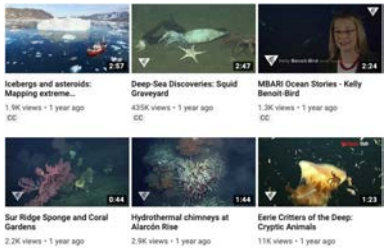
https://www.mbari.org/

86,370 total visits 3.32 pages visited 53.08% bounce	42,652 likes 43,857 followers	22,879 followers 17,338 tweets 4,551 likes	1,917 followers 175 employees	63,626 subscribers 205 videos 203-15 million views



No posts yet

Check back later for posts!



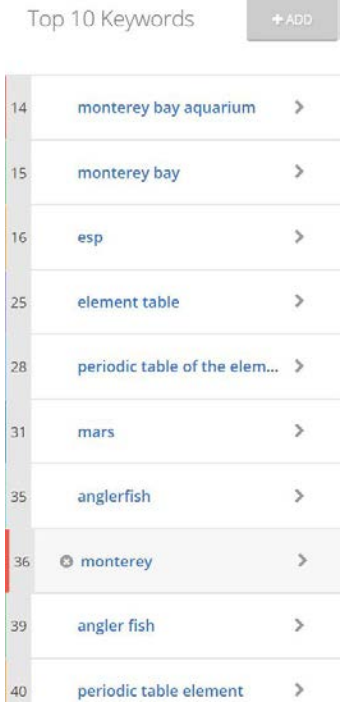
Media Spend

Media Spend by Channel (Paid search, digital, social, traditional)

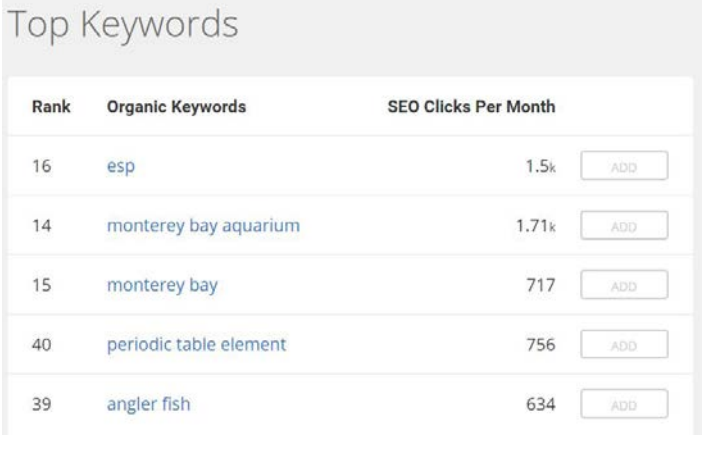
In 2015, MBARI spent $111 in digital.

Domain Authority

Domain authority and top key phrases for search

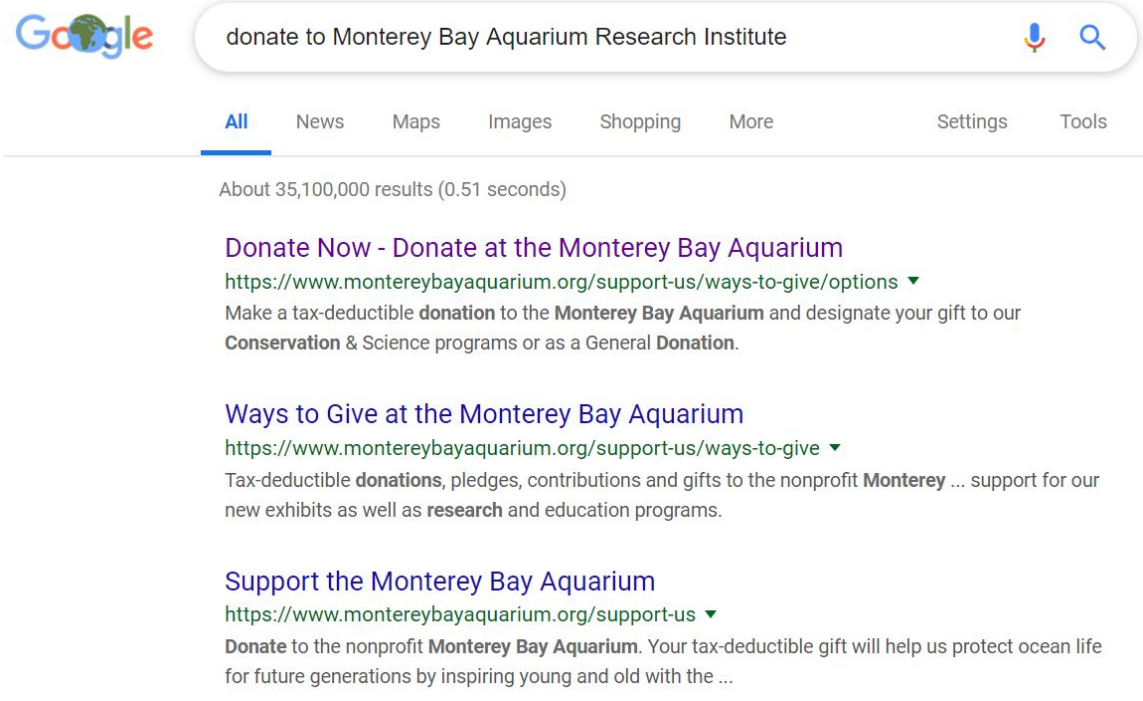


#	URL	DA	PA	TB	QB	QB%	MT	SEO
1	https://www.mbari.org/	70	56	67,090	12,466	19%	6/10	SEO



Donation Journey

What is the donors user journey?



Insights and Implications

Summary of all the information on messaging

MBARI is somewhat unique in that they discuss the need for peer relationships between engineers and scientists as well as the need for an oceanwide cooperative. In addition, you are not able to donate to the organization.

Lamont-Doherty Earth Observatory

Purpose

Mission, vision, positioning, tagline

Mission

Lamont-Doherty Earth Observatory seeks fundamental knowledge about the origin, evolution and future of the natural world. Its scientists study the planet from its deepest interior to the outer reaches of its atmosphere, on every continent and in every ocean, providing a rational basis for the difficult choices facing humanity.

Increasing public awareness and knowledge of humanity's relationship to the environment through education and outreach is a core part of Lamont's mission.

Why Donate?

Invest in our planet. Support Earth and climate science that advances solutions

Positioning

Lamont-Doherty Earth Observatory seeks fundamental knowledge about the origin, evolution and future of the natural world.

Divisions

Research

1. Biology & Paleo Environment
2. Geochemistry
3. Marine Geology & Geophysics
4. Ocean & Climate Physics
5. Office of Marine Operations
6. Seismology, Geology & Tectonophysics

Education

1. K-12
2. Educators
3. Undergrad & graduates

Leadership Messaging

CEO letter, annual reports, executive letters

Message from the Director

Earth is not a static planet. From earthquakes to extreme weather, and from ocean circulation to melting ice sheets, ours is a planet in constant flux.

In like manner, research at the Lamont-Doherty Earth Observatory is in a state of continual renewal. Here, hundreds of scientists are discovering and communicating new and fundamental insights about the origin and evolution of Earth and its complex and interconnected physical, chemical, and biological systems.

Our scientists gather data on every continent and every ocean. They pull cores of sediment from the seafloor, sample rock outcrops and ancient tree rings, acquire precise data from pole to pole with airborne and satellite instruments, and measure the tremors from distant earthquakes. From these data they distill fresh understanding in fields as diverse as biogeochemistry, seismology, climate physics, and oceanography.

Exceptional research demands the most advanced tools and facilities available. Our growing campus houses academia's largest sediment core repository and its largest and most sophisticated ultra-clean laboratory for geochemistry—facilities that accelerate and refine scientific discovery and attract talent from around the world. The research vessel *Marcus G. Langseth,* with its unique capabilities for imaging the sea floor and the structure of the oceanic crust and mantle,continues the Observatory's long tradition of seagoing exploration with expeditions throughout the global ocean.

The constant generation of new knowledge gives our Palisades, New York, campus its distinctive culture of intellectual ferment and collaborative creativity. Our distinguished senior scientists in the country's top-ranked graduate program in Earth and environmental science are committed to mentoring the next generation of leaders in the field.

As the human population reaches 7 billion, the criticality of Earth science has never been greater. As the largest research unit of Columbia University's Earth Institute, Lamont-Doherty is uniquely positioned to transform science into solutions. Through collaborations with engineers, public health specialists, journalists, and policy makers, our scientists mobilize their research for the stewardship of our planet.

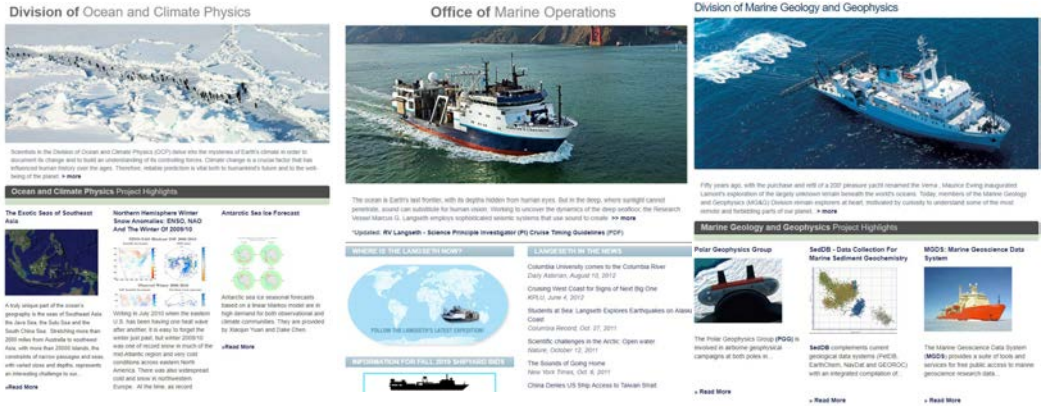
I hope that as you browse this website you will learn more about our mission and our recent progress. I thank you for your interest in our institution and its leading programs in research and education on the workings of our world. The pace of discovery is quickening, and all of us at the Observatory look forward to sharing those discoveries with you.

Sean C. Solomon

Director

Point of View on Ocean Science

Key points of differentiation, areas of focus (topics) in messaging



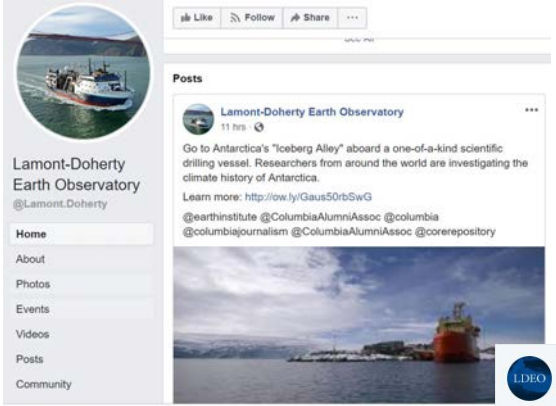
LDEO looks at ocean science as a piece of our knowledge of the world. LDEO says that this knowledge provides a rational basis for difficult decisions facing humanity.

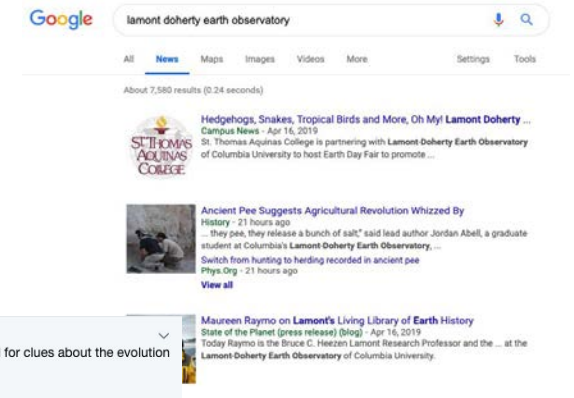
Messaging: Lahmont-Doherty Earth Observatory

Summary of messaging on website, press and social channels

Key topics that generate press and interest on social channels

- Retweeting Relevant Professional Accounts Or Individuals Involved With Earth Sciences
- Environmental Health
- Climate Change
- Environmental Justice



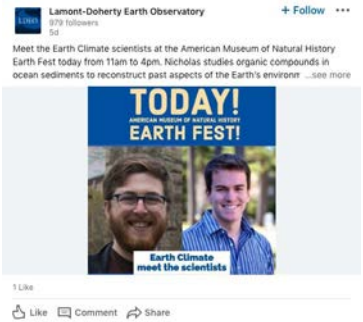


Website Traffic & Social Audit

Monthly Web Traffic and Social audit (followers, likes, cadence of post, etc.)

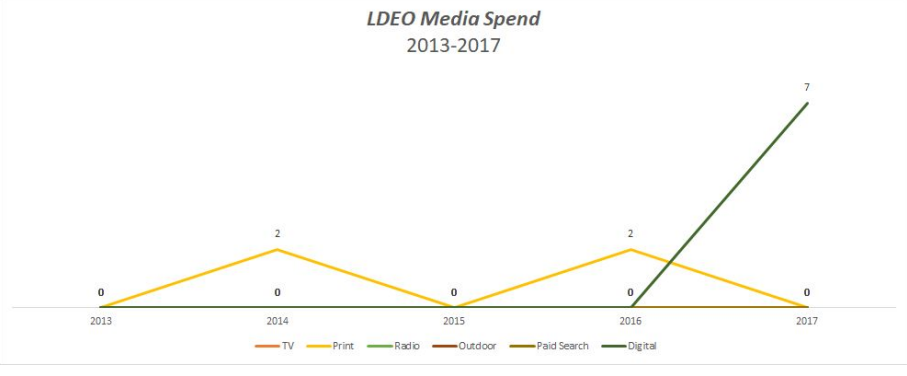
https://www.ldeo.columbia.edu/

289,590 total visits 3.38 pages visited 71.85% bounce	5,562 likes 5,847 followers	5,592 followers 6,380 tweets 2,581 likes	979 followers 218 employees	150 subscribers 17 videos 32-4.4k views



Media Spend

Media Spend by Channel (Paid search, digital, social, traditional)



Domain Authority

Domain authority and top key phrases for search

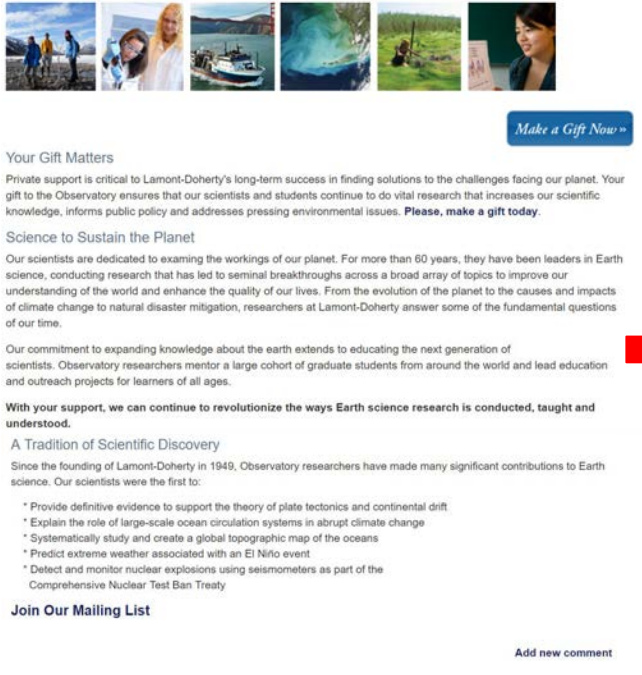
#	URL	DA	PA	TB	QB	QB%	MT	SEO
1	https://www.ldeo.columbia.edu/	93	67	81,258	59,555	73%	7/10	SEO

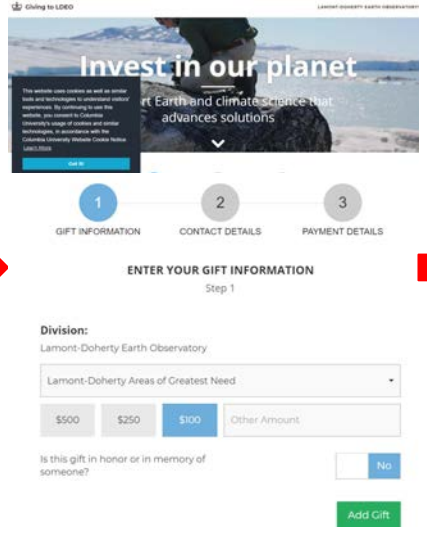
Top Keywords

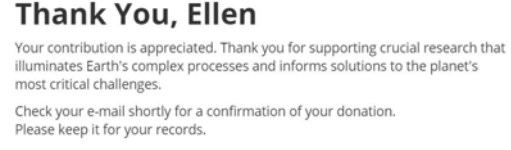
Rank	Term	SEO Clicks Per Month	
26	bleaching	906	ADD
49	climatic change	508	ADD
42	boba?	1.31k	ADD
9	recent earthquakes	963	ADD
5	dew point calculation	341	ADD

Donation Journey

What is the donors user journey?







Insights and Implications

Summary of all the information on messaging

LDEO is education and research driven. They research and educate on all topics concerning the natural world, including the ocean.

Graduate School of Oceanography at URI

Purpose

Mission, vision, positioning, tagline

Mission

As one of the nation's premier academic oceanographic institutions, the University of Rhode Island's Graduate School of Oceanography (GSO) educates marine scientists, students, policymakers, business leaders and citizens and helps develop the knowledge and skills necessary to address present and future marine challenges.

Vision

The University of Rhode Island's Graduate School of Oceanography strives to conduct fundamental and applied research to understand the changing ocean planet. Major advances in knowledge of the oceans will arise from GSO research, education and public service. These advances will result from strong investigator-driven research and a uniquely dynamic and integrative educational curriculum.

Positioning/Tagline

URI's Graduate School of Oceanography is one of the world's premier academic institutions of oceanography and ocean exploration.

Leadership Messaging

CEO letter, annual reports, executive letters

> "These are exciting times in oceanography and at GSO with new scientific questions, new technologies to pursue those questions, and an array of critical environmental issues that need input and solutions from the oceanographic community."
>
> — Bruce H. Corliss, Dean

Since its founding in 1961, GSO has become recognized nationally and internationally as a leader in oceanography and graduate education, focusing on both blue-water and coastal oceanography across the spectrum of oceanographic science. Our research and educational portfolio, initially focused largely on basic research, now includes a range of applied research in the marine sciences. Global environmental changes, caused in part by human activity, are rapidly altering the oceans and coastal environments. With climate change the most prominent driver, human society is faced with dramatic challenges from rising sea levels, extreme storm events, warming oceanic waters, altered ecosystems (including failing fisheries), and increasing ocean acidification.

Basic scientific research, today as always, forms the very foundation upon which environmental problems can be solved. In practical terms, the modern shift in oceanography includes determining how the broad oceanographic community responds to these challenges, particularly in terms of mitigating the effects of large-scale changes, and developing methods of improving marine sustainability and resilience.

These are exciting times in oceanography and at GSO with new scientific questions, new technologies to pursue those questions, and array of critical environmental issues that need input and solutions from the oceanographic community. We will continue our time-honored tradition of providing comprehensive and holistic educational experiences for our students, addressing critical scientific research questions, and pursuing national and international outreach efforts as part of our activities at GSO.

I am proud that our faculty, marine research scientists, and graduate students are conducting state-of-the-art work that is simultaneously making a real difference in the world. GSO scientists and outreach professionals take seriously our added responsibility to use our knowledge, experience, creativity, and concern to benefit our fellow citizens.

I hope that you enjoy perusing our website and learning more about the broad range of research and educational activities being carried out at the Graduate School of Oceanography.

Sincerely,

Bruce H. Corliss, Dean

bcorliss@uri.edu

Ocean Science

Key points of differentiation, areas of focus (topics) in messaging

Biological Oceanography

Chemical Oceanography

Geological Oceanography

Physical Oceanography

Ocean Technology

Outreach

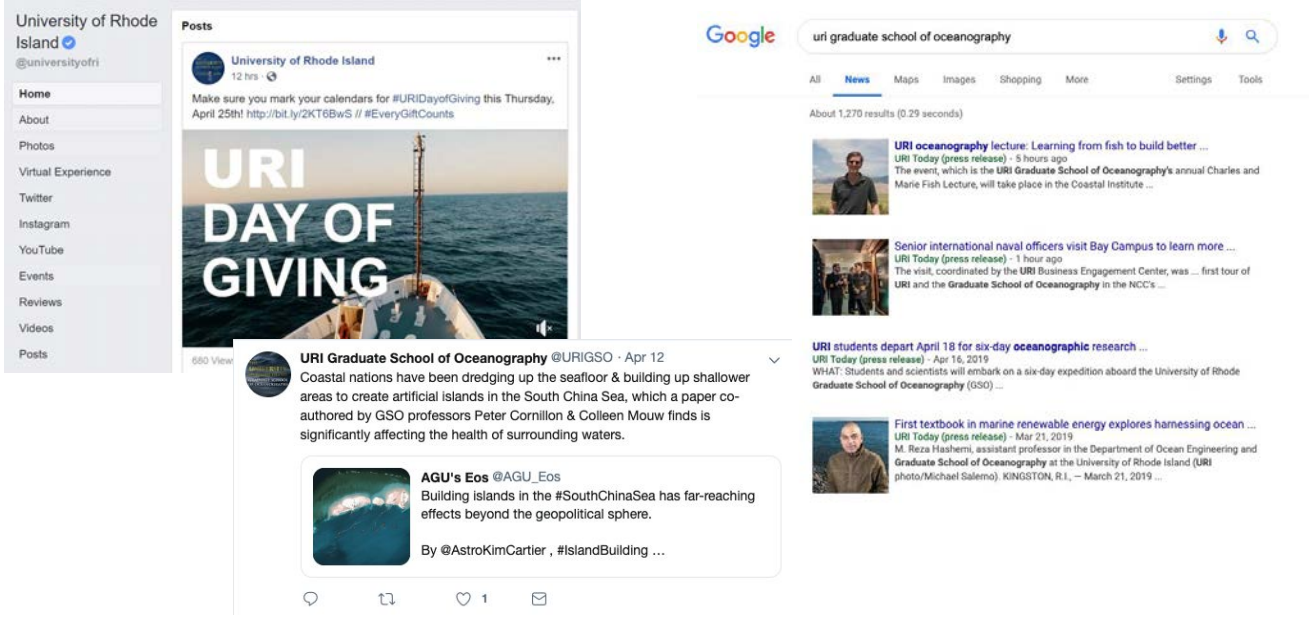
URI (GSO) discusses their specific areas of research (shown on the left). Through research, URI discusses finding solutions to problems our world faces today, such as climate change.

Messaging

Summary of messaging on website, press and social channels

Social channels are not graduate school of oceanography specific. Key oceanography topics that generate press and interest on social channels

- Climate Change
- Research & Outreach
- Ocean Exploration
- Renewable Energy

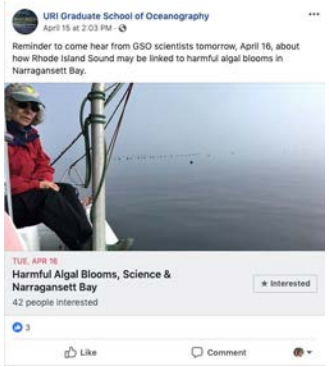


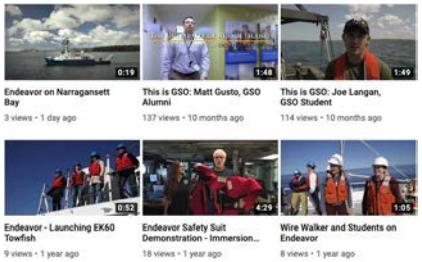
Website Traffic & Social Audit

Monthly Web Traffic and Social audit (followers, likes, cadence of post, etc.)

https://web.uri.edu/gso/

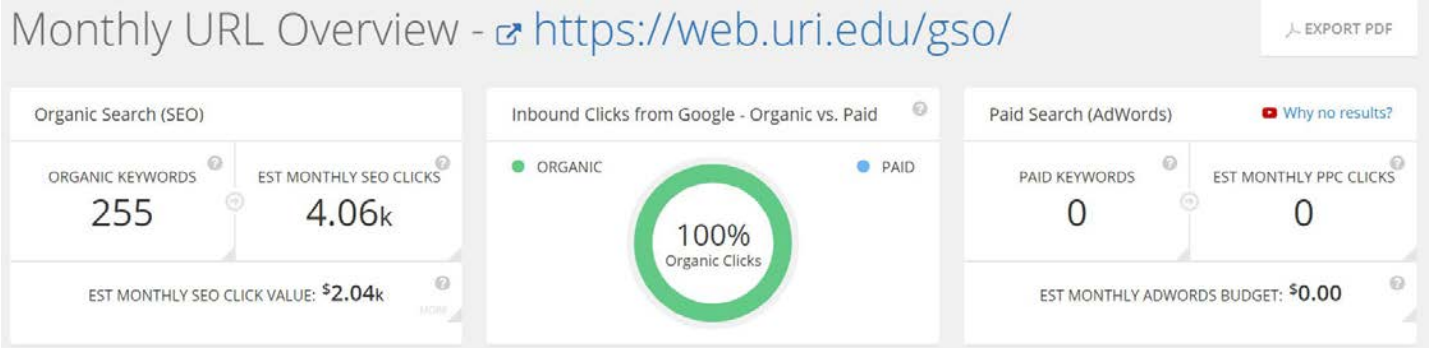
588,070 total visits 2.68 pages visited 65.27% bounce	1,470 likes 1,641 followers	1,463 followers 2,272 tweets 2,569 likes	n/a followers n/a employees	34 subscribers 13 videos 3-173 hundred views





Media Spend

Media Spend by Channel (Paid search, digital, social, traditional)



Domain Authority

Domain authority and top key phrases for search

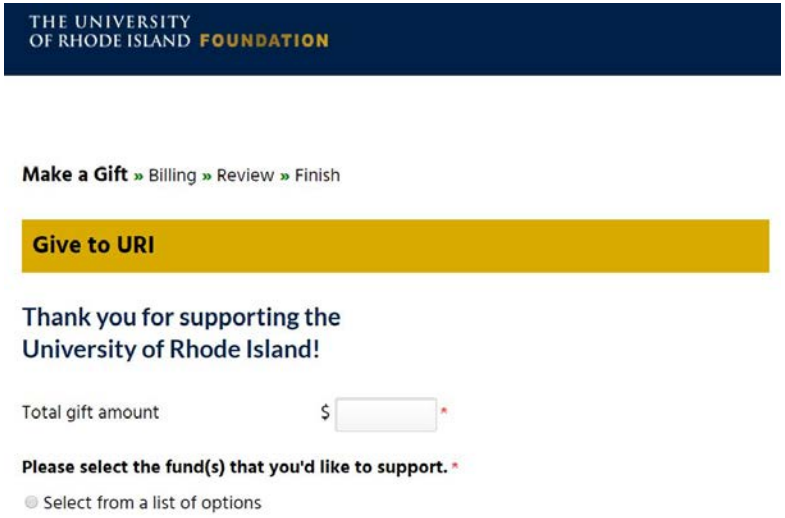
#	URL	DA	PA	TB	QB	QB%	MT	SEO
1	https://web.uri.edu/gso/	74	49	294,025	293,295	100%	5/10	SEO

Top Keywords

Rank	Term	SEO Clicks Per Month	
20	gso	243	ADD
23	bayblades	720	ADD
33	roxanne	224	ADD
6	robert campbell	156	ADD
21	kincaids	190	ADD

Donation Journey

What is the donors user journey? Donate a dollar and track journey.



Donation link brings you to a university wide donation page.

Insights and Implications

Summary of all the information on messaging

URI's main focus is education and their research. They discuss that they make information gained through their research programs accessible to everyone. With this information, they hope to help solve present and future marine challenges.

Centre for Maritime Research & Experimentation (CMRE)

Purpose: Centre For Maritime Research & Experimentation

Mission, vision, positioning, tagline

Mission	Why Donate?	Positioning/Tagline
Addressing the defence and the security needs of the Alliance.	No donation section	World-class scientific research and experimentation facility that organizes and conducts scientific research and technology development, centred on the maritime domain, delivering innovative and field tested Science & Technology (S&T) solutions to address defence and security needs of the Alliance.

Description of Organization

Center for Maritime Research and Experimentation

Directed by Dr Catherine Warner, the Centre for Maritime Research and Experimentation (CMRE) is an established, world-class scientific research and experimentation facility that organizes and conducts scientific research and technology development, centred on the maritime domain, delivering innovative and field tested Science & Technology (S&T) solutions to address defence and security needs of the Alliance.

Delivering sea-proven maritime innovation and interoperability solutions.

The CMRE is an executive body of NATO's Science and Technology Organization (STO) along with the NATO Collaboration Support Office.

Located in La Spezia (Italy), the CMRE is built on more than 50 years of experience in its former establishments as the NURC and SACLANTCEN, and has produced a cadre of leaders in ocean science, modelling and simulation, acoustics and other disciplines, as well as producing critical results and understanding that have been built into the operational concepts of NATO and the Nations.

Previously known as **NATO Undersea Research Centre** (NURC), the **Centre for Maritime Research and Experimentation** (CMRE) is a scientific research and experimentation NATO facility that organizes and conducts scientific research and technology development, centered on the maritime domain, to address defense and security needs of the Alliance. It is an executive body of NATO's Science and Technology Organization (STO).[1]

Ocean Science

How they are talking about it

Differentiation

Discuss missions, protection, and technology more than discoveries of the ocean.

Messaging on Ocean Science

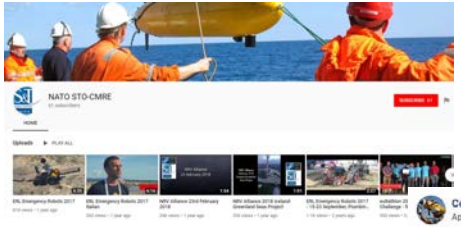
…Offering a trusted platform for NATO Nations and partners to work together and to share science and technology. CMRE provides a science and technology framework through which NATO realizes the benefits of ownership by enforcing the values of the Alliance while reducing risks, costs, and aligning national interests and ambitions. The intellectual capital thus generated has great value in creating operational advantage and equipping the future force.

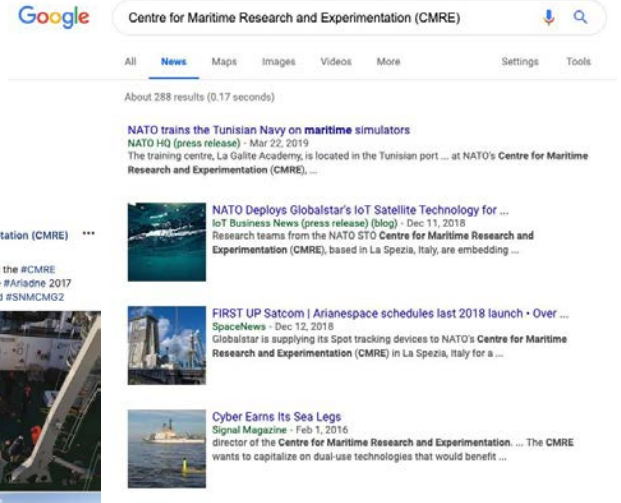
Messaging

Summary of messaging on website, press and social channels

Key topics that generate press and interest on social channels

- NATO Science & Technology
- Maritime Research & Experimentation
- New Robotics & Research Tools
- Ocean Exploration



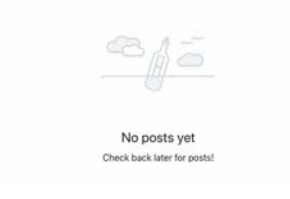


Website Traffic & Social Audit

Monthly Web Traffic and Social audit (followers, likes, cadence of post, etc.)

https://www.cmre.nato.int/

n/a total visits n/a pages visited n/a bounce	1,462 likes 1,516 followers	n/a followers n/a tweets n/a likes	1,507 followers 98 employees	60 subscribers 12 videos 208-1.4k views



Media Spend

Media Spend by Channel (Paid search, digital, social, traditional)

Domain Authority

Domain authority and top key phrases for search

Top Keywords

Rank	Term	SEO Clicks Per Month	
24	sonar system	7.52	ADD
42	cmre	8.3	ADD
48	sonar systems	1.66	ADD
43	sonar tutorial	0.21	ADD
43	underwater surveillance	0.04	ADD

Moz Website Authority

#	URL	DA	PA	TB	QB	QB%	MT	SEO	More
1	https://www.cmre.nato.int/	86	55	175,726	151,758	86%	6/10	SEO	More..

Insights and Implications

Summary of all the information on messaging

CMRE focuses on defense and security needs. In addition, they research and develop technology which allows these defense and security needs to be met.

Schmidt Ocean Institute

Purpose

Mission, vision, positioning, tagline

Mission

We combine advanced science with state-of-the-art technology to achieve lasting results in ocean research, to catalyze sharing of the information, and to communicate this knowledge to audiences around the world. We foster a deeper understanding of our environment.

Why Donate?

No donation section

Positioning/Tagline

Schmidt Ocean Institute works to advance the frontiers of global marine research by providing state of the art operational, technological, and informational support to the pioneering ocean science and technology development projects at sea.

Description of Organization

Schmidt Ocean Institute

Schmidt Ocean Institute is a 501(c)(3) private non-profit operating foundation established to advance oceanographic research, discovery, and knowledge, and catalyze sharing of information about the oceans.

The **Schmidt Ocean Institute** is a non-profit private foundation focused on oceanography, founded in March 2009 by Eric Schmidt and Wendy Schmidt.[1][2] The Institute's goal is to advance ocean exploration, discovery, and knowledge using technological advances, data-rich observation and analysis, and open sharing of information.

The Schmidt Ocean Institute, which was previously known as the Schmidt Research Vessel Institute, has been awarded grants from the Schmidt Family Foundation for the purpose of owning and operating scientific research vessels.[3]

Leadership Messaging

CEO letter, annual reports, executive letters

Ocean Science

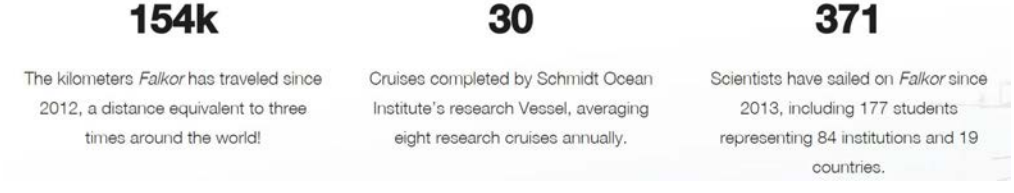
How they are talking about it

Differentiation

- Schmidt Ocean Institute was only formed in 2009 (newer than most organizations).
- Openly shares information
- Their technology helps support multidisciplinary and international collaborations
- Supports high-risk oceanographic research as well as expeditions aimed at developing and testing innovative oceanographic technologies, practices, and analytical methods.
- Their vessel is called Faklor

Messaging on Ocean Science

The Earth's oceans are a critically endangered and least understood part of the environment

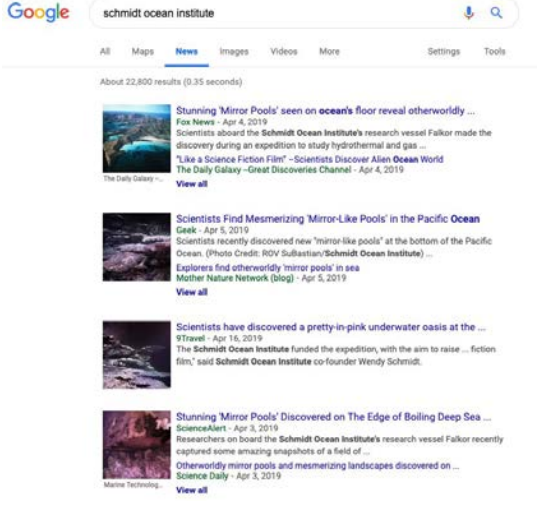


Messaging

Summary of messaging on website, press and social channels

Key topics that generate press and interest on social channels

- Microbial Mysteries
- Technology Advancements
- Plastic Pollution
- Artists At Sea

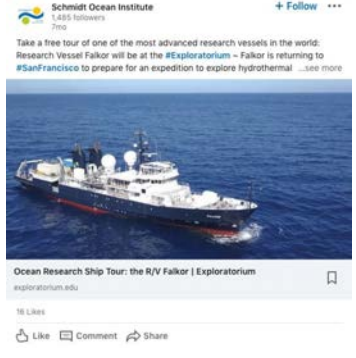


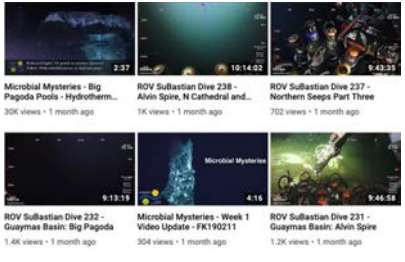
Website Traffic & Social Audit

Monthly Web Traffic and Social audit (followers, likes, cadence of post, etc.)

https://schmidtocean.org/

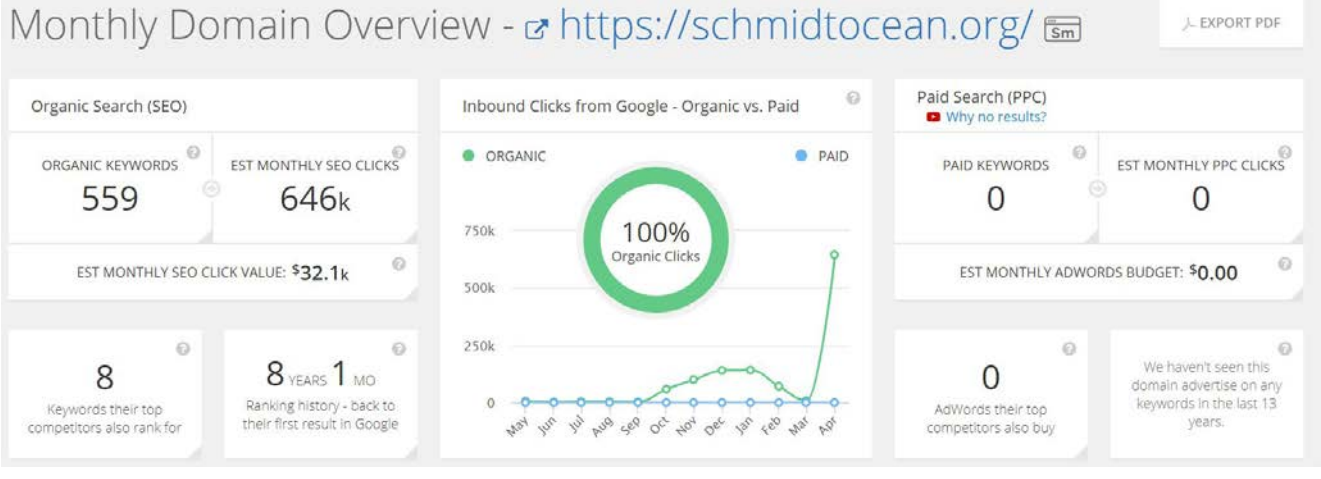
n/a total visits n/a pages visited n/a bounce	13,852 likes 20,904 followers	8,544 followers 5,551 tweets 9,569 likes	1,485 followers 55 employees	n/a subscribers 537 videos 51-441k views





Media Spend

Media Spend by Channel (Paid search, digital, social, traditional)



Domain Authority

Domain authority and top key phrases for search

Moz Website Authority									
#	URL	DA	PA	TB	QB	QB%	MT	SEO	More
1	https://schmidtocean.org/	59	43	4,122	1,633	40%	4/10	SEO	More..

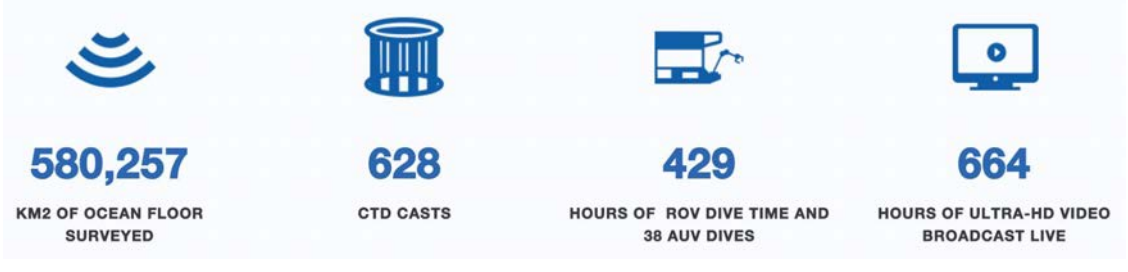
Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	
11	mariana trench	1.76k	ADD
48	zincs	518	ADD
45	john greene	552	ADD
46	ocean cruise	105	ADD
29	high performance computing	18.1	ADD

Insights and Implications

Summary of all the information on messaging

Schmidt Ocean Institute is a non-profit and is private. They focus on using advanced technology to research and share information about the ocean. Schmidt Ocean Institute is unique in that they broadcast some of their work live.



Bermuda Institute of Ocean Sciences (BIOS)

Purpose

Mission, vision, positioning, tagline

Mission

BIOS's mission is to seek and share fundamental knowledge of the oceans through state-of-the-art scientific research, world-class field expeditions and comprehensive educational experiences.

Why Donate?

We invite you to join the cohort of BIOS donors who are contributing to the acquisition of knowledge that is needed to inform our society on complex socio-scientific issues such as climate change, environmental management, ecosystem health, and risk prediction; and to the science education of the next generation who will likely face challenges even greater than these.

Positioning/Tagline

BIOS is an independent US non-profit scientific research and educational organization based in Bermuda. For over 100 years BIOS-based researchers and visiting scientists have worked to explore the ocean and address important local and global environmental issues.

Description of Organization

Bermuda Institute of Ocean Sciences

The **Bermuda Institute of Ocean Sciences** (known as **BIOS**) is an independent, non-profit marine science and education institute located in Ferry Reach, St. George's, Bermuda. The Institute, founded in 1903 as the Bermuda Biological Station, hosts a full-time faculty of oceanographers, biologists, and environmental scientists, graduate and undergraduate students, K-12 groups, and Road Scholar (formerly Elderhostel) groups. BIOS's strategic mid-Atlantic Ocean location has at its doorstep a diverse marine environment, with close proximity to deep ocean as well as coral reef and near shore habitats.

Prior to 5 September 2006, BIOS was known as the **Bermuda Biological Station for Research** (BBSR).

Leadership Messaging

CEO letter, annual reports, executive letters

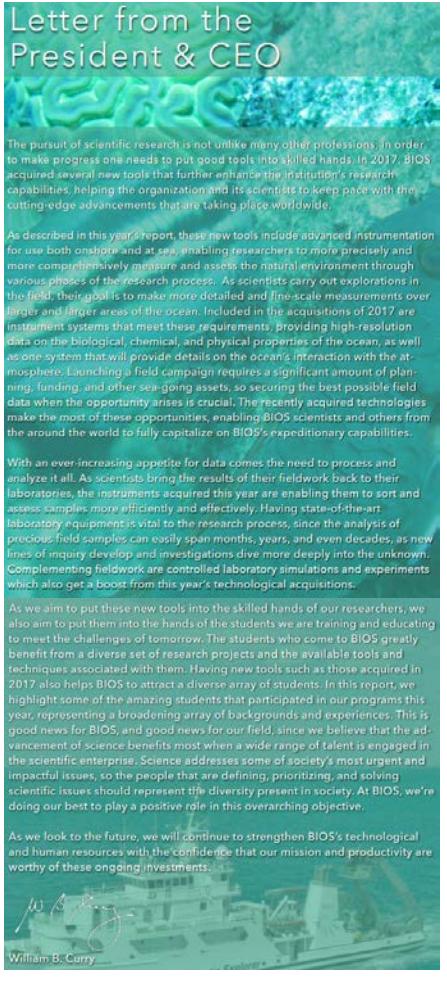
Throughout the world, the breadth of fields under scientific scrutiny are as diverse as the researchers themselves.

Research sees individuals of countless nationalities, races, and socioeconomic backgrounds come together with a key goal in common; the advancement of scientific understanding. At the core of BIOS's education programs is the drive to celebrate diversity and to assist in training a broac cross-section of the global student community.

For decades the variety of experts at BIOS has illustrated to students that they don't need to match a stereotypical image to be successful, and that a multitude of career paths are accessible and achievable through dedication and commitment. BIOS's education programs train both local and international students to analytically investigate the natural world and to employ scientific methods to advance their own understanding, and that of the wider scientific community.

At the heart of oceanographic research is technology, which allows scientists to stay at sea longer, explore deeper depths, and fill in knowledge gaps about the ocean environment and its inhabitants.

From new sensors and instruments to novel methods of collecting and analyzing vast troves of data, technology is advancing the frontiers of ocean science research and bringing to light new information about the ocean's tiniest life forms, as well as global trends in climate and ocean biogeochemistry that span seasons and decades.



Ocean Science

How they are talking about it

Differentiation

BIOS has a long standing history (founded in 1903 as the Bermuda Biological Station for research). Because of this, BIOS is host to some of the longest-running oceanic and atmospheric measurement programs in the world, facilitating research on both local and global environmental issues.

Messaging on Ocean Science

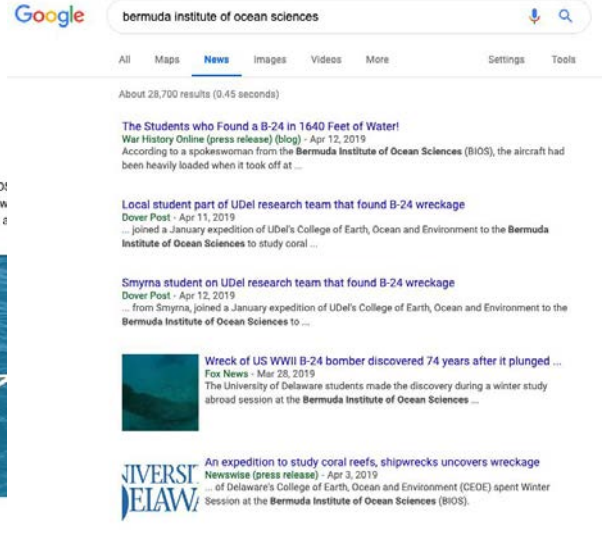
The researchers at BIOS are committed to using their science to benefit people and communities around the world, providing resources and knowledge that can be used by government representatives, environmental management officials, community leaders, and individual citizens to make the planet a better place to live.

Messaging

Summary of messaging on website, press and social channels

Key topics that generate press and interest on social channels

- Internships, Fellowships, Scholarships
- Coral Reefs
- Student Research
- Conservation

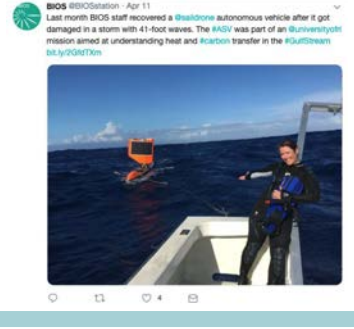


Website Traffic & Social Audit

Monthly Web Traffic and Social audit (followers, likes, cadence of post, etc.)

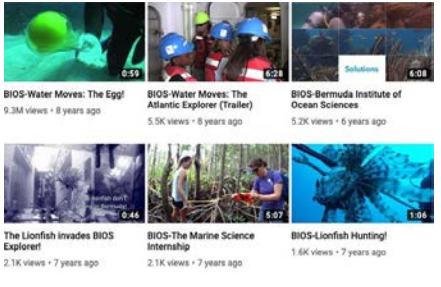
http://www.bios.edu/#!/who-we-are

n/a total visits n/a pages visited n/a bounce	5,182 likes 5,344 followers	1,457 followers 1,166 tweets 1,073 likes	490 followers 56 employees	1,633 subscribers 63 videos 15-9.3 million views



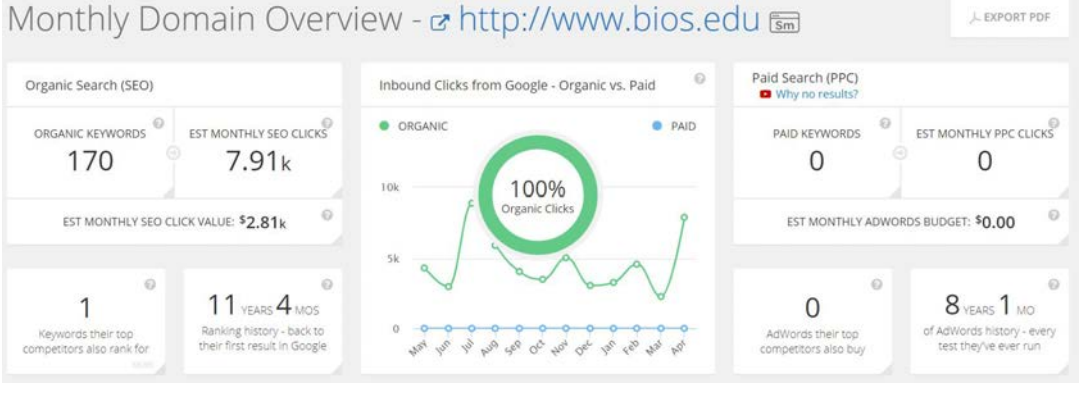
No posts yet

Check back later for posts!



Media Spend

Media Spend by Channel (Paid search, digital, social, traditional)



Revenue

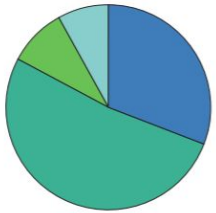
Summary Financial Highlights

December 31, 2017

2017 REVENUES & SUPPORT

Revenue and support is derived from grants and contracts received through the U.S. and Bermuda governments (52%) and gifts; individual, corporate and foundation donors (31%). Additional sources of support are investment return pertaining to endowment funds (9%) and tuition and fees for the use of BIOS's various scientific, marine and housing facilities and attendance at our many educational programs (8%).

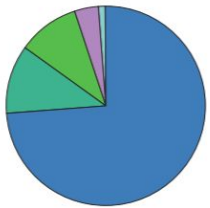
- Government, Corporate Contracts and Grants $ 11,766,726 (52%)
- Contributions $ 6,943,267 (31%)
- Investment Return $ 1,978,786 (9%)
- Tuition, Guest Services and Other Income $ 2,016,794 (8%)



2017 EXPENSES

Program expenses include scientific research (74%); education activities (10%); and guest and residential services (1%). Other expenses include management and general (11%); and development, marketing and communications (4%).

- Scientific Research $13,207,922 (74%)
- Management and General $1,962,286 (11%)
- Education Programs $1,887,002 (10%)
- Development and Communications $631,419 (4%)
- Guest and Residential Services $87,419 (1%)



BIOS

Summary Financial Highlights

December 31, 2017

Statements of Financial Position

	2017	2016
Assets		
Cash and cash equivalents	$ 2,857,760	$ $855,045
Grant receivables and other assets	890,608	780,567
Contributions receivable, net	3,176,915	4,454,992
Investments	17,406,118	14,504,921
Property and equipment, net	18,754,675	16,034,500
Total Assets	$ 43,086,076	$ 36,630,025
Liabilities and Net Assets		
Liabilities		
Payables, accruals, advances and deposits	$ 1,667,751	$ 1,552,033
Loans payable	6,869,177	5,458,368
Total Liabilities	8,536,928	7,010,401
Net Assets		
Unrestricted	$ 11,421,176	$ 9,746,051
Temporarily restricted	3,071,672	10,093,625
Permanently restricted	10,056,300	9,779,948
Total Net Assets	34,549,148	29,619,624
Total Liabilities and Net Assets	$ 43,086,076	$ 36,630,025

Statements of Activities

Support and other Revenues		
Contributions	$ 6,943,266	$ 2,739,138
Grants and Contracts	11,766,726	8,554,388
Tuition, guest services and other income	1,978,786	1,686,694
Investment return	2,016,794	514,170
Total Revenue and Other Support	22,705,572	13,494,390
Expenses		
Program services		
Scientific research	$ 13,207,922	$ 12,792,629
Education courses and programs	1,887,002	1,843,847
Guest and residential services	87,419	225,332
Total Program Services	15,182,343	14,861,808
Support Services		
Development, marketing and communications	$ 631,419	$ 653,720
Management and general	1,962,286	641,645
Total Support Services	2,593,705	1,295,365
Total Expenses	17,776,048	16,157,173
Increase (Decrease) in Net Assets	$ 4,929,524	$ (2,662,783)

BIOS

Summary Financial Highlights

December 31, 2017

Investments

	2017	2016
Commonfund Global Multi Asset Portfolio LLC	$ 15,069,999	$ 13,753,216
Vanguard Federal Money Market Fund	2,336,119	751,705
Total	$ 17,406,118	$ 14,504,921

Endowments

Balance on January 1	$ 13,732,391	$ 13,910,139
Contributions	276,352	25,350
Investment return		
Net appreciation (depreciation)	$ 1,812,983	$ 329,819
Income (interest & dividends)	190,224	182,436
Distributed during the year	(711,774)	(715,353)
Balance on December 31	$ 15,300,176	$ 13,732,391
Represented on the Balance Sheet as:		
Unrestricted	$ 1,541,784	$ 1,306,173
Temporarily restricted	3,702,093	2,646,271
Permanently restricted	10,056,299	9,779,947
Balance on December 31	$ 15,300,176	$ 13,732,391

BIOS

Domain Authority

Domain authority and top key phrases for search

Moz Website Authority									
#	URL	DA	PA	TB	QB	QB%	MT	SEO	More
1	http://www.bios.edu	49	44	6,012	3,653	61%	4/10	SEO	More..

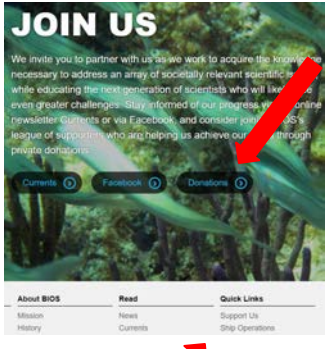
Top Keywords

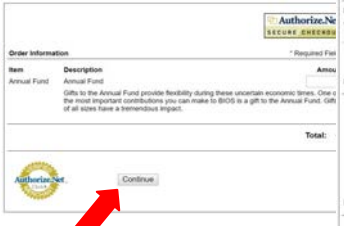
Rank	Organic Keywords	SEO Clicks Per Month	
25	bermuda	769	ADD
11	bios	434	ADD
42	barometers	395	ADD
35	cruise planning	42.2	ADD
32	grundle	84.2	ADD

VIEW ALL ORGANIC KEYWORDS ›

Donation Journey

What is the donors user journey? Donate a dollar and track journey.





Fundraising Tactics

Support and other Revenues		
Contributions	$ 6,943,266	$ 2,739,138
Grants and Contracts	11,766,726	8,554,388
Tuition, guest services and other income	1,978,786	1,686,694
Investment return	2,016,794	514,170
Total Revenue and Other Support	22,705,572	13,494,390

Support Services		
Development, marketing and communications	$ 631,419	$ 653,720
Management and general	1,962,286	641,645
Total Support Services	2,593,705	1,295,365

Insights and Implications

Summary of all the information on messaging

BIOS discusses helping people globally through their work. They discuss both the tangible research they are doing and the bigger picture of climate change. They also communicate how their work can be used to benefit everyone (i.e. natural hazards research and informing insurance industry)

Advocacy Groups

Conservation International

Purpose

Mission, vision, positioning, tagline

CONSERVATION INTERNATIONAL

Mission

The Conservation International mission is to build upon a strong foundation of science, partnership and field demonstration, CI empowers societies to responsibly and sustainably care for nature, our global biodiversity, for the well-being of humanity.

Why Donate?

Nature doesn't need people. People need nature. Our food, our water, our health, our jobs they all rely on the health of the planet's ecosystems.

Positioning/Tagline

For more than 30 years, Conservation International (CI) has been protecting nature for the benefit of all.

Protecting the nature we all rely on for food, fresh water and livelihoods

Leadership Messages

CEO letter, annual reports, executive letters

CONSERVATION INTERNATIONAL

Key Messages from Annual Letter from Director

- “Indigenous peoples have a shared understanding that every tree, rock, animal and person on Earth is interconnected—and that for any to survive, all must be healthy and respected.”
- What we need is a culture of sustainability and the values to support that culture. Without these, no re-engineering of the planet—be it genetic or geo—will save us from ourselves.

Key Messages from Annual Report

- In the past year, Conservation International secured $83 million in new public funding commitments from more than 30 countries and multilateral partners.
- In the past year, Conservation International supported the protection of 4.6 million square kilometers (1.8 million square miles) of land and sea.

Ocean Science

How they are talking about it

CONSERVATION INTERNATIONAL

Differentiation

Conservation International is unique in that the work that they do focuses on the human benefit:

"At CI, we measure success in human terms. Our ultimate goal is to protect the most fundamental things that nature provides to all of us: our food, our fresh water, our livelihoods and a stable climate."

The CI approach is simple, yet transformative. It is based on the integration of three fundamental elements:

Messaging on Ocean Science

Discusses the issues facing the ocean and solutions that they are working on to help solve these issues.

"The ocean is the origin and the engine of all life on this planet — and it is under threat."

Three out of every seven people in the world depend on seafood as their main source of protein.

About 44 percent of the world's population lives within 150 kilometers (93 miles) of the ocean.

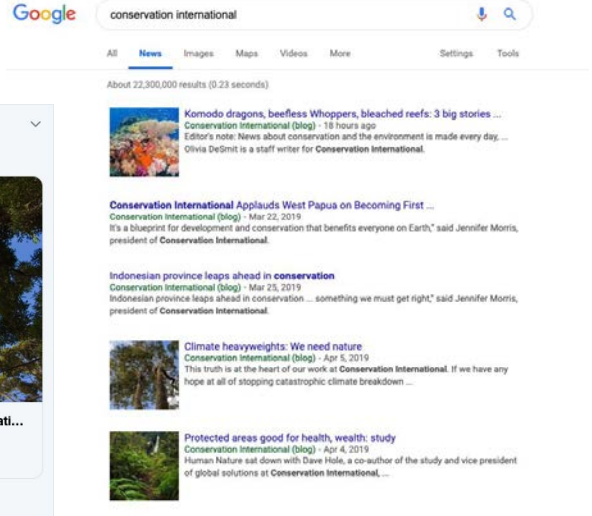
Some US$ 2.5 trillion per year of economic value is produced by the ocean.

Messaging

Summary of messaging on website, press and social channels

Key topics that generate press and interest on social channels

- Climate Change
- Waste (plastic, food, etc.)
- Greenhouse Gases
- Sustainability



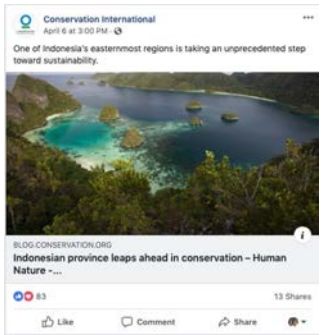
Website Traffic & Social Audit

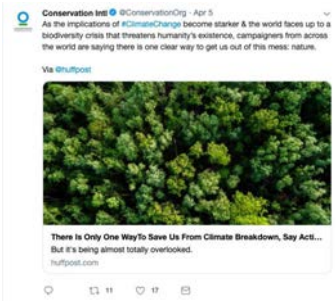
Monthly Web Traffic and Social audit (followers, likes, cadence of post, etc.)

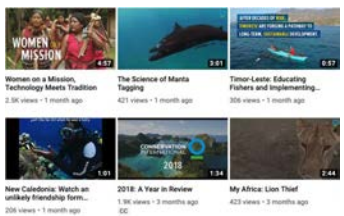
CONSERVATION INTERNATIONAL

https://www.conservation.org

313,150 total visits 2.12 pages visited 70.33% bounce	423,639 likes 432,686 followers	13,140 followers 26,858 tweets 18,304 likes	50,017 followers 1,113 employees	82,617 subscribers 534 videos 25 - 1.3 million views

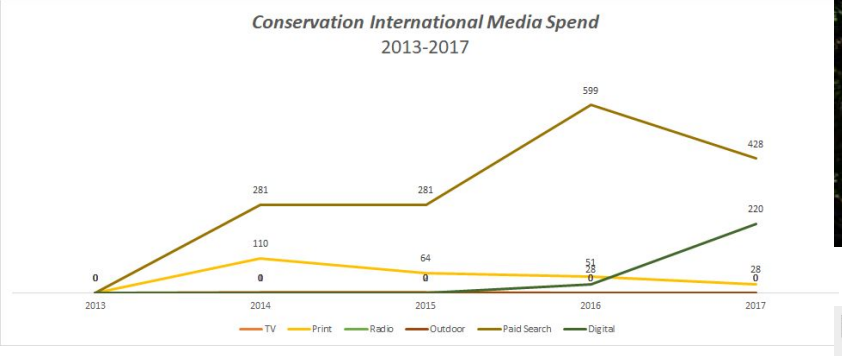




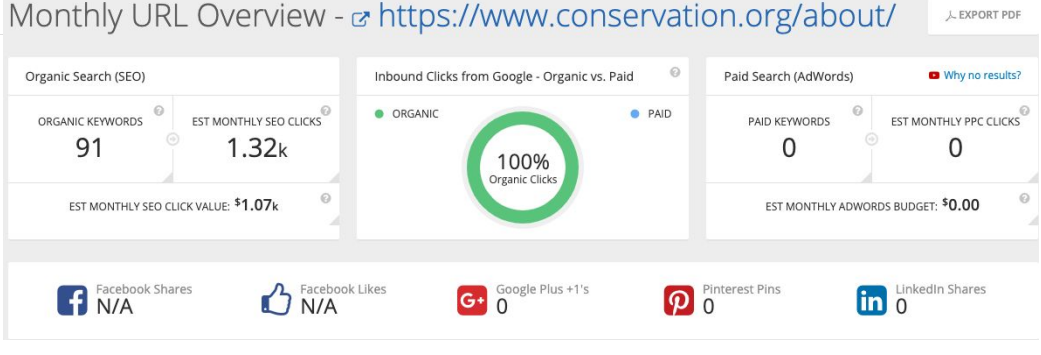


Media Spend

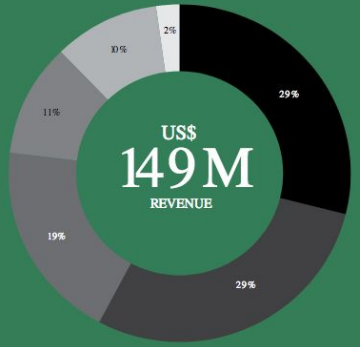
Media Spend by Channel (Paid search, digital, social, traditional)



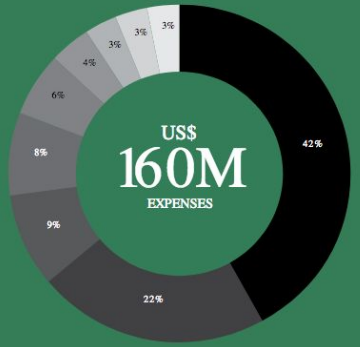
In 2017, CI spent $220K in digital.



Revenue



29% Foundations
29% Individuals
19% Public Funding, NGOs and Multilaterals
11% Corporations
10% Investments
2% Other Income



42% Country, Regional and Oceans
22% Grantmaking Divisions
9% Management + Operations
8% Fundraising
6% Moore Center for Science
4% Policy
3% Communications
3% Center for Environmental Leadership in Business
3% Other Programs

Domain Authority

Domain authority and top key phrases for search

CONSERVATION INTERNATIONAL

Moz Website Authority									
#	URL	DA	PA	TB	QB	QB%	MT	SEO	More
1	https://www.conservation.org	73	61	191,540	175,343	92%	6/10	SEO	More..

Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month
1	conservation	14.8k
7	deforestation	651
40	nature	1.38k
1	conservation international	886
5	mangroves	1.14k

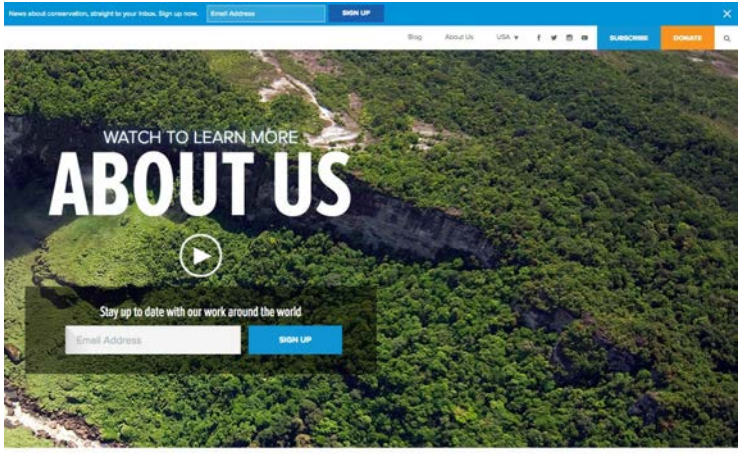
Paid Keywords	Cost Per Click	Monthly Cost
climate change facts	$4.37	$4.44k
climatechange	$3.19	$1.03k
global warming changes	$6.54	$1.47k
deforestation facts	$3.32	$417
climate changes	$3.55	$1.68k

Donation Journey

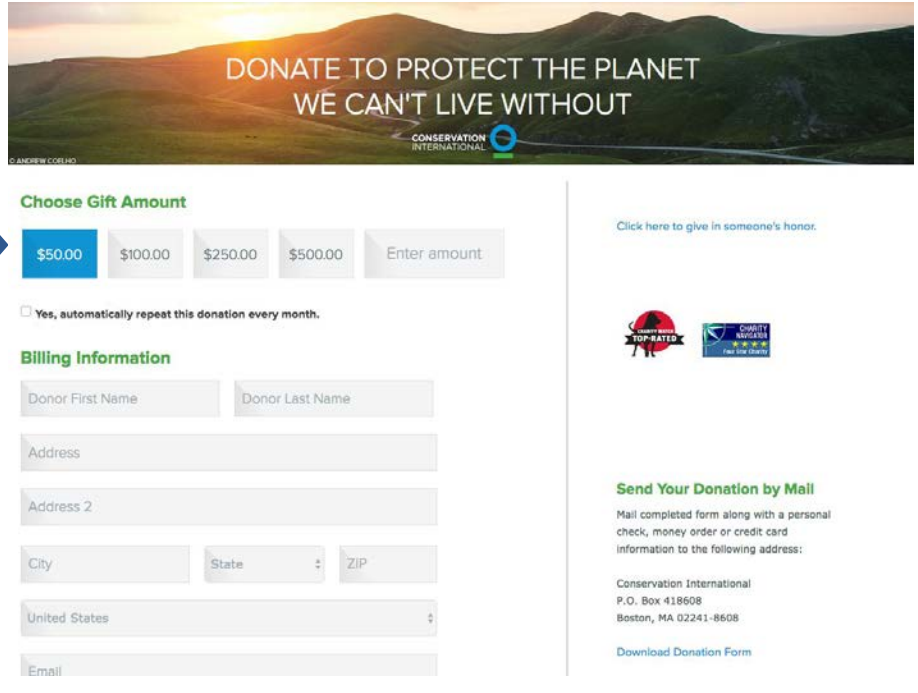
What is the donors user journey? Donate a dollar and track journey.

CONSERVATION INTERNATIONAL

Navigation to “Donate” is highlighted in bright orange on every page making it easy to find.



Donation page makes it easy to donate automatically every month.



Insights and Implications

Summary of all the information on messaging

CONSERVATION INTERNATIONAL

Conservation International looks at the earth in its entirety as a resource for humans. CI works to protect it against many of the issues that it faces, especially as it relates to Climate Change. CI talks about oceans as a part of the world they look to protect (i.e. climate, food, forests, fresh water, global sustainability, livelihoods, oceans).

Oceana

Purpose

Mission, vision, positioning, tagline

Mission

Oceana seeks to make our oceans more biodiverse and abundant by winning policy victories in the countries that govern much of the world's marine life.

Vision

Oceana seeks to make our oceans as rich, healthy, and abundant as they once were.

Why Donate?

All donations to Oceana support our efforts to protect the world's oceans. Oceana seeks to make our oceans as rich, healthy, and abundant as they once were.

Positioning/Tagline

Protecting the World's Oceans

Oceana is dedicated to protecting and restoring the world's oceans on a global scale.

Leadership Messages

CEO letter, annual reports, executive letters

Annual Report 2017-2018*

- Oceana has won more than 200 significant policy victories and protected 4.5 million square miles of ocean.

Key Messages from Annual Report

- **Stop Overfishing-** Implementing science-based catch limits, reducing government subsidies that encourage harmful behavior and preventing illegal, unreported and unregulated fishing can end the overfishing of our oceans
- **Reduce Bycatch-** Each year, fishing gear unintentionally kills or injures millions of animals including sharks, whales, dolphins, fish and sea turtles. Reducing this bycatch means improving monitoring and reporting of when it occurs, setting bycatch limits for fisheries and encouraging people to use cleaner, safer gear.
- **Protect Habitat-** Marine Protected Areas (MPAs) protect vulnerable ecosystems and preserve places that play crucial roles in the life cycles of marine animals. Oceana mounts expeditions and collects scientific data to identify key ocean habitats and campaign for their protection.
- **Increase Transparency-** Policymaking and enforcement of fishing regulations depend upon timely, accurate information. But too often, decisionmakers lack this information or keep it hidden from the public. Oceana campaigns for government transparency because knowing the extent of the problem is the first step toward crafting an effective solution.
- **Curb Pollution-** Pollution threatens the vitality of ocean ecosystems. Oceana fights offshore drilling to help prevent oil spills and combat a source of greenhouse gas emissions, which cause climate change that leads to ocean acidification, sea level rise and habitat disruption. Oceana also campaigns to reduce harmful pollution from plastics, coastal industrial facilities, aquaculture and more.

*This report features editorial content through June 30, 2018 and financial information for the calendar year 2017.


Letter From The CEO

By the year 2050, humanity's numbers will grow to nearly 10 billion – an increase equal to adding nearly two more Chinas' worth of people. Already 795 million people are living in hunger. How are we going to feed all these people?

The task of feeding everyone is already straining the world's resources. This fact is evident in many key metrics. 294,000 square kilometers of forests were cleared last year – an area the size of Italy – mostly for conversion of the land to food production. Aquifers are drained to irrigate vast fields of food crops. Livestock production is a chief driver of climate change, accounting for 14.5 percent of greenhouse gas emissions — roughly equivalent to the impact of the entire United States. Scientific surveys show that the biggest driver of biodiversity loss on the planet is agriculture. In effect, every animal that shares the planet with us is in a contest for shrinking terrestrial living space. Our hunger – literally, for food – is crowding out the natural places that land-based animals need for survival.

These facts forecast a bleak world in the year 2050. In a battle between hungry people and endangered species, it's easy to predict who wins. In fact, no prediction is required. History shows us the answer.

What if there were a way to help feed all those people that did not destroy terrestrial habitat, deplete fresh water aquifers or drive climate change? Suppose that opportunity also reduced cancer, obesity and heart disease?

We'd do everything we could to seize that opportunity, right?

As a contributor to Oceana, you already know the answer. An abundant ocean can feed a billion people a healthy seafood meal every day, forever. The oceans are a food resource that does not crowd out forests essential to endangered species, require fresh water irrigation or produce vast amounts of climate changing gasses. Yet data show that the total catch of wild ocean fish has been declining for more than twenty years.

Why? The simple answer: overfishing. The slightly more complicated answer would include habitat destruction and ocean pollution.

Now for some good news. Overfishing can be ended. Ocean nurseries can be protected. Ocean polluters can be stopped. Now, even better news. Many – some would say most – ocean fish are very fertile. Some lay eggs in the millions. Give these robust creatures a little bit of help, and they rebound quickly. Experience shows that many species could rebuild to high levels of abundance within a decade.

And when the oceans are full of fish, we can eat some and still leave enough in the water to reproduce and replenish the seas for next year. It's like spending the income, but not the principal, in your investment account.

The most biologically productive parts of the world's oceans are coastal. They are within exclusive economic zones that the law of the sea grants to coastal countries. That means that their fisheries, and their coastal pollution, are managed by that coastal country. International governance – with all its complexity and frequent disappointments – is not essential to rebuilding ocean abundance.

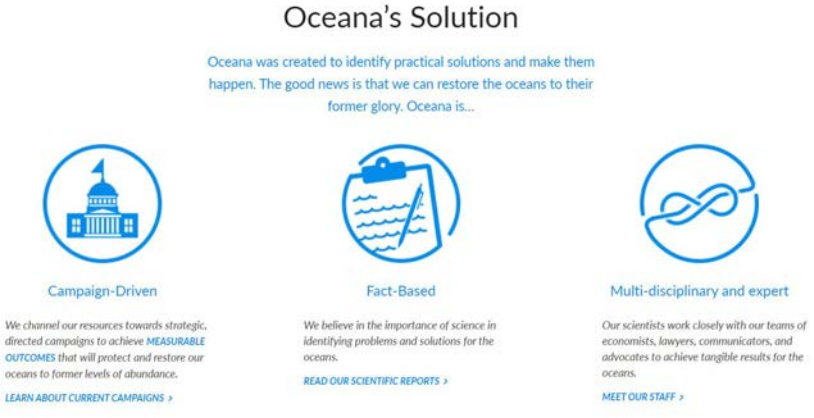
Ninety percent of the world's fisheries are located within the exclusive economic zones of just 29 countries and the European Union. Oceana now fields campaign teams in Belize, Brazil, Canada, Chile, the European Union, Mexico, Peru, the Philippines, the United Kingdom and the United States. The oceans of those places produce nearly a third of the world's ocean fish every year.

Ocean Science

How they are talking about it

Differentiation

Oceana is working to restore the oceans to what they once were and protect them.



Messaging on Ocean Science

Discusses mostly discusses how the ocean is being harmed by human impact:

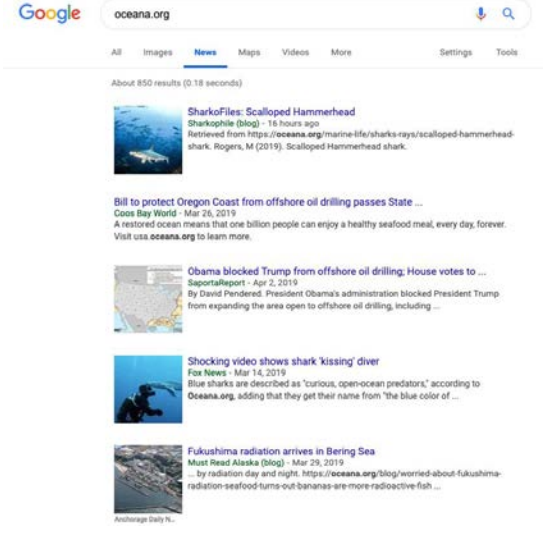
1) We are taking too many fish out of the water
2) We are polluting our oceans
3) We are squandering potential sources of food
4) We are trashing marine wildlife and special places

Messaging

Summary of messaging on website, press and social channels

Key topics that generate press and interest on social channels

- Extinction
- Marine Mammal Protection Act
- Recycling/plastic waste
- Marine Animal Interesting Facts/Info

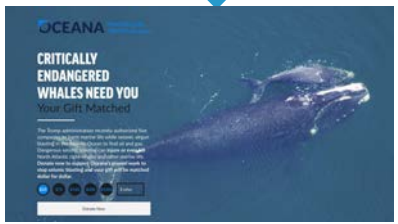


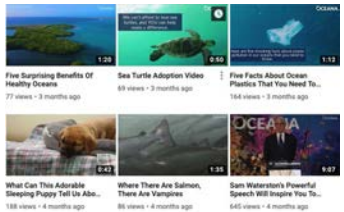
Website Traffic & Social Audit

Monthly Web Traffic and Social audit (followers, likes, cadence of post, etc.)

https://oceana.org/

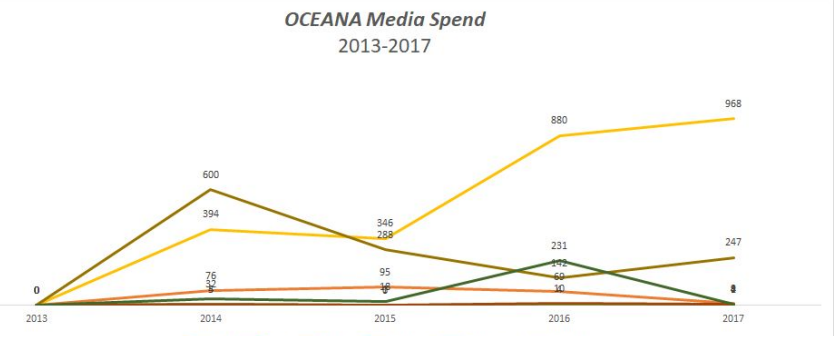
759,090 total visits 1.57 pages visited 77.08% bounce	926,258 likes 912,471 followers	331,111 followers 39,166 tweets 2,355 likes	11,548 followers 361 employees	3,464 subscribers 250 videos 20 - 52K views





Media Spend

Media Spend by Channel (Paid search, digital, social, traditional)



In 2017, Oceana spent $968K in print, and $1,624 in digital.

Domain Authority

Domain authority and top key phrases for search

Moz Website Authority									
#	URL	DA	PA	TB	QB	QB%	MT	SEO	More
1	https://oceana.org/	74	58	131,687	102,265	78%	6/10	SEO	More..

Top Keywords

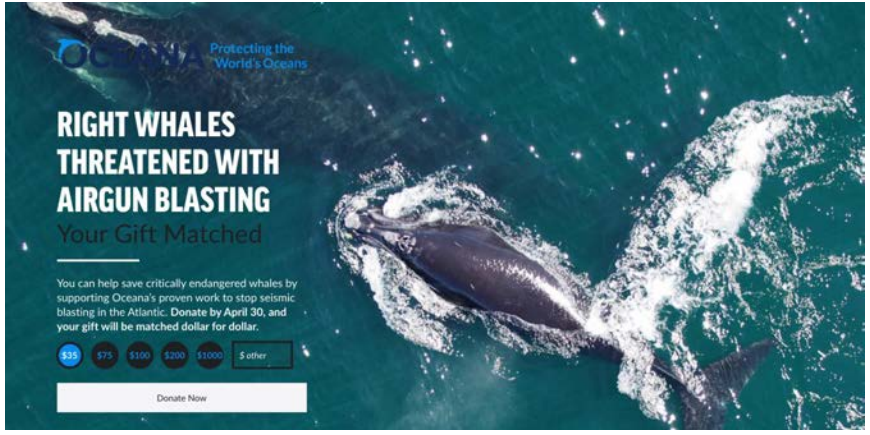
Rank	Organic Keywords	SEO Clicks Per Month
5	walruses	4.65k
1	oceana	4.44k
5	lemon shark	1.39k
1	sea creature	5.43k
1	stonefish	6.64k

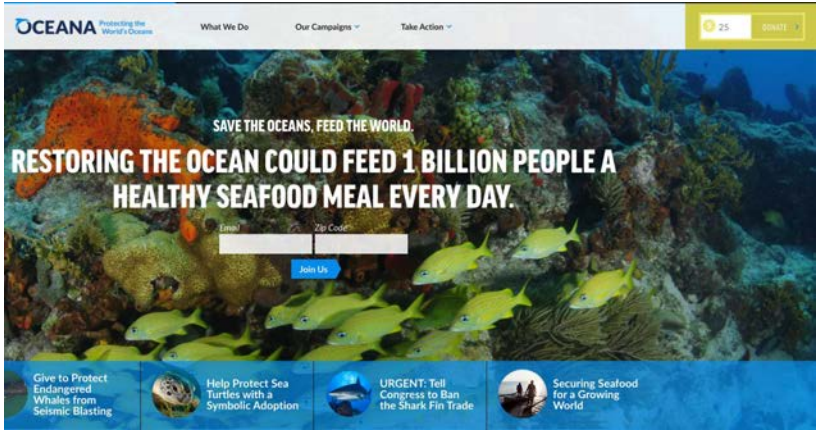
Donation Journey

What is the donors user journey? Donate a dollar and track journey.

The first thing visitors see when they visit the homepage is a prompt to donate.

Every page features a “Donate” button highlighted in yellow that’s eye catching for the user, as well as a box to donate in the footer of each page.





Insights and Implications

Summary of all the information on messaging

Oceana acknowledges the detrimental impact humans have had on oceans. Oceana is an advocacy organization working on ocean conservation and to restore the ocean to what it once was.

Ocean Conservancy

Purpose

Mission, vision, positioning, tagline

Mission

Ocean Conservancy is working with you to protect the ocean from today's greatest global challenges. Together, we create science-based solutions for a healthy ocean and the wildlife and communities that depend on it.

Why Donate?

A steady stream of donations allows Ocean Conservancy to plan ahead and immediately respond to ocean emergencies when they occur. With the help of donors, Ocean Conservancy is developing innovative solutions to save our ocean.

Positioning/Tagline

For The Love Of The Ocean

By working together, Ocean Conservancy seeks solutions for a healthy ocean and the wildlife and communities that depend on it.

The ocean is our responsibility, what happens to it impacts all of us.

Leadership Messages

CEO letter, annual reports, executive letters

Key Messages from CEO Letter

- **The Ocean Is Inspiring-** The ocean is at the center of who we are. Even if you've never seen the ocean, you're touched by it every single day. It produces half the air you and I breathe every day, the food we eat and the water we drink.
- **It's Our Ocean-** One of the things I'm most proud of at Ocean Conservancy is that we tackle the greatest global challenges facing our ocean today.
- **#OceanOptimism-** Our leadership in the world of ocean conservation is built on pillars of strong science, smart policies and engaged partners. That includes ocean advocates like you that help us push for effective ocean policies, international groups that work with us to reduce plastics in the ocean and over 600,000 volunteers, including my daughter and me, who are part of the International Coastal Cleanup.

Like all of us here at Ocean Conservancy, my love for the ocean runs deep.

The ocean has played a major role in my life since I was a kid. I still remember my first beach field trip with Mrs. Terwilliger, our community naturalist. I'll never forget how she would show up in her pale blue VW bus to teach us about local wildlife, everything from bird calls to identifying snakes.

That first field trip will always stand out in my memory, when she taught us about the impacts of plastic on wildlife, and I felt like even though I was young, I could make a meaningful difference. Her favorite message for children was, " This is my country. Wherever I go, I will leave it more beautiful than I found it."

Today, Ocean Conservancy works with millions of volunteers of all ages, from all around the world, on our International Coastal Cleanup—something we've been doing for more than 30 years. I participate every year, and now I'm the one teaching my daughter about the impacts of plastic on the ocean and all the amazing animals in it, and how she can make a difference.

Ocean Science

How they are talking about it

Differentiation

Ocean Conservancy discusses protecting the ocean as well as protecting specific areas such as Florida, restoring the Gulf of Mexico, and protecting the Arctic.

Messaging on Ocean Science

Discusses the detrimental impact humans are having on the ocean and the need for science-based solutions
1) We are taking too many fish out of the water
2) We are polluting our oceans
3) We are squandering potential sources of food
4) We are trashing marine wildlife and special places

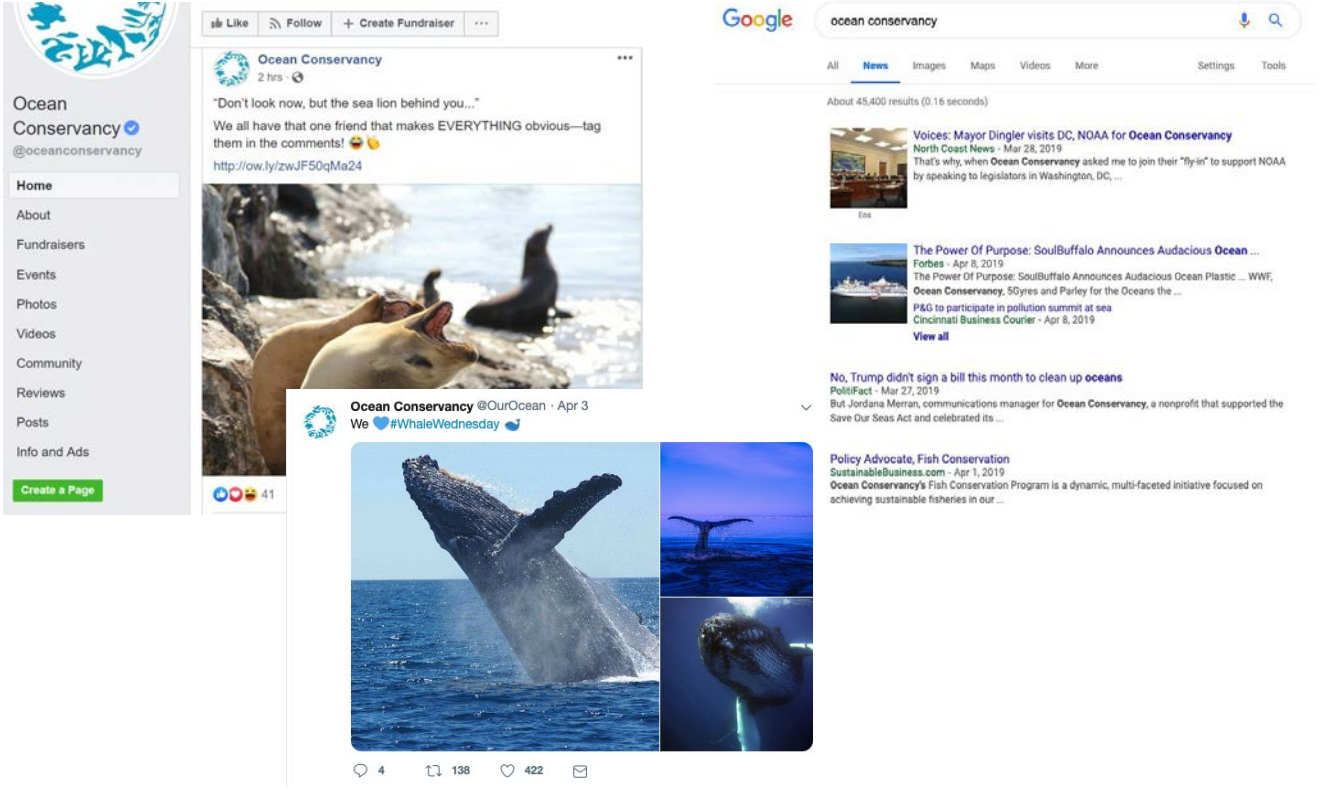
Together, we create science-based solutions for a healthy ocean and the wildlife and communities that depend on it.

Messaging

Summary of messaging on website, press and social channels

Key topics that generate press and interest on social channels

- Ocean Life
- Plastic Pollution/Trash
- Climate Change
- Oil Spills/Safe Shipping

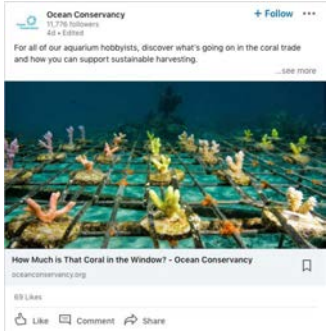


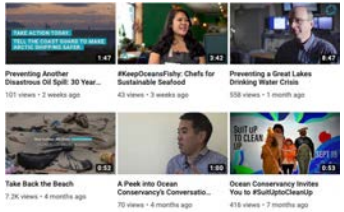
Website Traffic & Social Audit

Monthly Web Traffic and Social audit (followers, likes, cadence of post, etc.)

https://oceanconservancy.org/

232,940 total visits 2.01 pages visited 67.72% bounce	965,742 likes 960,028 followers	320,259 followers 16,127 tweets 14,716 likes	11,776 followers 129 employees	2,253 subscribers 120 videos 20 - 20K views





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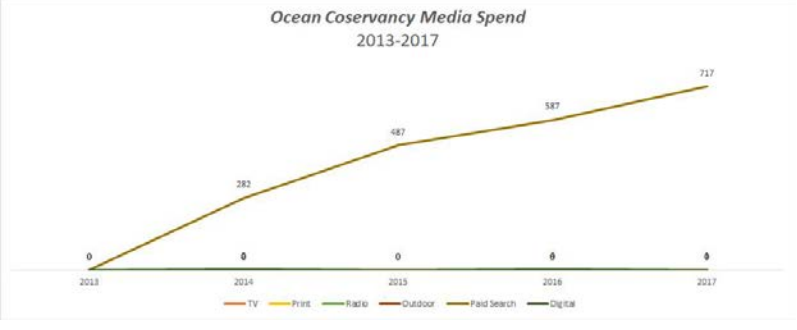
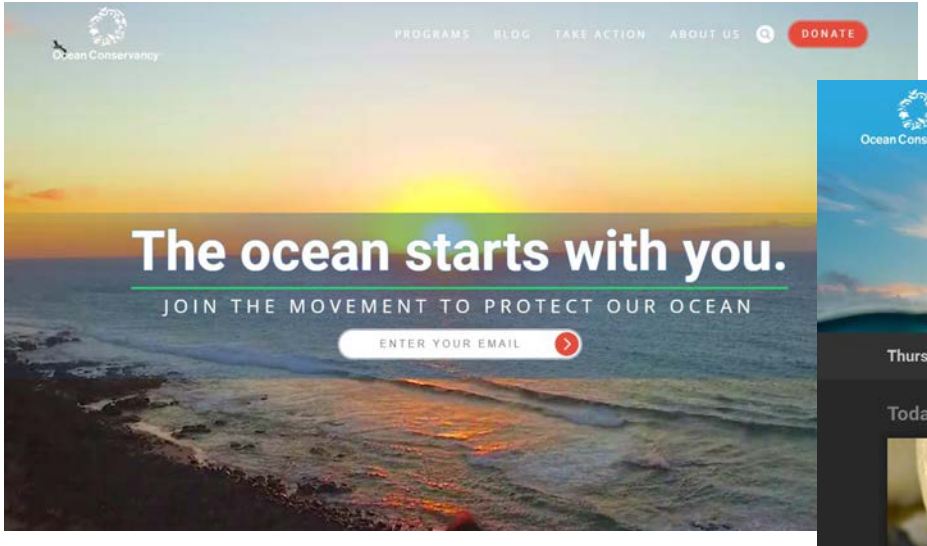
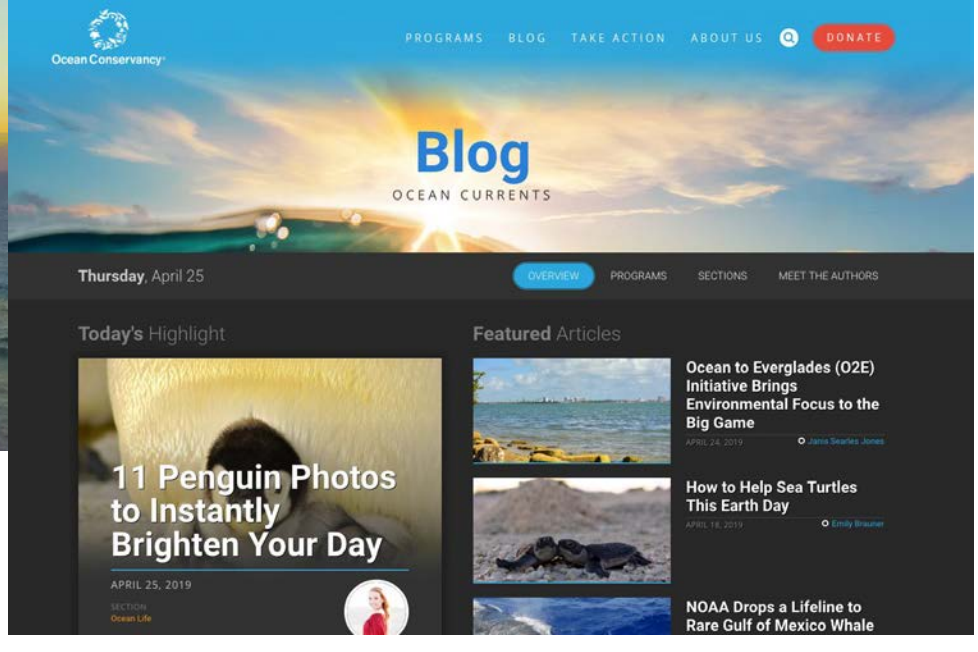


In 2017, OC spent $716K in paid search.

Website Pages

Screenshots of main page and blog





Domain Authority

Domain authority and top key phrases for search

Moz Website Authority

#	URL	DA	PA	TB	QB	QB%	MT	SEO	More
1	https://oceanconservancy.org/	69	55	69,808	52,822	76%	6/10	SEO	More..

Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	
10	walruses	2.37k	ADD
11	coral reefs	1.76k	ADD
4	ocean	5.57k	ADD
48	can trash	2.11k	ADD
2	blue ringed octopus	4.14k	ADD

Donation Journey

What is the donors user journey? Donate a dollar and track journey.

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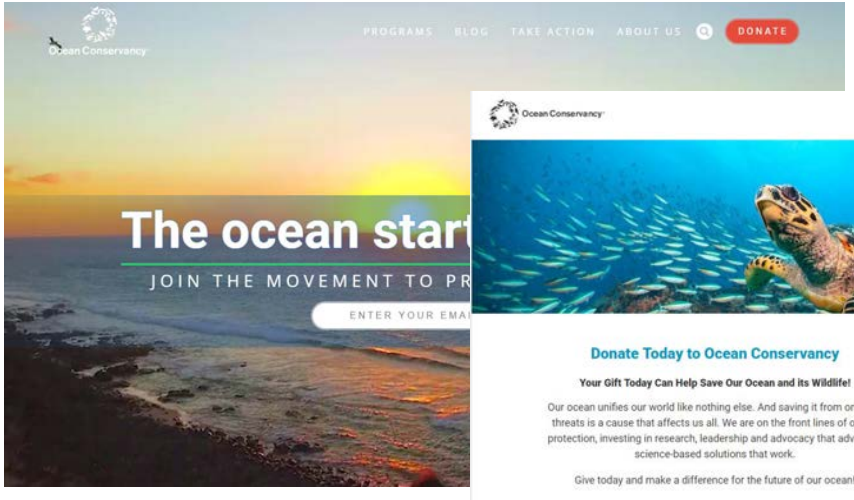
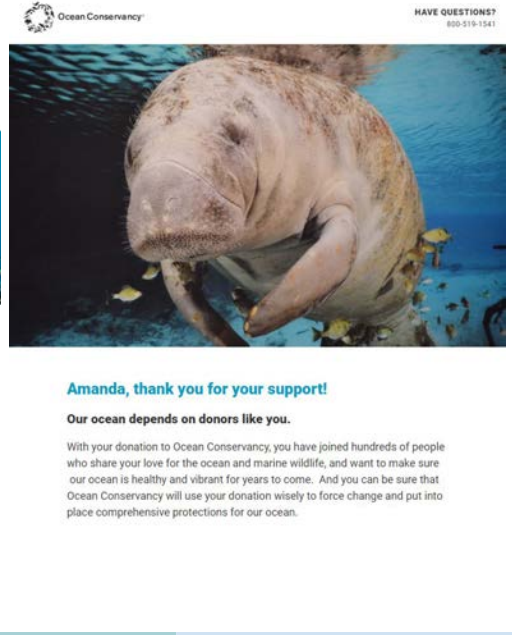
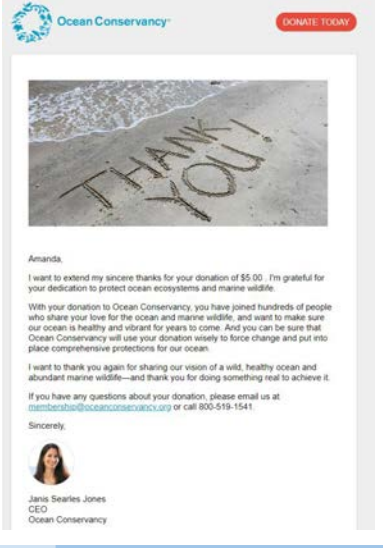


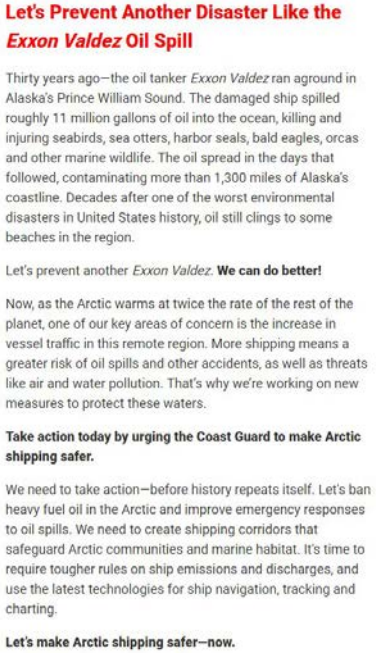




Insights and Implications

Summary of all the information on messaging

Ocean Conservancy's messaging describes the harmful impact humans are having on the ocean and the need for science-based solutions. However, their message is not very succinct as they try multiple tactics to engage people (i.e. protect the Arctic, prevent another Exxon Valdez Oil Spill, restore the Gulf, etc.)



Let's Prevent Another Disaster Like the *Exxon Valdez* Oil Spill

Thirty years ago—the oil tanker *Exxon Valdez* ran aground in Alaska's Prince William Sound. The damaged ship spilled roughly 11 million gallons of oil into the ocean, killing and injuring seabirds, sea otters, harbor seals, bald eagles, orcas and other marine wildlife. The oil spread in the days that followed, contaminating more than 1,300 miles of Alaska's coastline. Decades after one of the worst environmental disasters in United States history, oil still clings to some beaches in the region.

Let's prevent another *Exxon Valdez*. **We can do better!**

Now, as the Arctic warms at twice the rate of the rest of the planet, one of our key areas of concern is the increase in vessel traffic in this remote region. More shipping means a greater risk of oil spills and other accidents, as well as threats like air and water pollution. That's why we're working on new measures to protect these waters.

Take action today by urging the Coast Guard to make Arctic shipping safer.

We need to take action—before history repeats itself. Let's ban heavy fuel oil in the Arctic and improve emergency responses to oil spills. We need to create shipping corridors that safeguard Arctic communities and marine habitat. It's time to require tougher rules on ship emissions and discharges, and use the latest technologies for ship navigation, tracking and charting.

Let's make Arctic shipping safer—now.

Personal Information

First Name: First name

Last Name: Last name

Email: Email address

Mobile Phone: 000-000-0000 (optional)

SMS Opt-in

Yes, I would like to receive periodic SMS messages from Ocean Conservancy.

Address (Outside the United States?): Street address

Apt., ste., bldg.: Apt., ste., bldg.

City: City

State: Select a State

ZIP Code: ZIP Code

Email Opt-in

Yes, I would like to receive occasional emails from Ocean Conservancy.

Act Now →

Nature Conservancy

Purpose

Mission, vision, positioning, tagline

Mission/Vision

Our mission is to conserve the land and waters on which all life depends. Our vision is a world where the diversity of life thrives, and people act to conserve nature for its own sake and its ability to fulfill our needs and enrich our lives.

Why Donate?

Stand up for our natural world with The Nature Conservancy. Every acre we protect, every river mile restored, every species brought back from the brink, begins with you. Your support will help take action on the ground in all 50 states and 72 countries.

Positioning/Tagline

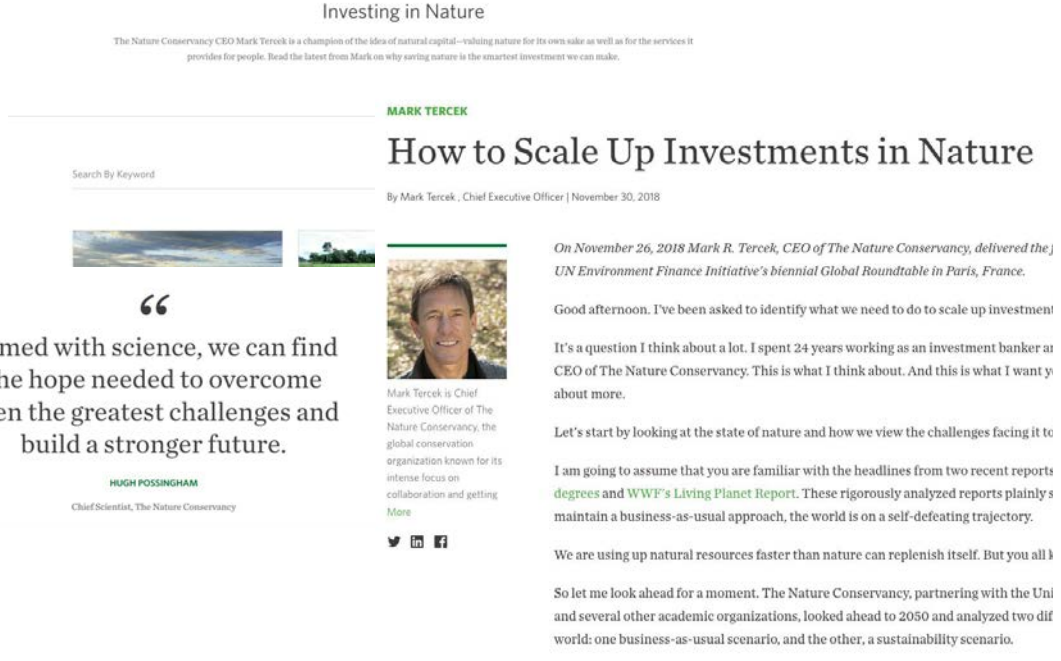
Bigger, Faster, Smarter. We've run the numbers. We know a sustainable world is possible if society makes big changes now.

Leadership Messages

CEO letter, annual reports, executive letters

Key Messages from CEO Blog

- **Nine Things Companies Can Do to Protect Nature at Scale**- Companies of all sizes from every sector are making the shift to clean energy. Join them.
- **2020 Deforestation Targets Lead to Positive Outcomes—Even If We're Behind Schedule**- The 2020 goal isn't going to happen, but that's okay. I'm here to tell companies: don't despair.
- **How to Scale Up Investments in Nature**- We need policies that recognize—and even incentivize—the use of natural infrastructure.



Ocean Science

How they are talking about it

Differentiation

The Nature Conservancy started as a grassroots organization and now is global environmental nonprofit working to impact conservation.

Messaging on Ocean Science

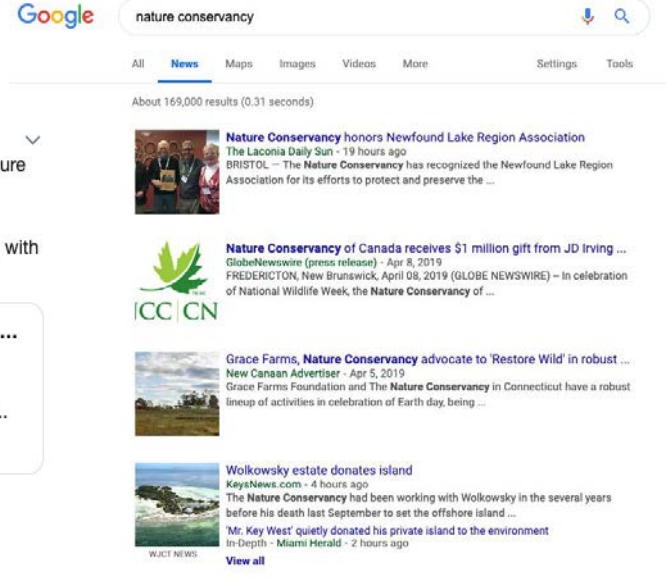
Although The Nature Conservancy does not discuss the oceans specifically, their mission is to conserve the land and waters on which all life depends.

Messaging

Summary of messaging on website, press and social channels

Key topics that generate press and interest on social channels

- Protecting Land/Animals
- Climate Change/Solutions
- Reducing Carbon Footprint
- Sustainability

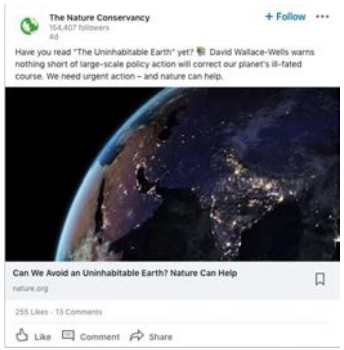


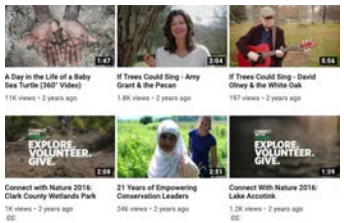
Website Traffic & Social Audit

Monthly Web Traffic and Social audit (followers, likes, cadence of post, etc.)

https://www.nature.org/en-us/

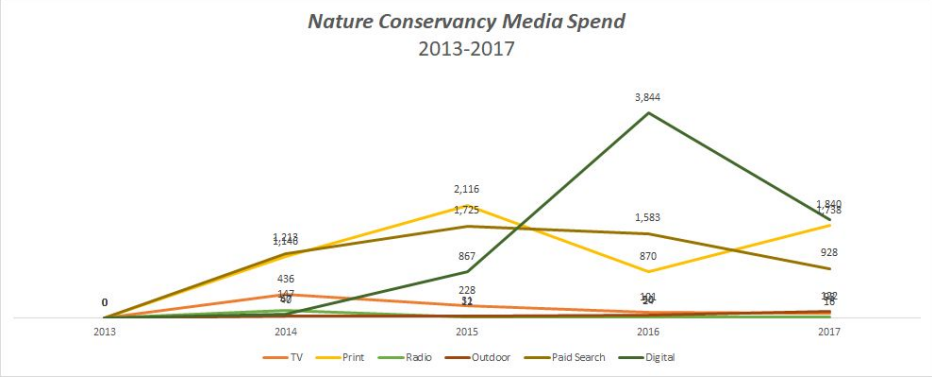
918,420 total visits 2.33 pages visited 61.94% bounce	1,358,931 likes 1,347,297 followers	927,649 followers 26,305 tweets 5,608 likes	154,407 followers 4,454 employees	14,279 subscribers 448 videos 100-50K views



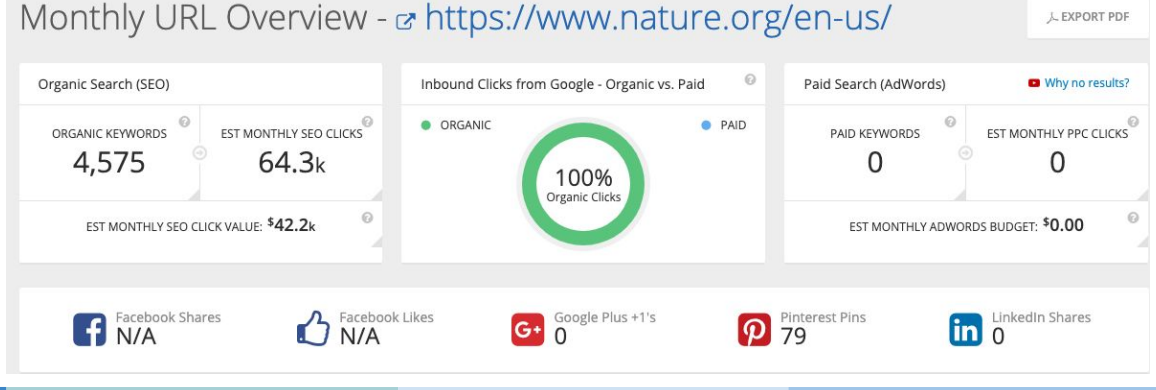


Media Spend

Media Spend by Channel (Paid search, digital, social, traditional)



In 2018, NC spent $10mm in digital.



Domain Authority

Domain authority and top key phrases for search

Top Keywords

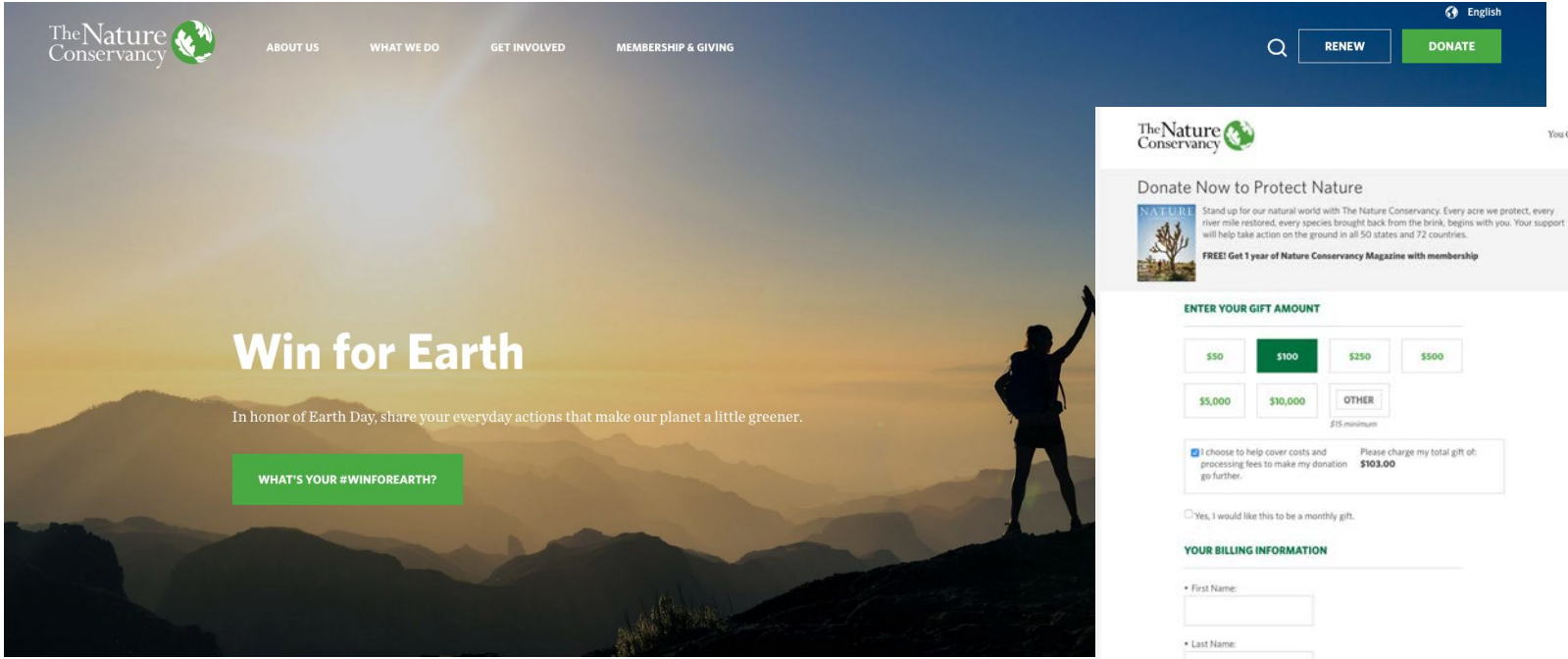
Rank	Term	SEO Clicks Per Month	
11	nature	4.82k	ADD
6	natures	8.68k	ADD
14	jack ma	767	ADD
3	tree of heaven	1.53k	ADD
11	ocelots	2.16k	ADD

Moz Website Authority									
#	URL	DA	PA	TB	QB	QB%	MT	SEO	More
1	https://www.nature.org/en-us/	81	58	502,372	491,654	98%	6/10	SEO	More..

Donation Journey

What is the donors user journey? Donate a dollar and track journey.

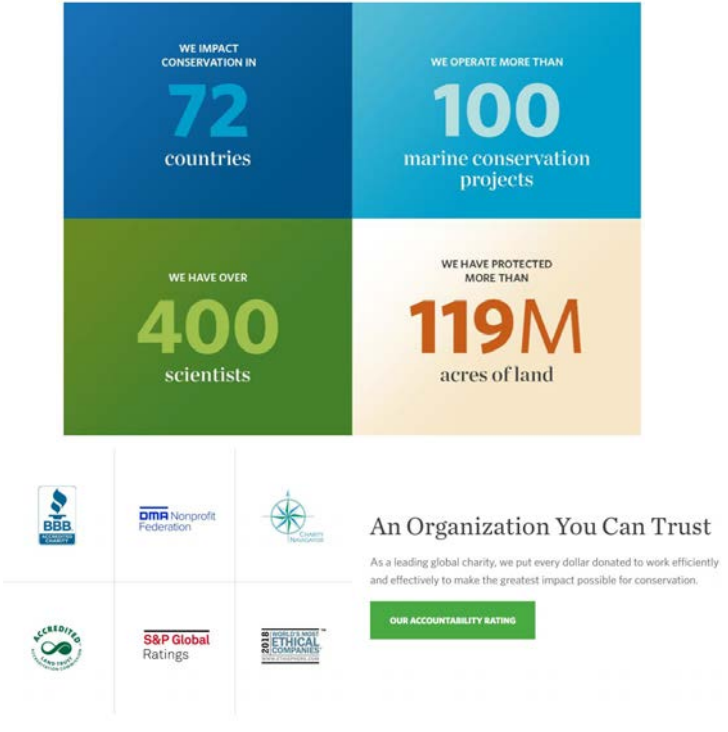
Like many of their competitors, the donation button is highlighted on the homepage. Membership also comes with a free year of Nature Conservancy Magazine.



Insights and Implications

Summary of all the information on messaging

The Nature Conservancy uses evidence-based science, investments, and technology to drive conservation via policy and working with companies. Their clear impact statements and accreditations encourage people to donate.



Natural Resource Defense Council NRDC

Purpose

Mission, vision, positioning, tagline

Mission

NRDC works to safeguard the earth—its people, its plants and animals, and the natural systems on which all life depends.

Why Donate?

We are on the frontlines every day waging fierce courtroom battles and hard-hitting campaigns in defense of our climate, public health, wildlife, and wild places. Join our fight at this critical time.

Positioning/Tagline

Be A Force For Nature

Defending our air, water, communities, and wild places requires more than a single voice. Join the movement.

Leadership Messages

CEO letter, annual reports, executive letters

RHEA SUH

PRESIDENT

Time for Congress to Stand Up for Democracy

March 06, 2019 | Rhea Suh

The much-needed For the People Act is a vital step in helping to restore a government that represents the will of the American people.

It's Time for Washington to Act on Climate

March 01, 2019 | Rhea Suh

As Senate Democrats show unity in the call for climate action, it's time for others to follow their lead to tackle the greatest environmental crisis we face today.

FROM OUR CHAIR

In my first full year serving as chair of NRDC, I've had the honor of having an up-close look at all that is required to make us the leader in protecting the environment and ensuring clean air, clean water, and healthy communities—and I'm continually humbled by your critical support. From representing our work at the Global Climate Action Summit in September to seeing the strategy behind our winning litigation, I'm proud to say that these challenging times have brought out the best from everyone in the organization, as measured by the successes we've achieved.

Our continued success doesn't happen by chance. In the past year, we've faced an unprecedented level of assaults from the current presidential administration on our public lands, our wildlife, our health, and our future. To counter them, it has taken NRDC's world-class litigation, steadfast advocacy, policy expertise, and meticulous science, in addition to a particular relentlessness and dogged pursuit of our guiding values—a healthy environment and a stable, livable, and equitable future for all.

From what I've seen, NRDC has done a lot more than defend our air, our water, and our environment from these attacks; we've made great advances in our continued fight. Our legal victories, including wins that protect endangered species such as elephants and the vaquita porpoise, have put a check on the administration's destructive policies. Our partnership with Bloomberg Philanthropies' American Cities Climate Challenge has provided strong evidence that the future of climate progress is necessarily intertwined with the abundance of economic opportunity. Further, we've made strides in our strategic plan and expanded our role in new ways, thinking of opportunities to draw in new supporters and focusing our efforts on additional priorities, such as getting toxic chemicals out of our products.

We're not content to sit still, and I know that the Board of Trustees, as well as the staff, know exactly how to continue to rise to the challenges and move forward. This includes deepening our partnership with the American Cities Climate Challenge to do as much as we can on climate at the city level in the absence of leadership from the federal government. We'll also leverage the relationships we have with states that are leading the way on climate policies, like my home state of California as well as Colorado and Illinois, particularly on clean energy—a huge piece of our strategy to stop the worst effects of climate change. With every step, we'll bring together the many players—from policymakers to activists to business leaders, here in the United States and internationally—who are needed to make real, lasting, and necessary change, and we'll be all the stronger for it.

These are extraordinary times and difficult circumstances, and NRDC is well-positioned to face these challenges. We will persevere in our fight—in concert with all our partners—to ensure a healthy planet and climate for everyone. We will not give up until we succeed, because our world and our future are too important. Thank you for your tremendous support.

Sincerely,

Alan Horn
Chair, NRDC Board of Trustees

Clockwise from top: Alan Horn kicking off "Our Majestic Oceans" in Malibu, California, an event to support NRDC's ocean-protection work; Horn speaking at a donor breakfast during the 2018 Global Climate Action Summit; Horn (third from left) at a screening of *Paris to Pittsburgh*—a film about everyday Americans on the front lines of the climate crisis—with (from left) Bloomberg Philanthropies environment program head Anthia Williams, NRDC President Rhea Suh, Bloomberg Philanthropies founder and U.N. Secretary-General's Special Envoy for Climate Action Michael R. Bloomberg, actor Alan Alda, and Bloomberg Associates Principal Katherine Oliver

Ocean Science

How they are talking about it

Differentiation

NRDC works nationally and internationally via business, advocacy, litigations, partnerships, and science on a variety of topics such as climate change, food, and energy.

Messaging on Ocean Science

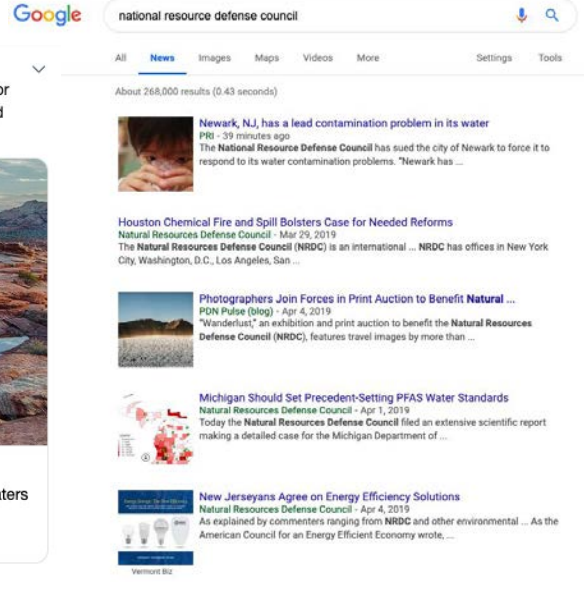
“Oceans” is one of NRDC’s 8 areas of work. The NRDC discusses the oceans benefit to humans and why we should protect it from pollution and exploitation. Their priorities are ocean protection, ocean threats, sustainable fishing, and ocean noise. NRDC sets up the issues our oceans are facing and not only how NRDC works to help the oceans but also how everyday people can do their part as well.

Messaging: National Resource Defense Council

Summary of messaging on website, press and social channels

Key topics that generate press and interest on social channels

- Climate Change
- Clean Energy/Green Jobs
- Environmental Politics
- Plastic Waste

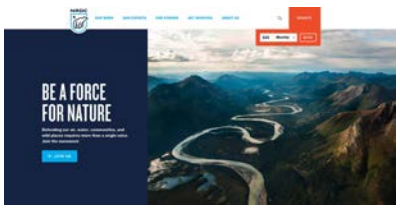


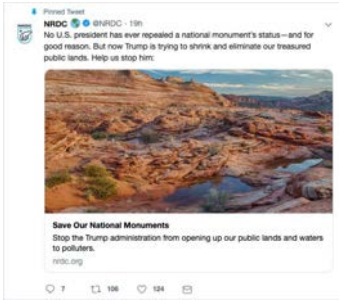
Website Traffic & Social Audit

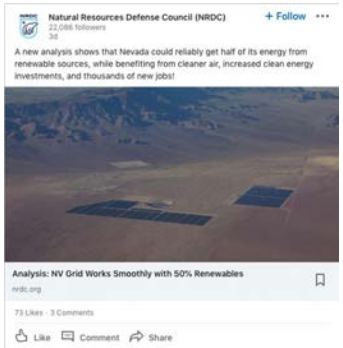
Monthly Web Traffic and Social audit (followers, likes, cadence of post, etc.)

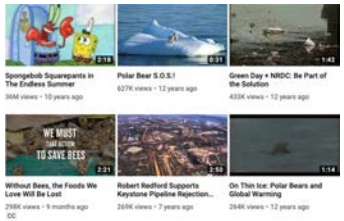
https://www.nrdc.org/

1.53M total visits 1.72 pages visited 64.03% bounce	931,134 likes 909,382 followers	312,311 followers 83,911 tweets 9,274 likes	22,086 followers 822 employees	22,283 subscribers 919 videos 50-36 million views



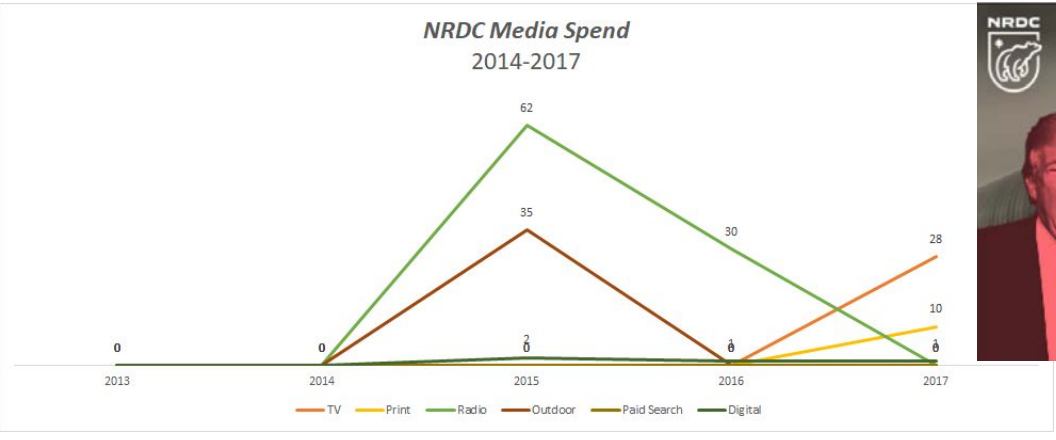






Media Spend

Media Spend by Channel (Paid search, digital, social, traditional)



In 2017, NRDC spent $28K in TV and $925 in digital.

Revenue

NATURAL RESOURCES DEFENSE COUNCIL, INC.
Consolidated Statement of Activities
For the year ended June 30, 2018

	Unrestricted			Temporarily Restricted	Permanently Restricted	Total
	Operating	Designated	Total			
REVENUES						
Memberships and individual contributions	$ 80,014,562	$ 561,069	$ 80,575,631	$ 44,648,470	$ 5,084,172	$ 130,308,273
Foundation grants	695,500	-	695,500	34,804,979	-	35,500,479
Government grants	198,941	-	198,941	-	-	198,941
Bequests	-	13,864,853	13,864,853	743,299	-	14,608,152
In-kind contributions	5,641,178	-	5,641,178	40,413	-	5,681,591
Awarded attorneys fees	375,852	-	375,852	49,836	-	425,688
Investment return appropriated for operations	-	145,077	145,077	1,022,717	-	1,167,794
Investment return from operating reserves	537,277	-	537,277	-	-	537,277
Other revenue	1,969,493	-	1,969,493	-	-	1,969,493
Net assets released from restrictions	75,313,239	(3,823,360)	71,489,879	(71,489,879)	-	-
Total revenues	164,746,042	10,747,639	175,493,681	9,819,835	5,084,172	190,397,688

Domain Authority

Domain authority and top key phrases for search

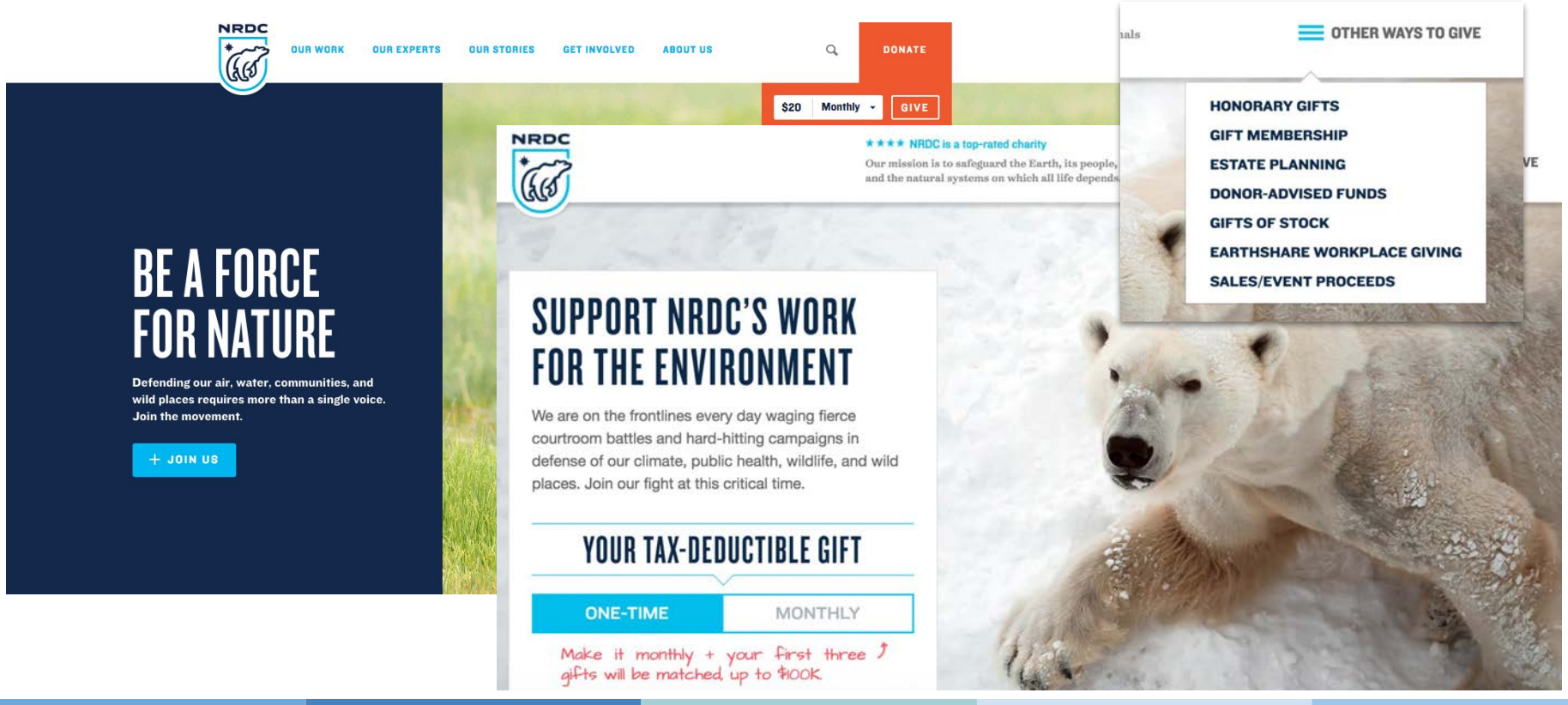
Moz Website Authority									
#	URL	DA	PA	TB	QB	QB%	MT	SEO	More
1	https://www.nrdc.org/	84	69	462,045	425,371	92%	7/10	SEO	More..

Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	
16	bottled water	5.88k	ADD
1	global warming definition	4.44k	ADD
2	about water pollution	2.77k	ADD
1	definition of global warming	4.44k	ADD
31	toilet paper	2.09k	ADD

Donation Journey

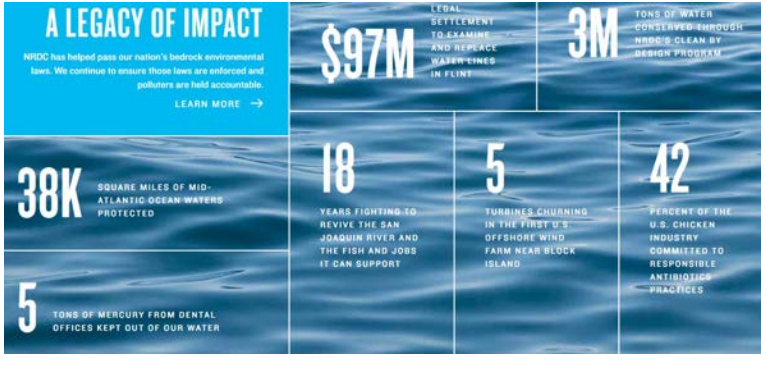
What is the donors user journey? Donate a dollar and track journey.



Insights and Implications

Summary of all the information on messaging

The NRDC works to protect the entirety of the earth including the oceans. NRDC sees the following as the fundamental issues that need to be addressed in order to protect life: climate change, communities, energy, food, health, oceans, water, and the wild. They encourage people to advocate in different fashions to protect the earth (i.e. "Tell Charmin: Stop flushing forests down the toilet"). NRDC also clearly outlines some of their impact to showcase how they have been successful. For having so many initiatives, NRDC does do a better job than most organizations in keeping their message clear and organized.



Related Organizations

MIT

Earth, Atmospheric and Planetary Sciences

Purpose

Mission, vision, positioning, tagline

Mission

At MIT's Department of Earth, Atmospheric and Planetary Sciences (EAPS), we are driven to answer profound questions about the natural world and our place in the universe, and to address some of the greatest environmental challenges of our time. What causes climate change and how can we mitigate its impact? How do we quantify natural hazard and risk—can we predict earthquakes? How did life evolve on Earth and does it exist on other planets? How fast is the environment changing—are we approaching another mass extinction? We draw on fundamental research to guide policy while training the next wave of thought leaders who will help safeguard our future.

Why Donate?

Gifts from alumni and friends provide the vital fuel for EAPS education and research. Graduate students power our research! You can support a graduate student by making a gift to a fellowship fund. Gifts to the EAPS Discretionary Fund are also critical as they can be used to meet all student or faculty needs. Every single gift to EAPS makes a difference!

Positioning/Tagline

Earth. Planets. Climate. Life.

Themes That Drive Research

1. Earth
2. Planets
3. Climate
4. Life

Leadership Messages: MIT

CEO letter, annual reports, executive letters

Thursday, December 20, 2018

Dear Alumni and Friends,

Welcome to the 2018-19 edition of EAPS Scope, focusing on the Earth. Here, we reflect on the most notable achievements and events of the Earth, Atmospheric and Planetary Sciences (EAPS) community from the past year, and share stories about new scientific advances and the people who are helping us achieve our endeavors.

First, it is my pleasure to applaud Susan Solomon, Lee and Geraldine Martin Professor of Environmental Studies, for winning the 2018 Crafoord Prize for Geosciences. The award recognizes her fundamental contributions to understanding the role of atmospheric trace gases in Earth's climate system. EAPS is thrilled to congratulate Professor Solomon for this well-deserved accolade.

This Fall, we celebrated 50 years of the MIT-Woods Hole Oceanographic Institute Joint Program in Oceanography/Applied Ocean Science and Engineering with an interinstitutional event at MIT and WHOI. Over two days, we enjoyed reconnecting with many alumni and seeing past leaders in the field like renowned oceanographer and former WHOI Provost Dr. Arthur "Art" E. Maxwell, who helped to found the Joint Program. We also warmly thanked his daughter Delle Maxwell SM '83 and her husband Patrick Hanrahan, who were also in attendance, for their generous support for the endowed Arthur E. Maxwell Fellowship Fund at WHOI, and for launching the Maxwell-Hanrahan Research and Education Fund at MIT that will help to continue Art's oceanographic legacy.

We appreciated reestablishing and strengthening relationships with more EAPS friends and alumni throughout the year. In February, Course XIX alums and many world-class climate researchers celebrated the extraordinary legacies of MIT Professors and meteorologists Edward Lorenz and Jule Charney after the centenary of their shared birth year. In April, the Earth Resources Lab honored the late Dr. Joseph B. Walsh, doyen of rock mechanics, while planetary scientists gathered in Cambridge and Westford to mark the 50th anniversary of the Planetary Astronomy Lab.

Continued innovation and advances in basic research like those taking place in EAPS each day would not be possible without facilities to support them. So, I am pleased to report that plans to build state-of-the-art climate science labs in Building 4 are progressing nicely. Additionally, our crowning vision to create the Earth and Environment Pavilion—that will add an attractive, collaborative workspace and portal to the Green Building—is also coming into focus, with two new 7-figure gifts towards our $30m fundraising campaign. While we still have a way to go, we are now optimistic that this venue for earth-centered research and education will soon become a reality, and we are eager to partner with other visionary philanthropists who understand the central role that the earth sciences play in ensuring a sustainable future.

We thank alumni and friends whose financial backing underpins the health and intellectual vigor of the EAPS community, and are truly grateful for those individuals, corporations, and foundations who support our faculty and students, allowing them to thrive.

Wishing you all happy holidays, and health and success in 2019.

— Rob van der Hilst

Ocean Science

How they are talking about it

Differentiation

EAPS researches atmospheres, climate, geobiology, geochemistry, geology, geophysics, oceans, and planetary sciences.

Messaging on Ocean Science

"Oceans cover 70% of the Earth's surface and contain almost all of Earth's water. Furthermore, they contains fifty times more carbon than the atmosphere, and in their top 10m alone they hold roughly the same amount of heat as the entire atmosphere. Ocean circulation carries this water, carbon, and heat around the globe, exchanging properties with the atmosphere, the biosphere, and the cryosphere in ways that we are only just beginning to observe and understand. As a partner in the MIT-WHOI Joint Program, in EAPS we undertake research questions concerning all these topics, with the aim of furthering understanding of past, present, and future behavior of oceans with significant activity in both physical and chemical and oceanography and marine biogeochemistry. Oceans@MIT illustrates how EAPS oceanographic studies connect to other activities on MIT campus."

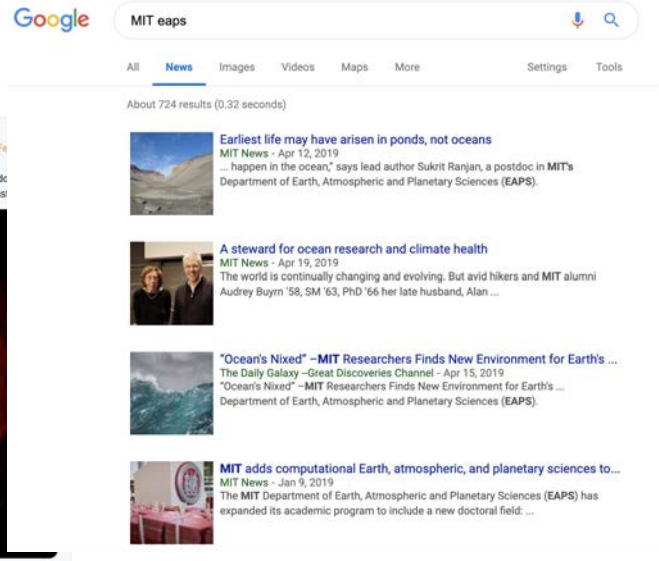
- Earth Atmospheric and Planetary Science MIT

Messaging: MIT

Summary of messaging on website, press and social channels

Key topics that generate press and interest on social channels

- Climate/Environment Changes Globally
- Highlighting MIT Scientific Work and Findings
- NASA/Space Exploration
- Sustainable Energy



Website Traffic & Social Audit

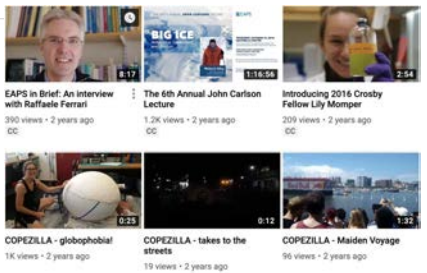
Monthly Web Traffic and Social audit (followers, likes, cadence of post, etc.)

https://eapsweb.mit.edu/

n/a total visits n/a pages visited n/a bounce	9,066 likes 9,463 followers	4,746 followers 4,753 tweets 2,584 likes	422 followers 26 employees	455,136 subscribers 160 videos 19-4.4k views

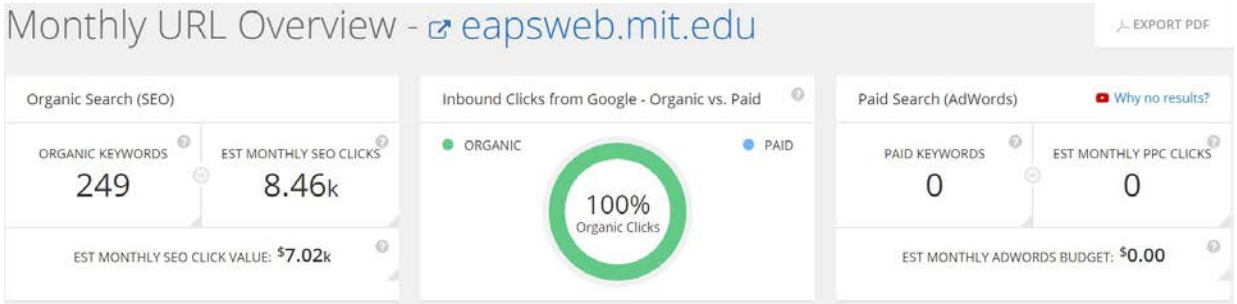
No posts yet

Check back later for posts!



Media Spend

Media Spend by Channel (Paid search, digital, social, traditional)



Domain Authority

Domain authority and top key phrases for search

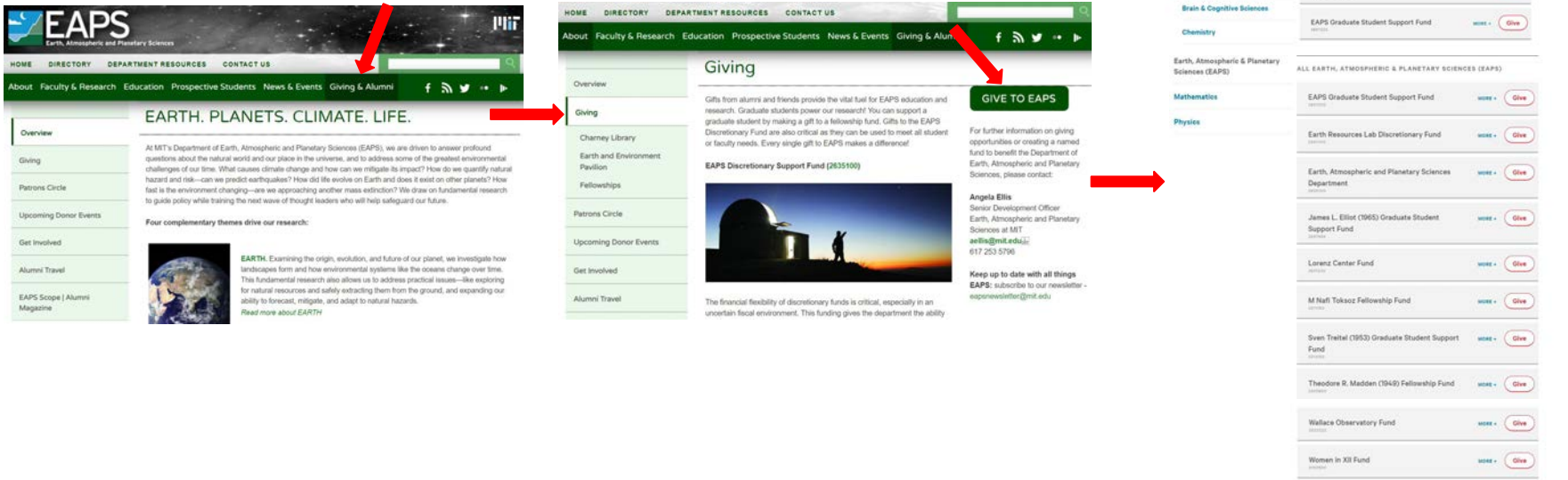
Top Keywords

Rank	Term	SEO Clicks Per Month	
31	michael richard	355	ADD
44	constantin	689	ADD
27	solomon	332	ADD
33	personal websites	36.4	ADD
1	eaps	118	ADD

#	URL	DA	PA	TB	QB	QB%	MT	SEO
1	https://eapsweb.mit.edu/	93	65	11,632	1,857	16%	7/10	SEO

Donation Journey

What is the donors user journey?



Insights and Implications

Summary of all the information on messaging

The study of oceanography at MIT falls under PAOC (Program in Atmospheres, Oceans, and Climate) which is an academic research program within EAPS. EAPS uses highly intellectual research and education to explore elements of the planet (including the ocean). Although much of their work is research, EASPS discusses how this research works to answer questions such as climate change and environment change.

SALK Institute

Purpose

Mission, vision, positioning, tagline

Mission

Every cure has a starting point. The Salk Institute embodies Jonas Salk's mission to dare to make dreams into reality. The Institute is an independent nonprofit organization and architectural landmark: small by choice, intimate by nature and fearless in the face of any challenge. Be it cancer or Alzheimer's, aging or diabetes, Salk is where cures begin.

Why Donate?

Where Tomorrows Begin. You don't need a science degree to make a huge difference at Salk. Every cure begins with you.

Positioning/Tagline

Where Cures Begin. We explore the very foundations of life for the benefit of all.

Leadership Messages: MIT

CEO letter, annual reports, executive letters

April 18, 2019

As you may have seen, this week the Salk Institute featured prominently in the international spotlight, with Professor Joanne Chory and a talented team of Salk scientists receiving a $35 million award collaborative platform founded to identify "jaw-dropping ideas" and "encourage the world's greatest change-agents to dream bigger." In this case, the "jaw-dropping" idea is Salk's Harnessing Plants Initiative, an innovative approach to combatting climate change.

This well-deserved honor is a testament to Dr. Chory's extraordinary, 30-year career at the Institute – a career that has been defined by perseverance, passion and the indefatigable pursuit of life-changing scientific breakthroughs. It is also illustrative of how our Institute, as Jonas himself hoped, remains in a continuous state of evolution, focused on the most pressing challenges facing humanity and, indeed, always dreaming bigger.

While news of this achievement has dominated Salk headlines, the Institute today is also being portrayed in a far different light, with The New York Times Magazine publishing a piece about the long-since resolved, and already widely publicized, lawsuits filed against the Institute nearly two years ago.

As you know from our prior communications, we have been open and forthcoming about the issues we faced, discussed the steps being taken and made clear our values during this challenging period. We took the same approach with the Times freelance reporter – providing extensive documentation, detailed responses and relevant information over more than a year, working within the constraints of litigation. Our goal was simply a fair, comprehensive and unbiased article. Unfortunately, much of Salk's account is not included in the piece.

Particularly notable is the Times' disappointing decision to omit every statement provided on behalf of the Institute's current leadership, Board of Trustees and, especially, current women faculty members. In addition to Dr. Chory (whose name does not even appear in the article), these faculty members include Dr. Susan Kaech, a distinguished former Yale professor who announced her decision to join Salk shortly before the lawsuits were filed and arrived in early 2018, and Dr. Kay Tye, one of the world's leading neuroscientists, who was recruited from MIT as a full professor in the middle of the litigation. Since their voices and experiences are absent from the Times article, we want to take the opportunity to share their comments provided to the reporter:

"I feel fortunate to have spent most of my scientific career [at Salk]. While there are always opportunities to increase access for women scientists, I've always thought that the Salk has provided me with the facilities and resources that I needed to flourish as a scientist. I have enjoyed collaborations and made discoveries that would not have been possible anywhere else."

– Professor Joanne Chory

"Since joining Salk in March [2018], I have been impressed with how the Institute's leadership has faced these challenges, approaching them thoughtfully, optimistically and openly. [Salk president] Dr. Gage is highly sensitive to and engaged in issues related to equity and inclusion and has demonstrated his commitment to building on the meaningful progress that has been made by prior leaders. As president, he has been a stabilizing and reassuring presence, but what I have felt the most is his enthusiasm and aspirational desire to make Salk a place where we can all do the most impactful and innovative scientific research possible."

– Professor Susan Kaech

"My impression is that Salk has taken these challenges to heart, and the Salk community is particularly open at this time to prioritizing parity for all underrepresented populations in science and is poised to become one of the most progressive institutions in the world."

– Professor Kay Tye

While it would be tempting to continue to engage in rebuttal with respect to the Times, our focus must be forward-looking. As we move beyond this chapter, it is appropriate to reflect on the considerable advances we have made on multiple fronts, scientifically and organizationally.

Nearly a year ago we established an Office of Equity & Inclusion, which was among the many important outgrowths to emerge from the strategic planning process initiated by then-president Dr. Elizabeth Blackburn, who has been a fierce champion of women throughout her distinguished career. Salk also took a leading role in joining the National Academies of Sciences, Engineering, and Medicine to form an Action Collaborative on Preventing Sexual Harassment in Higher Education. Further expanding the number of women full professors at Salk, on Tuesday we announced the promotions of two women faculty. Women at Salk make up 24.5 percent of our faculty, 23.5 percent at the full professor level and 26 percent at the junior professor level. Continuing to raise these figures remains a priority for us – a priority that has been a formally defined area of focus since 2001, when former president Richard Murphy set in motion a forward-looking process to consider how Salk could "best recruit and maintain a diverse faculty and promote its well-being and success."

Having had the privilege to serve as Salk's president since January 2018, I continue to be humbled and heartened by the ways in which we have come together as a community to rededicate ourselves to the promotion of our founding principles, affirming that our commitment to better humanity must infuse everything we do, not just in our labs, but throughout our lives. In chasing the scientific horizon today, we are stronger, better united and even more grounded in our bold, humanistic mission. My deep appreciation to all of you for your support.

Sincerely,

Rusty Gage

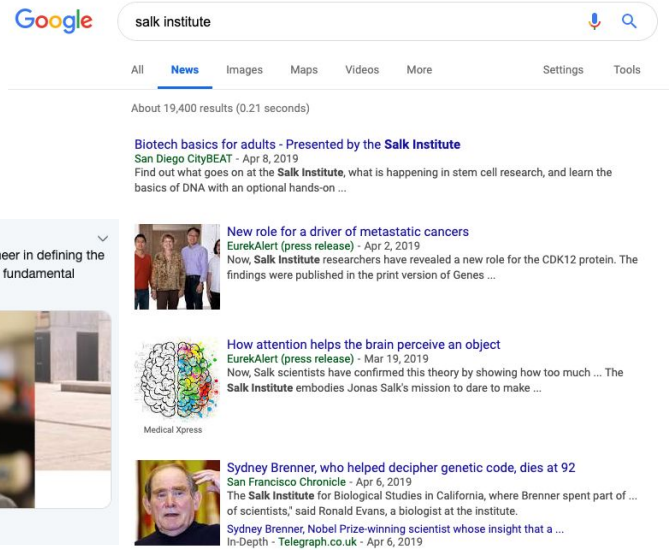
President, Salk Institute for Biological Studies

Messaging

Summary of messaging on website, press and social channels

Key topics that generate press and interest on social channels

- Biological Studies
- Cancer Research
- Salk Institute Events/Seminars
- News From Research Institutions



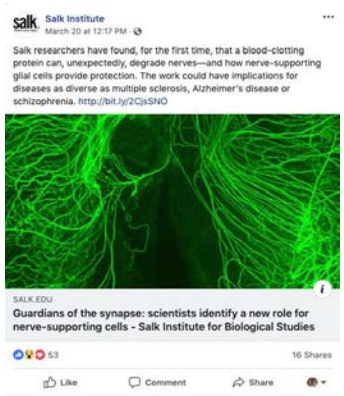
Website Traffic & Social Audit

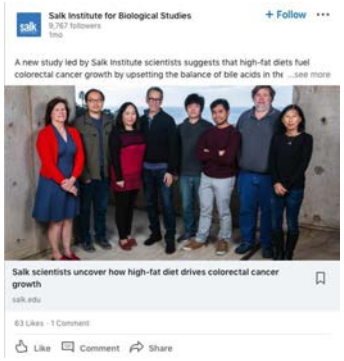
Monthly Web Traffic and Social audit (followers, likes, cadence of post, etc.)

salk
Where cures begin.

https://www.salk.edu/

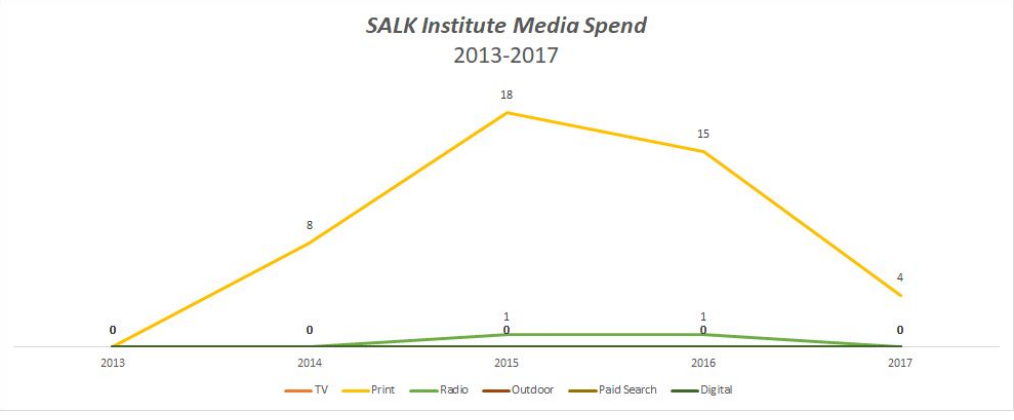
298,940 total visits 3.02 pages visited 37.36% bounce	13,204 likes 13,819 followers	17,310 followers 2,383 tweets 3,902 likes	9,767 followers 991 employees	4,104 subscribers 316 videos 20-132K views





Media Spend

Media Spend by Channel (Paid search, digital, social, traditional)



In 2017, SALK spent $3.9K in print.

Revenue

salk®
Where cures begin.

The Salk Institute for Biological Studies
Statement of Activities
(In Thousands)

	Year Ended June 30, 2018			
	Unrestricted	Temporarily Restricted	Permanently Restricted	2018 Total
REVENUES, GAINS, AND OTHER SUPPORT				
Grants	$ 84,799	$ -	$ -	$ 84,799
Contributions	4,670	22,622	4,591	31,883
Other	3,730	-	-	3,730
Investment return designated for current operations	6,507	8,934	-	15,441
Net assets released from restrictions	21,639	(21,639)	-	-
Total revenues, gains, and other support	121,345	9,917	4,591	135,853
EXPENSES				
Research	103,836	-	-	103,836
Management and general	16,906	-	-	16,906
Fundraising	5,223	-	-	5,223
Total expenses	125,965	-	-	125,965

Domain Authority

Domain authority and top key phrases for search

Top 10 Keywords

+ADD

1	jonas salk
1	salk institute
28	rusty
28	next generation sequence
31	ngs
34	conquering
35	2 types of diabetes
39	processing server
42	plant
43	plants

Moz Website Authority

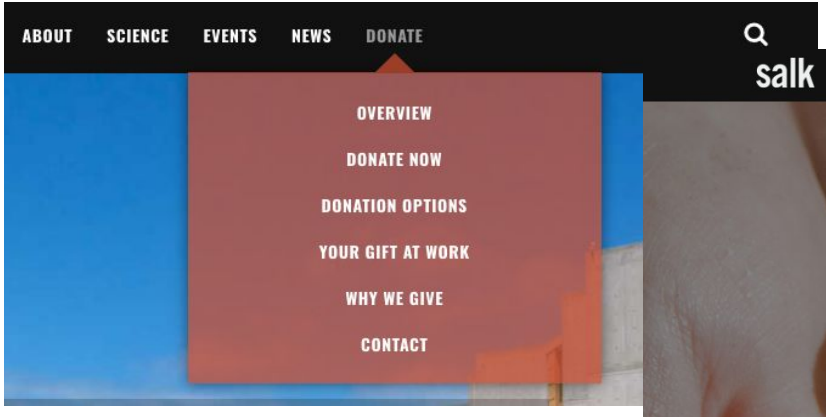
#	URL	DA	PA	TB	QB	QB%	MT	SEO	More
1	https://www.salk.edu/	70	59	95,226	84,354	89%	6/10	SEO	More..

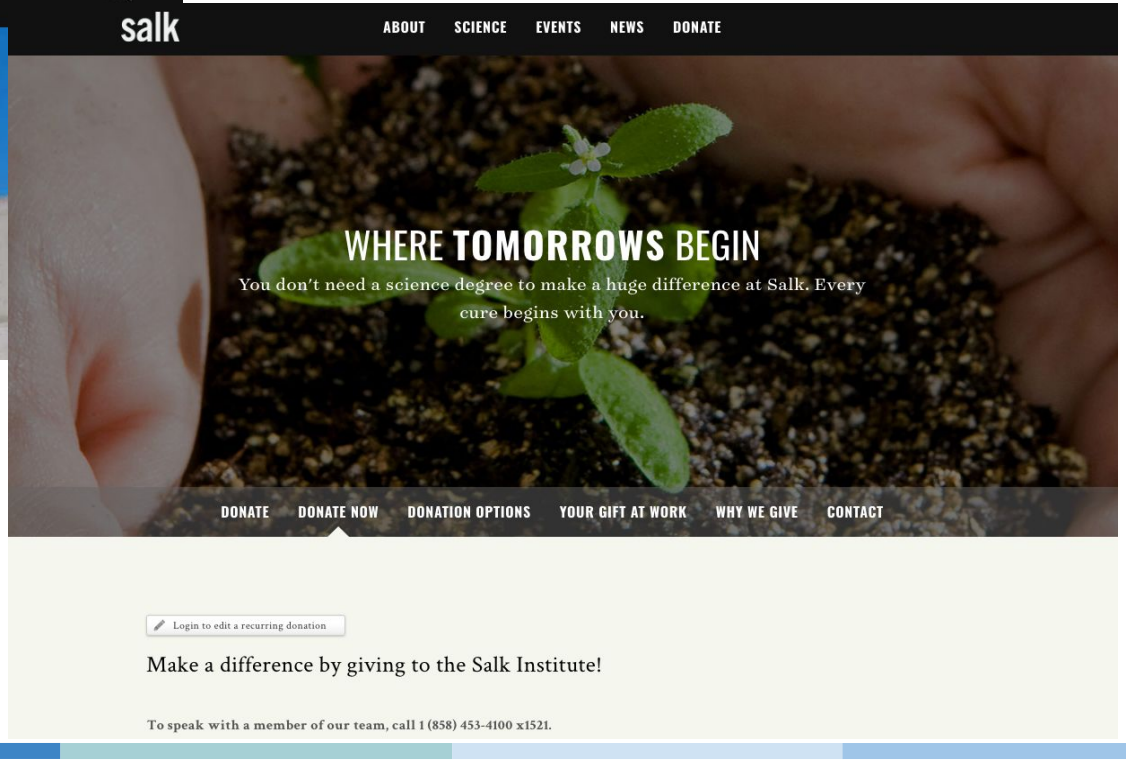
Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	
35	2 types of diabetes	1.57k	ADD
1	jonas salk	3.64k	ADD
34	conquering	590	ADD
43	plants	1.29k	ADD
1	salk institute	2.43k	ADD

Donation Journey

What is the donors user journey





Insights and Implications

Summary of all the information on messaging

SALK is a small, innovative, and independent nonprofit. They look at new ways to understand neuroscience, genetics, immunology, plant biology, etc. in order to find new cures for human diseases. Although they do not discuss ocean science specifically, their technology and research development make them an organization many may want to donate to.

Broad Institute

Purpose

Mission, vision, positioning, tagline

Mission

The Broad embodies this new model. Equipped with world-leading technology and unrivaled scientific platforms, our scientists are narrowing the gap between biological insight and clinical impact, paving the way for novel therapeutics for a wide range of human diseases.

Why Donate?

Private philanthropy has played a critical role at the Broad Institute from the very beginning.

Positioning/Tagline

Propelling The Understanding And Treatment Of Disease.

Broad Institute is empowering a revolution in biomedicine to accelerate the pace at which the world conquers disease.

Leadership Messages

CEO letter, annual reports, executive letters

“The Broad is about trying to stretch the boundaries of what we can do together as a scientific community.”

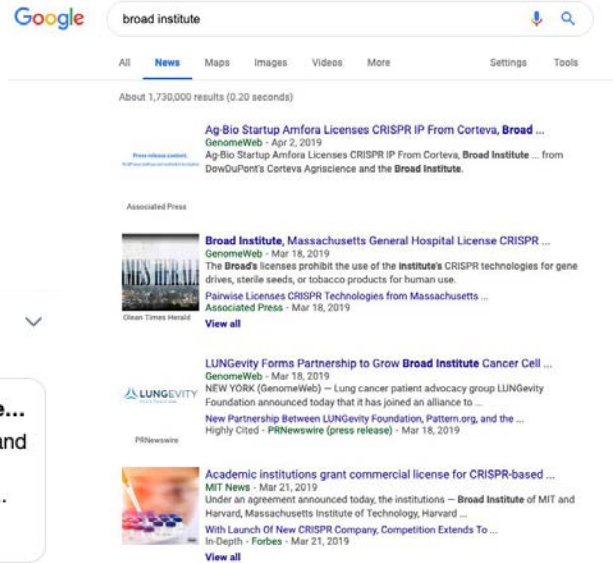
“When you look at the energy and the passion, and the brilliance, and the sharing nature of these people, you can’t help but be tremendously optimistic about what is going to be possible in the next decade.”

Messaging

Summary of messaging on website, press and social channels

Key topics that generate press and interest on social channels

- Biomedical News
- Medical Drugs
- Research
- News From Research Institutions

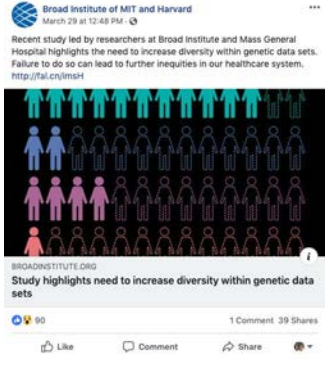


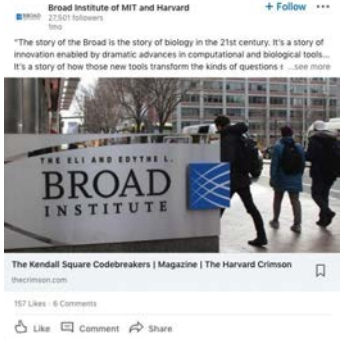
Website Traffic & Social Audit

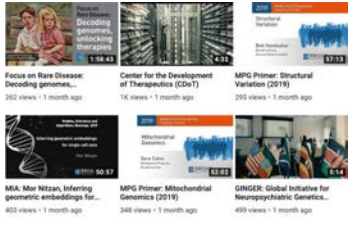
Monthly Web Traffic and Social audit (followers, likes, cadence of post, etc.)

https://www.broadinstitute.org/

1.10M total visits 2.78 pages visited 54.08% bounce	19,592 likes 20,527 followers	47,312 followers 9,733 tweets 1,429 likes	27,501 followers 2,100 employees	9,736 subscribers 598 videos 40-155K views





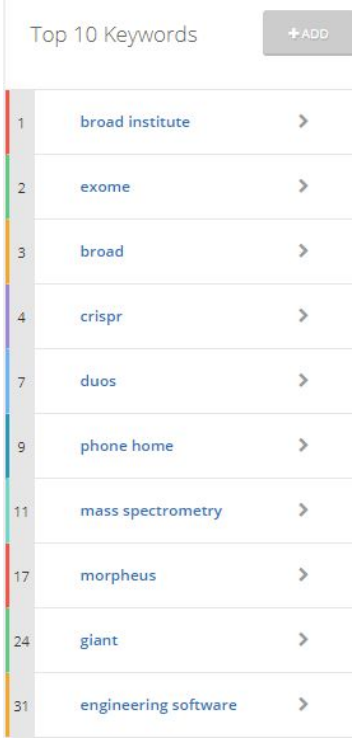


Media Spend

Media Spend by Channel (Paid search, digital, social, traditional)

Domain Authority

Domain authority and top key phrases for search



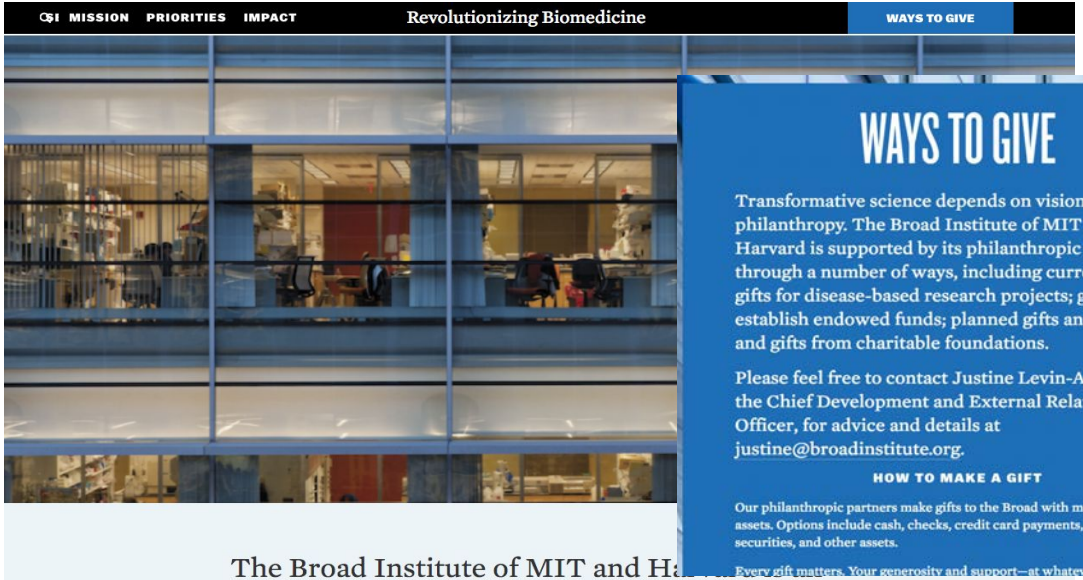
Moz Website Authority									
#	URL	DA	PA	TB	QB	QB%	MT	SEO	More
1	https://www.broadinstitute.org/	68	59	433,750	347,281	80%	6/10	SEO	More..

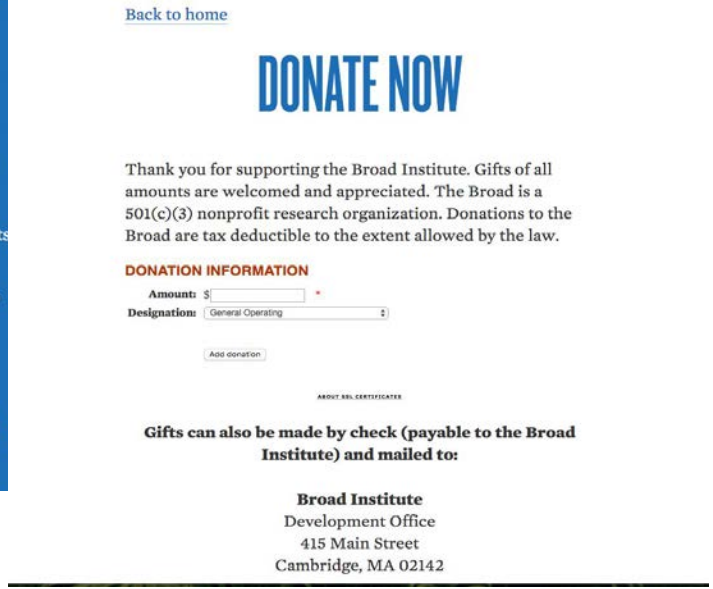
Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	
1	broad institute	1.33k	ADD
3	broad	4.18k	ADD
4	crispr	2.04k	ADD
31	engineering software	355	ADD
9	phone home	2.14k	ADD

Donation Journey

What is the donors user journey? Donate a dollar and track journey.





Insights and Implications

Summary of all the information on messaging

The Broad's focus is on research to better treat human diseases. Although The Broad does not discuss ocean science, it does discuss using technology, scientists, and collaboration to "conquer" diseases.

Battelle Memorial Institute

Purpose: Conservation International

Mission, vision, positioning, tagline

Mission

Battelle's vision is to be a major force in science and technology discovery and in the translation of knowledge into innovative applications that have significant societal and economic impacts.

Vision

Battelle's vision is to be a major force in science and technology discovery and in the translation of knowledge into innovative applications that have significant societal and economic impacts.

Positioning/Tagline

We apply business and scientific rigor to deliver solutions to our customer's toughest challenges.

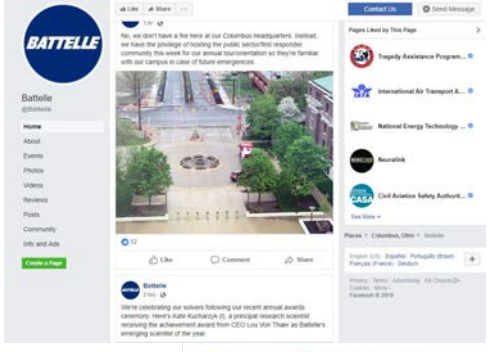
“It can be done”

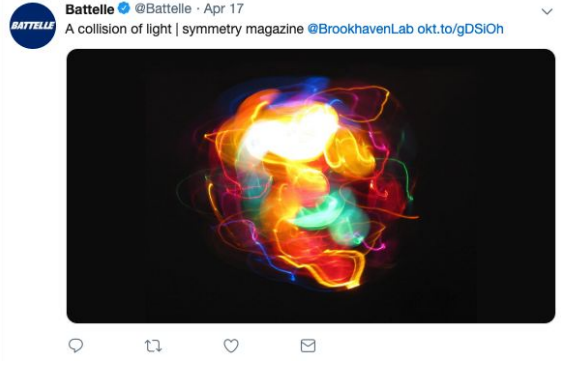
Messaging

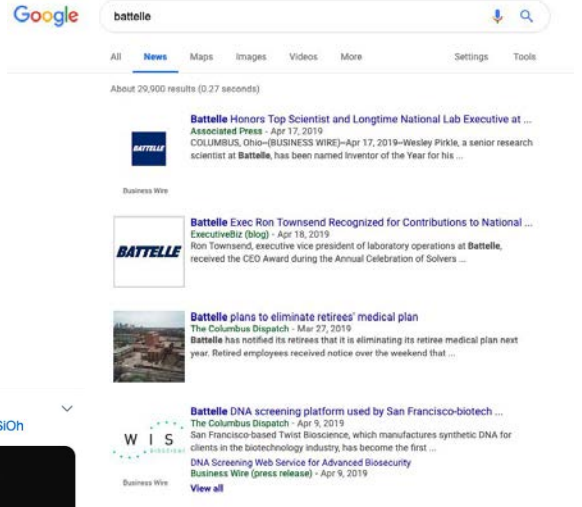
Summary of messaging on website, press and social channels

Key topics that generate press and interest on social channels

- Science, Technology, Engineering and Math (STEM)
- Environmental Research and Solutions
- Plastic Waste Pollution
- Polyfluoroalkyl Substances (PFAS)





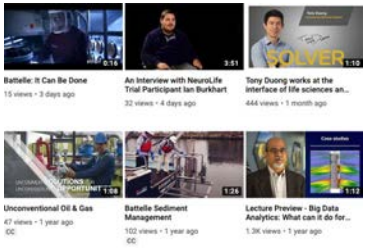


Website Traffic & Social Audit

Monthly Web Traffic and Social audit (followers, likes, cadence of post, etc.)

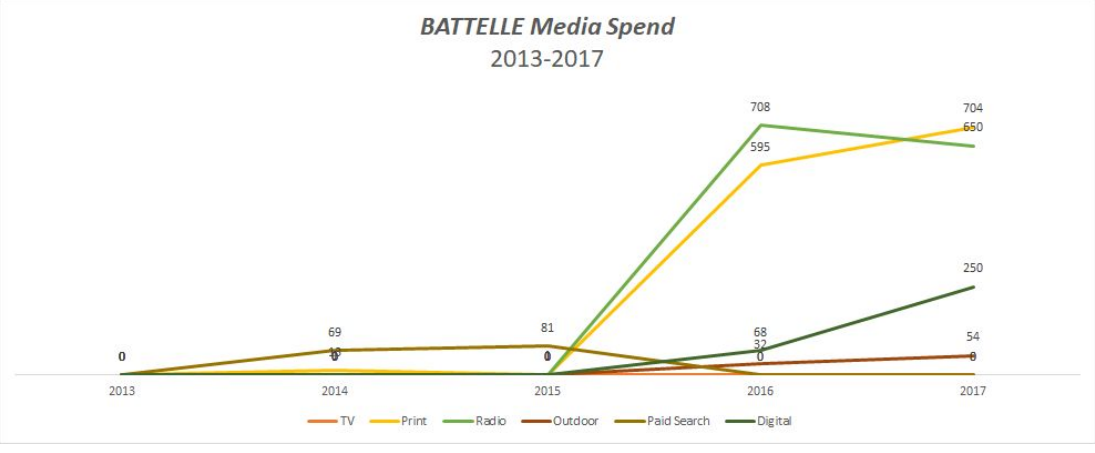
https://www.battelle.org/homepage

87,560 total visits 4.45 pages visited 43.95% bounce	4,674 likes 5,126 followers	8,134 followers 19,604 tweets 3,294 likes	35,026 followers 4,394 employees	1,432 subscribers 182 videos 15 - 1.1 million views



Media Spend

Media Spend by Channel (Paid search, digital, social, traditional)



In 2018, BATTELLE spent $547K in digital.

Domain Authority

Domain authority and top key phrases for search

Top 10 Keywords

+ADD

1	battelle
1	battelle memorial institute
14	formulation
14	solvers
26	gsa schedule
28	los alamos national labora...
34	front end developer jobs
38	front-end developer jobs
42	chlorinated
46	barricade

Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	
1	battelle	1.98k	ADD
14	formulation	188	ADD
34	front end developer jobs	64.9	ADD
38	front-end developer jobs	58.2	ADD
42	chlorinated	323	ADD

#	URL	DA	PA	TB	QB	QB%	MT	SEO
1	https://www.battelle.org	65	57	32,716	25,932	79%	6/10	SEO

Insights and Implications

Summary of all the information on messaging

Battelle is a technology company where engineers and scientists work to solve problems. Although the majority of the work Battelle does is not necessarily ocean focused, as we increasingly face natural issues due to climate change, Battelle could be a larger player in the solution.

American Association for the Advancement of Science (AAAS)

Purpose

Mission, vision, positioning, tagline

Mission

The AAAS seeks to "advance science, engineering, and innovation throughout the world for the benefit of all people."

Why Donate?

As one of the leading voices for science worldwide, AAAS spearheads initiatives in science policy, international cooperation and diplomacy, STEM education, public engagement and more. We strive to promote and defend the integrity of science and its use, provide a voice for science on societal issues and strengthen and diversify the science and technology workforce.

Positioning/Tagline

Advancing science, engineering and innovation throughout the world for the benefit of all people.

Leadership Messaging

CEO letter, annual reports, executive letters

AAAS
ADVANCING SCIENCE, SERVING SOCIETY

November 15, 2016

Rush D. Holt
Chief Executive Officer and
Executive Publisher, *Science*

The Honorable Mitch McConnell
Senate Majority Leader
317 Russell Senate Office Building
Washington, DC 20510

The Honorable Harry Reid
Senate Democratic Leader
522 Hart Senate Office Building
Washington, DC 20510

Dear Senators McConnell and Reid,

As the Congress returns from the general election to work on final FY 2017 appropriations beyond the current continuing resolution, I write on behalf of the American Association for the Advancement of Science (AAAS) to urge you to complete the strong, bipartisan work already completed in both chambers to develop and move appropriations bills through their respective Appropriations Committees.

The suite of bills already passed would increase federal research & development (R&D) funding by an estimated 2.1% above FY 2016 levels in the House and 3.2% above FY 2016 levels in the Senate, slightly above the rate of inflation, according to an independent analysis by the AAAS R&D Budget and Policy Program. This real growth in federal investment in R&D is crucial fuel for the innovation engines that grow our economy, enhance our safety and security, and expand human knowledge.

AAAS believes that strong and stable funding for research is essential to addressing many of our nation's challenges. And that is why we strongly support the *Innovation: An American Imperative* statement, a set of principles for enhancing America's innovation ecosystem endorsed by more than 500 organizations representing industry, higher-education, and leading science and engineering societies. The principles call for real growth for the National Institutes of Health, National Science Foundation, NASA, and other research agencies as a key element of maintaining U.S innovation and competitiveness.

We urge you to complete the work on FY 2017 appropriations and reach final compromise legislation that funds all federal science agencies at robust levels and avoids further continuing resolutions that impede agencies' efforts to plan ahead and support vital, long-term basic research.

Sincerely,

Rush D. Holt
Chief Executive Officer
Executive Publisher, *Science*

Rush Holt brings a unique perspective to his view that science plays a vital role in policymaking as a physicist and a former member of Congress. | Chet Susslin/National Journal

In the wake of a polarizing election, science has never been more important for informing sound policy and ensuring progress for all Americans, AAAS CEO Rush Holt wrote in an op-ed published on 18 December in *The Star-Ledger* of New Jersey.

Holt argued that respect for the principles of scientific inquiry, as much as for the evidence it produces, should infuse our political discourse. And in this charged political atmosphere, lawmakers tasked with weighing the merits of specific policies should look to science as the "tool of first resort."

"Science is not apart from self-governance, or adjacent to it," wrote Holt, who also serves as the executive publisher of the Science family of journals. "It is essential to it."

That is because science demands humility in the face of evidence, Holt observed. Cherished assumptions must be discarded and ideology must yield to the weight of empirical evidence, even when inconvenient.

"What makes science science – publicly presenting facts and reasoning, subjecting ideas to rigorous criticism and many rounds of testing to confirm or overturn theories – is premised upon a willingness to be proved wrong," Holt wrote. "We need more of that in our politics."
As a physicist and an eight-term member of Congress before taking the helm of AAAS, Holt has a unique perspective on the critical role science plays in a democratic society. He noted that science can be a unifying force, a common touchstone for citizens and leaders alike, amid the contentious give-and-take of partisan politics and in a season when the factual basis for many political actors' claims have been a matter of frequent dispute.

Since the election, AAAS and many other scientific organizations have called on the incoming administration to take heed of established scientific understanding and consult respected scientists. A recent letter from the AAAS and 28 other prominent scientific and higher education organizations urged President-elect Donald Trump to quickly appoint a "nationally respected leader" as science advisor, given that scientific questions are deeply involved in almost every issue the president will deal with, from national security to agriculture.

Holt also wrote an editorial in *Science* on 17 November addressing the uncertainty of federal support for scientific research under the new administration and advocating for better integration of science into policymaking.

This comes as the president-elect has unveiled his Cabinet selections. On 7 December, the president-elect's transition team announced the nomination of Oklahoma Attorney General Scott Pruitt to lead the Environmental Protection Agency. Pruitt is currently participating in a lawsuit against the EPA's regulations to reduce greenhouse gas emissions from power plants and denies the overwhelming scientific consensus on human-caused climate change. On the same day, Holt issued a statement expressing reservation about the selection.

"It is folly to ignore this scientific consensus – obstinate and irresponsible in the extreme. And yet, a climate-change skeptic has been put forward as the possible head of the Environmental Protection Agency in the next administration," Holt wrote further in his *Star-Ledger* op-ed. "There is no reason for such an appointment when there are scientists of every political stripe who adhere to the scientific method, have the humility to accept when they are wrong and would be willing to serve their country if asked by an incoming president."

Among other Cabinet selections, Montana's freshman Rep. Ryan Zinke has been picked to head the Interior Department. Former Texas Gov. Rick Perry has been tapped to lead the Energy Department, an agency he called to eliminate during the 2012 presidential race.

Holt noted that AAAS, the world's largest general scientific society, has defended and advanced the scientific process and communicated its potential for generating benefits for humanity amid "countless shifting political winds" since its founding in 1848, and will continue to do so.

Public polling shows that majorities of Americans support more scientific research for medical advances and technological innovation, evidence-based regulations to protect clean air and water and policies to mitigate climate change. Even so, the task of broadening and deepening respect for science, among both the public and political class, has only become more urgent.

"The range of issues on which science is relevant is infinite," Holt concluded. "My plea to our leaders is short: may they commit to using science to inform their policy views and may they have the humility to accept the results."

Ocean Science

Key points of differentiation, areas of focus (topics) in messaging

AAAS focuses on all science (including ocean science) as it pertains to policy, education, and law.

OUR FOCUS AREAS

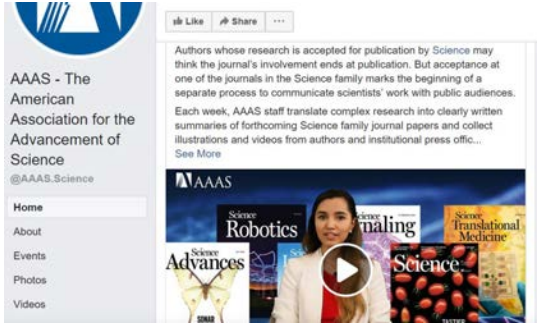
Advocacy for Evidence	Human Rights, Ethics & Law
Shaping Science Policy	Public Engagement
Federal Science Budget Analysis	Careers in STEM
Science Diplomacy	Science Education

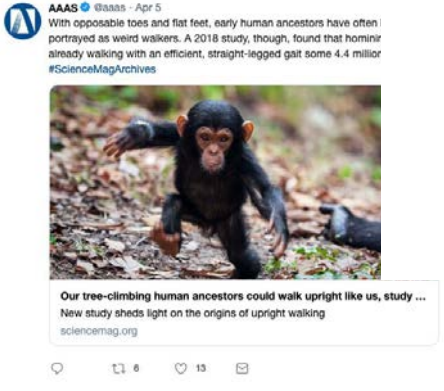
Messaging

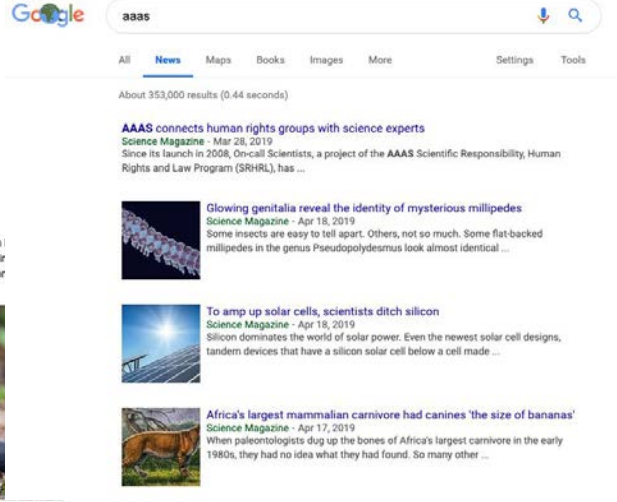
Summary of messaging on website, press and social channels

Key topics that generate press and interest on social channels

- Science, Technology, Engineering and Math (STEM)
- Advancements in Science
- Climate Change
- Science Magazine Archives





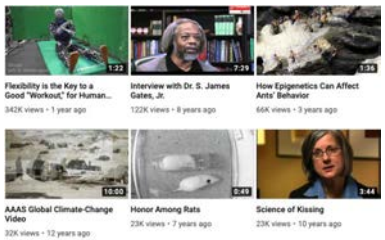


Website Traffic & Social Audit

Monthly Web Traffic and Social audit (followers, likes, cadence of post, etc.)

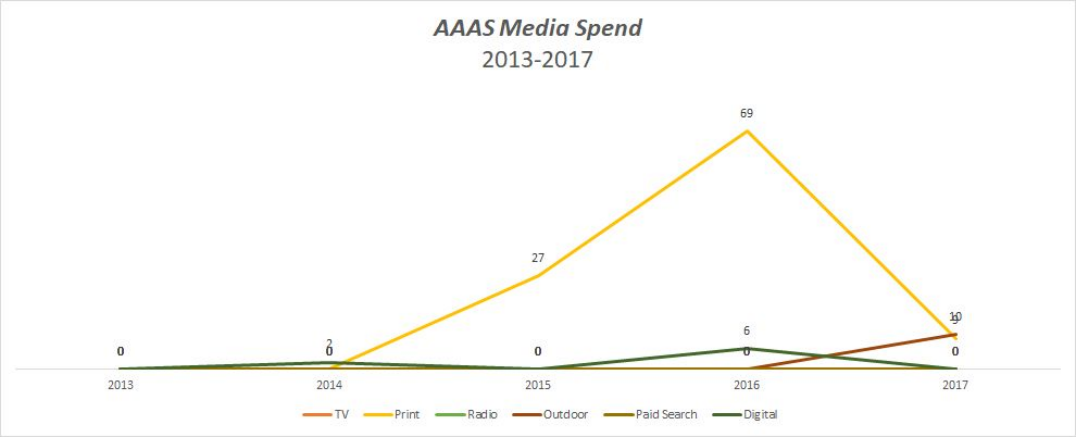
https://www.aaas.org/

570,910 total visits 2.35 pages visited 62.49% bounce	208,680 likes 213,957 followers	105,358 followers 10,089 tweets 100 likes	14,281 followers 788 employees	4,503 subscribers 432 videos 6 - 342K views



Media Spend

Media Spend by Channel (Paid search, digital, social, traditional)



In 2017, AAAS spent $10K in outdoor, and in 2016 they spent $6,183 in digital.

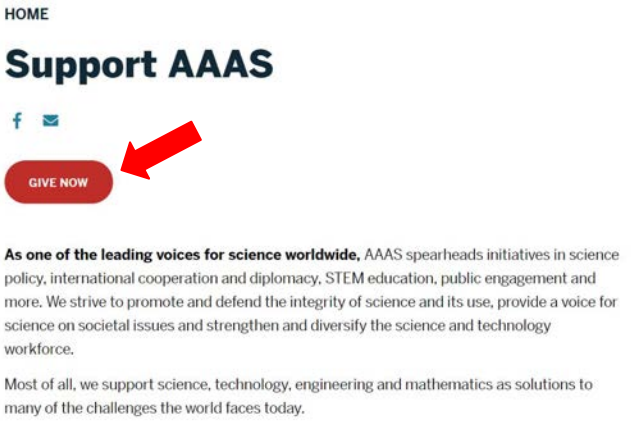
Domain Authority

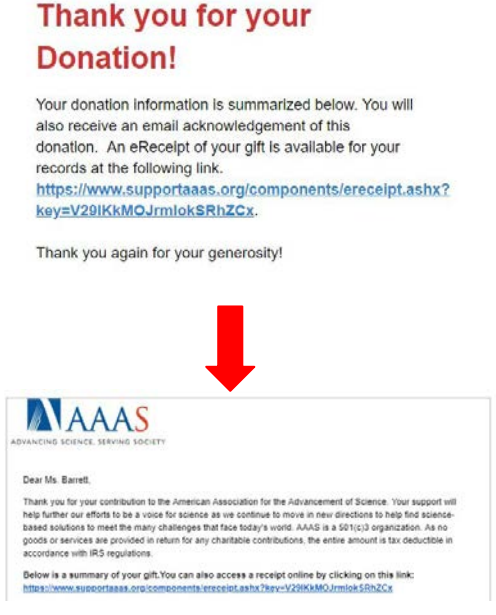
Domain authority and top key phrases for search

#	URL	DA	PA	TB	QB	QB%	MT	SEO
1	https://www.aaas.org/	76	65	1,317,137	1,206,344	92%	7/10	SEO

Donation Journey

What is the donors user journey? Donate a dollar and track journey.





Insights and Implications

Summary of all the information on messaging

AAAS main focus is having science inform policy. Although AAAS does discuss the oceans, they look at all science to inform.

National Geographic

Purpose

Mission, vision, positioning, tagline

Mission

We focus our attention on key projects that emphasize science, technology, and storytelling to help protect species-at-risk, better understand human history and culture, and conserve some of our planet's last wild places.

Why Donate?

Your generous contribution will immediately go to work supporting the things you care passionately about. Whether it's saving wildlife, protecting our ocean, empowering the world's most innovative scientists and explorers to help solve the planet's mysteries and challenges, or preserving our ancient heritage for future generations—together we'll help change the world.

National Geographic is a nonprofit organization driven by a passionate belief in the power of science, exploration, and storytelling to change the world. When you donate to National Geographic, you support our work in conservation, exploration, education, and cultural preservation. Together we can make a difference.

Tagline

"Further"

What We Do

We invest in bold people with transformative ideas that help millions understand, value, and protect life on our planet, creating and empowering a community of changemakers to make an impact. Explore our projects.

Leadership Messaging

CEO letter, annual reports, executive letters

Our mission: 'working toward a planet in balance'

From National Geographic Society President and CEO Tracy R. Wolstencroft, an invitation to help build a sustainable future.

BY **TRACY R. WOLSTENCROFT**, PRESIDENT AND CEO, NATIONAL GEOGRAPHIC SOCIETY

Legendary conservationist Jane Goodall often says, "Only if we understand, can we care. Only if we care, will we help." For 130 years the National Geographic Society has inspired generations of people to better understand and care for our planet.

This enduring legacy underscores our role as changemakers who illuminate the wonders of our world, identify the threats, and discover solutions. Today our ultimate goal is to catalyze action to achieve a planet in balance.

The world we have celebrated is now changing in ways our founders could never have imagined. When the Society was established in 1888, there were roughly 1.5 billion people on Earth. Now there are more than 7.6 billion. The issues we face are significant: a race for resources to provide for a growing global population, a warming planet, and unprecedented biodiversity loss.

Working toward a planet in balance, one that provides for humanity and the untold millions of other species with which we live, will be the greatest challenge of our century. As an impact-driven global nonprofit, the National Geographic Society is committed to addressing this challenge.

We will harness the power of partnerships to support the world's best scientists, explorers, conservationists, educators, and storytellers—bold individuals with transformative ideas who drive innovation to ensure a healthy and sustainable future. We will invest in the tools, technology, and training to empower our international community of explorers and innovators to ignite change. And together with our strategic partners, we will scale solutions grounded in science to safeguard our planet.

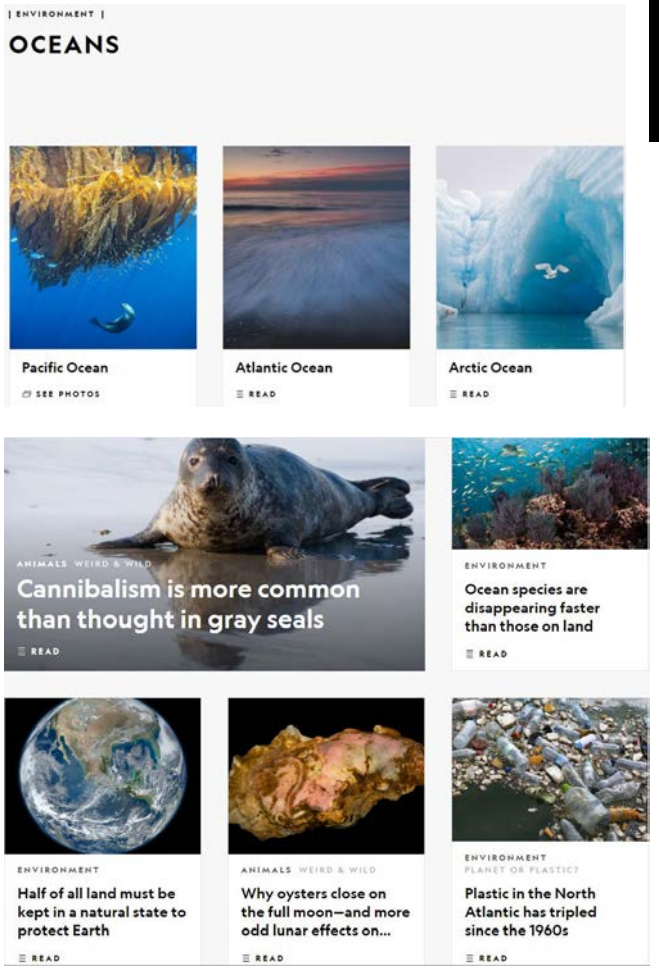
Our success hinges on fostering an informed global public—individuals, policymakers, corporations, foundations, and other like-minded organizations —that believes in our mission, values the natural world, and is determined to protect it for generations to come.

As the National Geographic Society's new president and CEO, I am deeply inspired by our mission. I am confident that working together, we can advance toward our ultimate goal: a planet in balance. We hope you will join us.

Ocean Science

Key points of differentiation, areas of focus (topics) in messaging

National Geographic discusses all parts of the ocean. From salinity, to marine life, to climate change, etc. However, their 'news' section discusses current events, recent findings and climate change. National Geographic both educates people about the ocean and discusses the ocean via broad topics such as climate change, species disappearing, etc.

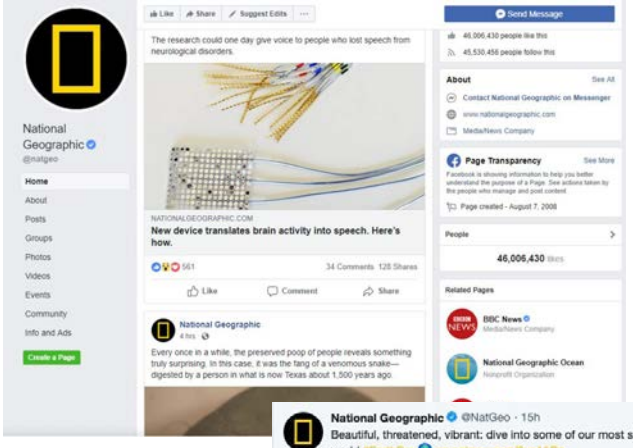


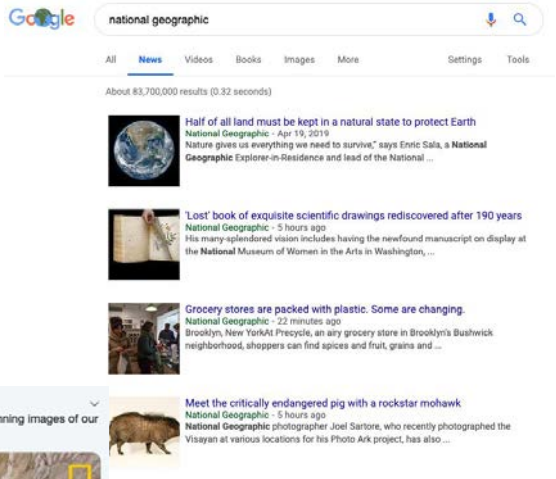
Messaging

Summary of messaging on website, press and social channels

Key topics that generate press and interest on social channels

- Science and Innovation
- Exploration and Adventure
- Environment and Animals
- Travel and History



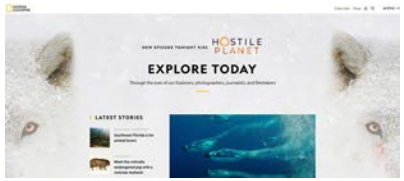


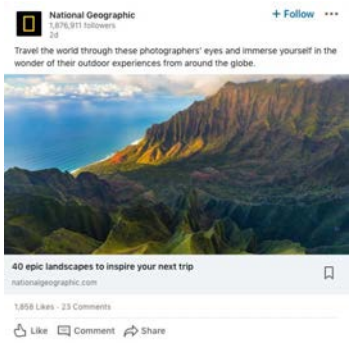
Website Traffic & Social Audit

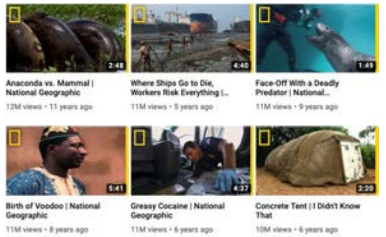
Monthly Web Traffic and Social audit (followers, likes, cadence of post, etc.)

https://www.nationalgeographic.com/

25,340,000 total visits 3.38 pages visited 67.53% bounce	46,005,551 likes 45,528,982 followers	22,735,319 followers 49,985 tweets 6,333 likes	1,876,911 followers 3,907 employees	10,994,691 subscribers 9,128 videos 2.6 - 88 million views

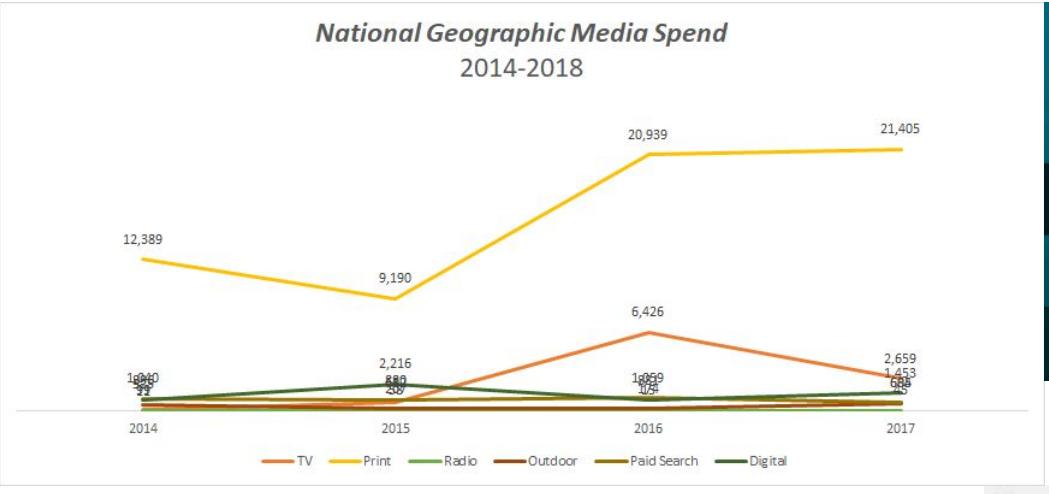






Media Spend

Media Spend by Channel (Paid search, digital, social, traditional)



In 2018, NG spent $1.5MM in digital and $1.4MM in 2017.

Domain Authority

Domain authority and top key phrases for search

Top 10 Keywords

+ ADD

1	pacific garbage patch
7	maps
7	mapping
7	landscapes
9	world mapping
11	kahoot
18	united states maps
23	yankee
39	maps of united states
49	toilet papers

#	URL	DA	PA	TB	QB	QB%	MT	SEO
1	https://www.nationalgeographic.org/	82	58	7,668,227	7,638,777	100%	6/10	SEO

Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	
7	maps	338k	ADD
7	mapping	338k	ADD
11	kahoot	98k	ADD
7	landscapes	11.2k	ADD
1	pacific garbage patch	4.44k	ADD

Paid Keywords	Cost Per Click	Monthly Cost	
national geographic society	$0.94	$439	ADD
nationalgeographic org	$0.49	$15.60	ADD
the national geographic society	$0.73	$21.60	ADD
national geographi	$0.44	$3.00	ADD
national geographic gift	$0.35	$0.00	ADD

Donation Journey

Provide options for donations

GIVE NOW

Donate

Make a gift today to help scientists and researchers explore and protect our planet.

Give Monthly

Your monthly sustaining gift supports scientific fieldwork and conservation programs around the globe.

Join the Grosvenor Council

Make a special commitment with an annual donation of $1,000 or more and receive special access and privileges.

WHY I GIVE TO THE SOCIETY

"I INCLUDED THE SOCIETY AS A BENEFICIARY OF MY LIFE INSURANCE POLICY TO HELP MAKE THE WORLD A BETTER PLACE EVEN WHEN I'M NO LONGER HERE."

Ann Maier
Alexander Graham Bell Legacy Society member

MORE WAYS TO GIVE

Honor / Memorial Giving

Employer Matching Gifts

IRA Rollover

Gifts of Stock

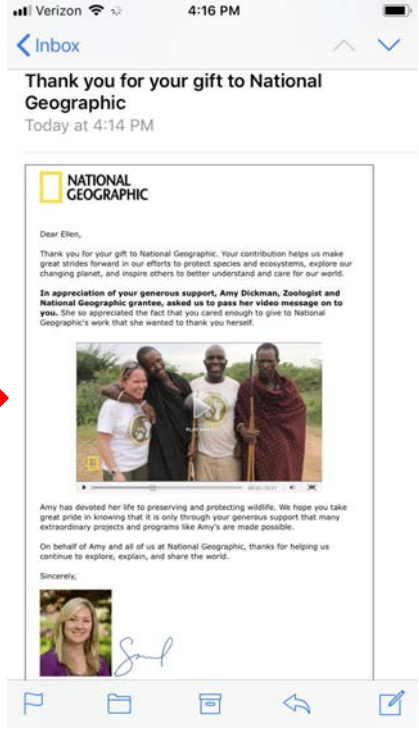
Corporate Partnerships

Foundation Partnerships

Donation Journey

What is the donors user journey? Donate a dollar and track journey.

Thank you for supporting **National Geographic** with your generous gift. A confirmation of your donation has been emailed to the email address you provided and a tax receipt will be mailed to the mailing address you provided. You can read more about National Geographic's work in the field on our website.



Insights and Implications

Summary of all the information on messaging

National Geographic is a well known and respected brand. When talking about the ocean, National Geographic often educates as well as discusses broader issues. National Geographic also provides users multiple ways to donate, giving many users the opportunity to do so.

OceanX

Purpose

Mission, vision, positioning, tagline

Mission/Tagline

To explore the ocean and bring it back to the world

What We Do

Explore: We're pushing the boundaries of human knowledge aboard. Alucia2,the most advanced marine exploration vessel ever built.

Bring Back: We're creating a deep and personal connection with the ocean for millions of people across platforms worldwide.

Divisions

1. Vessels
2. Productions
3. Science

Leadership Messaging

CEO letter, annual reports, executive letters

MARK DALIO

Founder and Creative Director

Mark Dalio is the Founder and Creative Director of Alucia Productions, a production company with the mission to create world-class media that educates and inspires people to connect to the oceans.

His vision for this company is to use vivid cinematography and digital media to tell the compelling stories of scientific discoveries and exploration on the vessel, Alucia, as it moves around the world. His inspiration for this vision began in 2012, when Alucia documented the first ever footage of the Giant Squid. The images of this significant ocean discovery captured the attention of audiences around the world, which Mark felt fully demonstrated the ship's unique power to capture ground breaking ocean media. Since founding Alucia Productions, Mark has featured the work of Alucia in the PBS' Nova Special Creatures of Light, David Attenborough's show Great Barrier Reef and BBC's landmark series Oceans.

Ocean Science

Key points of differentiation, areas of focus (topics) in messaging

OceanX views the ocean as something that still is a mystery and needs to be explored.

FEARLESS SCIENCE

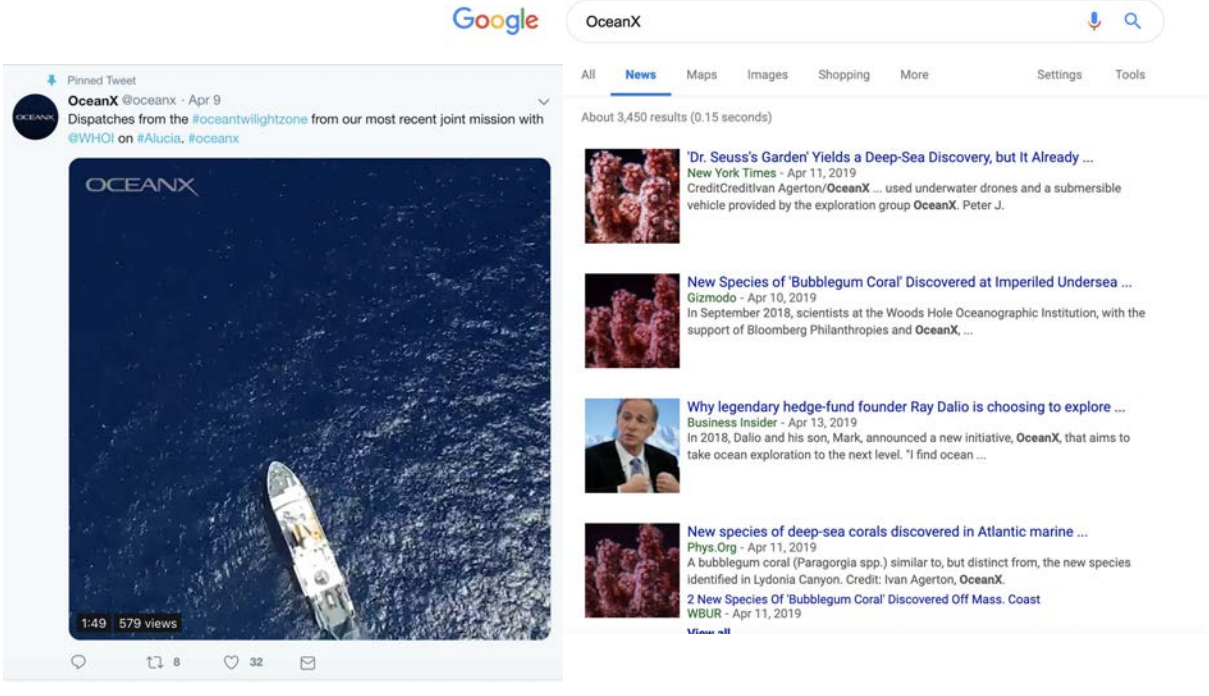
Our research focus is marine exploration and biological discovery in the most inaccessible corners of the sea. We partner with scientists eager to push the boundaries of research in their field—be it locating new species or studying never-before-seen biological phenomena—and we give them the tools they need to get the job done.

Messaging

Summary of messaging on website, press and social channels

Key topics that generate press and interest on social channels

- Ocean Exploration Missions
- Marine Life Fun Facts
- Environment and Sustainability
- Scientific Research

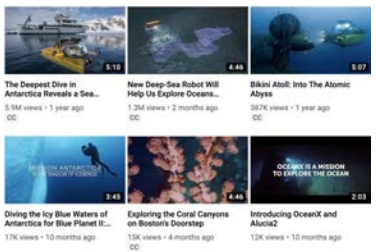


Website Traffic & Social Audit

Monthly Web Traffic and Social audit (followers, likes, cadence of post, etc.)

http://www.oceanx.org/

n/a total visits n/a pages visited n/a bounce	55,431 likes 65,908 followers	7,094 followers 2,477 tweets 2,244 likes	4,317 followers 13 employees	n/a subscribers 42 videos 226 - 5.9 million views



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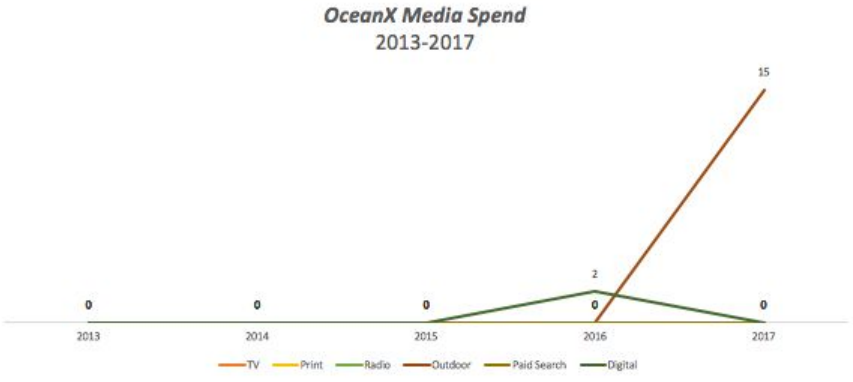

In 2016 OceanX spent $2,331 in digital and in 2017 spent $15,000 in out of home.

Domain Authority

Domain authority and top key phrases for search

Top 10 Keywords

+ ADD

26	submersibles
31	dr manta
32	research submarines
37	cocos island location
37	mission antarctica
39	planet ocean exploration
46	giant squid video
48	live giant squid

#	URL	DA	PA	TB	QB	QB%	MT	SEO
1	http://www.oceanx.org/	45	37	738	561	76%	4/10	SEO

Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	
26	submersibles	45.9	ADD
31	dr manta	1.52	ADD
37	cocos island location	0.05	ADD
32	research submarines	1.48	ADD
37	mission antarctica	0.19	ADD

Insights and Implications

Summary of all the information on messaging

OceanX positions itself to be on the cutting edge. Using state-of-the-art research vessels and technology, OceanX is able to go to places never seen before... and capture it.