

Category Assessment

April 2019

Woods Hole
Oceanographic
INSTITUTION



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)
<p>Founded in 1903, we are dedicated to understanding and protecting the planet.</p>	<p>Dedicated to scientific discovery – exploring fundamental biology, understanding biodiversity and the environment, and informing the human condition through research and education.</p>	<p>Furthering marine research through the peer efforts of scientists and engineers.</p>	<p>Lamont-Doherty Earth Observatory seeks fundamental knowledge about the origin, evolution and future of the natural world.</p>	<p>URI's Graduate School of Oceanography is one of the world's premier academic institutions of oceanography and ocean exploration.</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>

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)
<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>LDEO is education and research driven. They research and educate on all topics concerning the natural world, including the ocean.</p>	<p>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.</p>	<p>CMRE focuses on defense and security needs. In addition, they research and develop technology which allows these defense and security needs to be met.</p>	<p>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.</p>	<p>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)</p>

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 Visits	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.

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 workshop for students (page 28), donors find that Scripps can take action on issues and causes of importance to them.

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

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 300 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

Ocean Science

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

Fields of Research














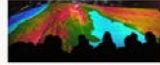


- 1) Earth Science
- 2) Oceans & Atmosphere
 - Climate, Atmospheric Science, Physical Oceanography
- 3) Marine Biology
 - Marine Biotechnology and Biomedicine

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.

Integrated Research Themes

 <p>Biodiversity and Conservation Studying diversity, distribution, and protection of marine life in the world's oceans</p>	 <p>California Environment Scripps scientists work extensively in the California onshore and offshore region</p>	 <p>Earth and Planetary Chemistry Using chemistry to explain the mechanisms behind major geological systems of Earth and planets of the solar system</p>	 <p>Earth through Space and Time Understanding the planet's defining features and fundamental processes</p>
 <p>Energy and the Environment Sources of alternative energy and development of methods for discovery and acquisition of energy resources.</p>	 <p>Environment and Human Health Studying threats in the global environment and seeking new medicines to treat human diseases</p>	 <p>Global Change Global observations and modeling of climate dynamics and the study of the effects of environmental change on society and nature</p>	 <p>Global Environmental Monitoring Instruments, observing systems, and models measuring, monitoring, and predicting physical, chemical, and biological aspects of Earth</p>
 <p>Hazards Research and tools to observe, model, and predict natural hazards</p>	 <p>Ice and Climate Research of the cryosphere and its relationship to global change</p>	 <p>Instruments and Innovation Development and deployment of ocean- and land-based scientific observing instruments and systems</p>	 <p>Interfaces Air-sea boundary, tectonic margins, climate and weather—the interactions between systems and environments</p>
 <p>Marine Life Marine biology and biological oceanography from coastal estuaries to the deep ocean</p>	 <p>Modeling, Theory, and Computing Climate, environmental, Earth and ocean models, inverse theory, programming and end-user tools, and cyberinfrastructure research</p>	 <p>Sound and Light in the Sea Research using sound and light to study characteristics of physical and biological bodies and processes in the Earth, ocean and atmosphere</p>	 <p>Waves and Circulation The study of waves, currents, and circulation in the ocean and atmosphere</p>

Revenue

	FY 16/17	FY 17/18	FY 17/18
	(expensed this period)		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	

REVENUE

Messaging

Summary of messaging on website, press and social channels

Key topics that generate press and interest on social channels

- Climate change
- Renewable energy



Scripps Oceanography Following
 @Scripps_Ocean

Scripps alumna [@ayanaeliza](#) talks with [@soledadobrien](#) about climate change and its impacts on the ocean, climate justice, and concrete ways people can make changes to help the planet (starting with reducing your carbon footprint). 🌞🌱 [@UCSDalumni](#) [@matteroffactv](#)

Dr. Ayana E. Johnson [@ayanaeliza](#)
 Woah! Was interviewed by [@soledadobrien](#) to launch her year-long focus on #ClimateChange for [@matteroffactv](#). Here are 3 great (& huge!) Qs she asked — to which I have way better answers when not on a TV camera. Eeki! But I'll get the hang of this. #Thread ...
 Show this thread

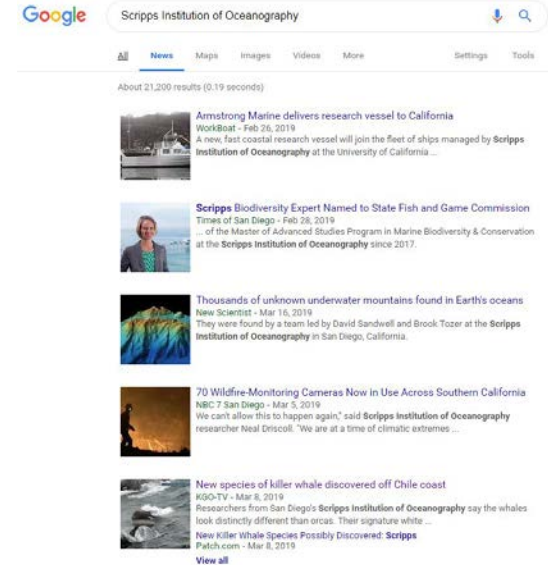


Scripps Institution of Oceanography
 @scripps_ocean

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Scripps Institution of Oceanography
 April 27 at 12:27 PM · 🌐

Can California get cows to burp less methane? NBC Left Field caught up with scientists at UC Davis and Scripps/UC San Diego to learn how coupling red algae seaweed with efforts to "usurp the burp" can reduce greenhouse gas emissions.

Google

Scripps Institution of Oceanography

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About 21,200 results (0.19 seconds)

Armstrong Marine delivers research vessel to California
 WorkBeat - Feb 26, 2019
 A new, fast coastal research vessel will join the fleet of ships managed by Scripps Institution of Oceanography at the University of California ...

Scripps Biodiversity Expert Named to State Fish and Game Commission
 Times of San Diego - Feb 26, 2019
 ... of the Master of Advanced Studies Program in Marine Biodiversity & Conservation at the Scripps Institution of Oceanography since 2017.

Thousands of unknown underwater mountains found in Earth's oceans
 New Scientist - Mar 16, 2019
 They were found by a team led by David Sandwell and Brook Tozer at the Scripps Institution of Oceanography in San Diego, California.

70 Wildfire-Monitoring Cameras Now in Use Across Southern California
 NBC 7 San Diego - Mar 5, 2019
 We "can't allow this to happen again," said Scripps Institution of Oceanography researcher Neal Driscoll. "We are at a time of climatic extremes ...

New species of killer whale discovered off Chile coast
 KGO-TV - Mar 8, 2019
 Researchers from San Diego's Scripps Institution of Oceanography say the whales look distinctly different than orcas. Their signature white ...
New Killer Whale Species Possibly Discovered: Scripps Patch.com - Mar 8, 2019
 View all

Website Traffic & Social Audit

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

<https://scripps.ucsd.edu/>



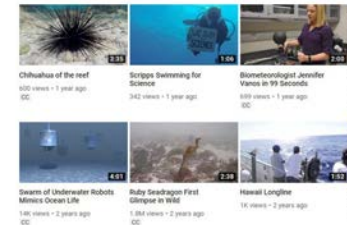
223,450 total visits
 2.03 pages visited
 69.12% bounce

32,180 likes
 33,372 followers

47,200 followers
 6,659 tweets
 2,861 likes

10,472 followers
 1,136 employees

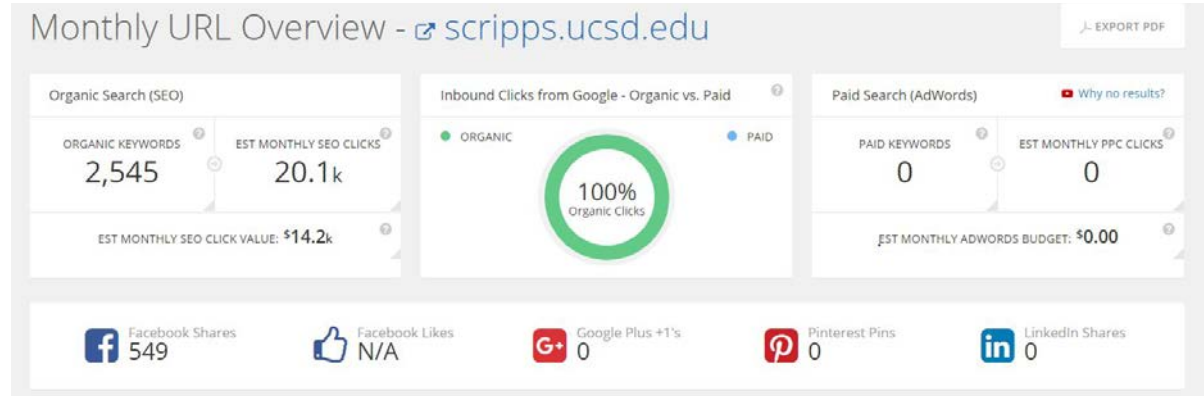
7,256 subscribers
 87 videos past year
 100-1 million views



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	<input type="button" value="ADD"/>
19	conference room	114	<input type="button" value="ADD"/>
49	who	756	<input type="button" value="ADD"/>
39	ppm	155	<input type="button" value="ADD"/>
24	newhorizon	556	<input type="button" value="ADD"/>

Donation Journey

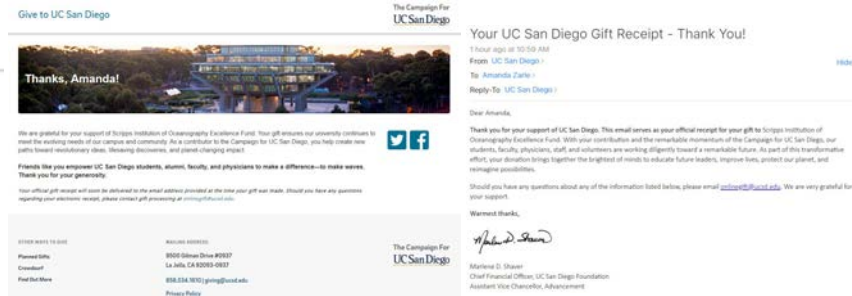
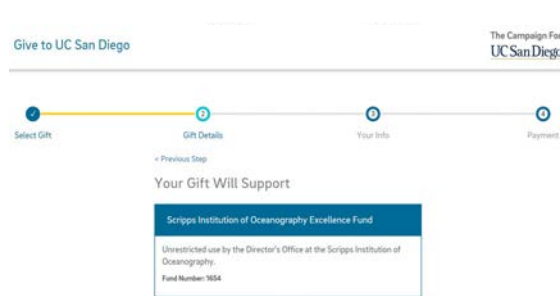
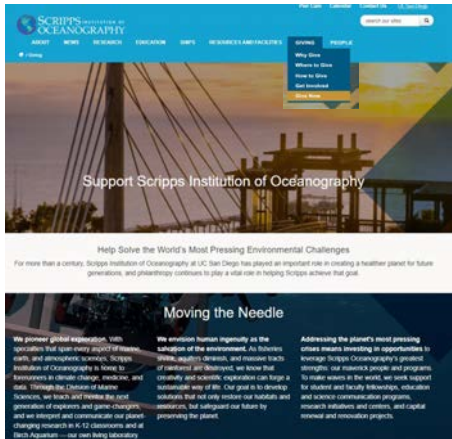
What is the donors user journey?

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 its 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



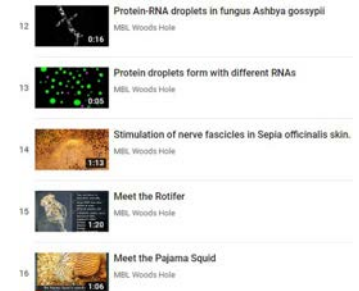
10,600 followers
7,023 tweets
7,265 likes



4,467 followers
358 employees
no posts



333 subscribers
28 videos since 2014
:10 videos no engagement

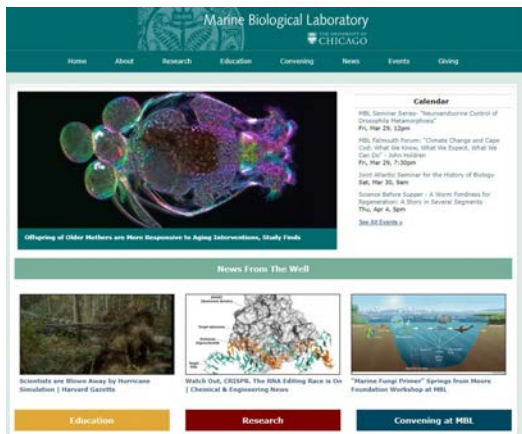




Biological
Discovery
in Woods Hole

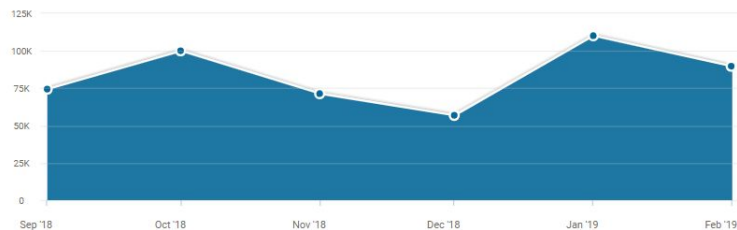
Website Traffic

Total Visits



Total Visits ^①

On desktop & mobile web, in the last 6 months



Engagement

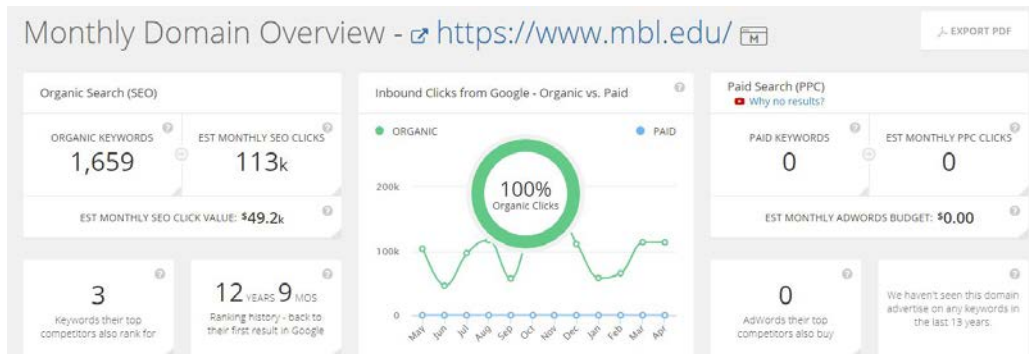
Total Visits	89.73K ▼ 18.54%
Avg. Visit Duration	00:02:26
Pages per Visit	4.06
Bounce Rate	51.16%



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	mbi	>
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	mbi	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



Biological
Discovery
in Woods Hole

Donation Journey

What is the donors user journey?

Marine Biological Laboratory
THE UNIVERSITY OF CHICAGO

HOME WAYS TO HELP ABOUT US MY MBL GIVE

SUPPORTING MBL SCIENCE

Tweets by @MBLScience

2018-2019 Annual Giving



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](#) | [Desktop/Resourcing Gift Form](#)

To make your gift in honor or memory of a friend or loved one [click here](#)

DONATION INFORMATION

Amount: \$ 5,000.00
 \$ 1,000.00
 \$ 500.00
 \$ 200.00
 \$ 100.00

ADDITIONAL INFORMATION (OPTIONAL)

Type of gift: One-time gift
 Recurring gift

Anonymous: Yes to receive anonymity

Comments / notes on your gift:

What prompted you to give online today?

NAME AND ADDRESS

Title:

First name:

Middle name:

Last name:

Country:

Address lines:

City:

State:

ZIP:

Phone:

Email:

PAYMENT INFORMATION

Cardholder's Name:

Credit Card Number:

Card Type:

Card Expiration:

Card Security Code:

Verizon 10:15 PM

Thank you for supporting the MBL!
Today at 10:14 PM

Marine Biological Laboratory
THE UNIVERSITY OF CHICAGO

THANK YOU!

Dear Ellen,

Thank you for your gift to the The Annual Fund.

Your support fuels the MBL engine of discovery! The work we do begins at the MBL, but the great research for beyond the laboratory and the lecture hall. Many research institutions across the globe have MBL-trained scientists on its faculty, and time-and-time again, research with roots at the MBL has become the foundation for future innovations in medicine, biotechnology, and environmental policy.

Your generous gift is an investment in this special kind of science, MBL science -- and it's an investment that yields amazing returns! With your support, the MBL will continue to drive fundamental advances in biology.

In gratitude,

David Gallagher
Associate Director of Development, MBL
dgallagher@mbol.edu | 508.205.7212

You may reference and print an online receipt for your receipt by clicking this link: [https://connect.mbl.edu/components/receipt.aspx?key=BLXLO197a8D3VPUNdI7](#)

The following information was collected about your gift:

- Amount: \$ 10.00
- Designation: The Annual Fund

Payment Information:

- Cardholder's Name: Ellen Barrett
- Credit Card Number: 1989
- Credit Card Type: Visa

THANK YOU, ELLEN!

Your gift will help us mobilize the people, facilities and equipment necessary for the MBL's special brand of experimental science and experiential learning.

For your convenience, an email has been sent to you containing the information below. You may reference and print an online receipt for your records by clicking this link: <https://connect.mbl.edu/components/receipt.aspx?key=BLXLO197a8D3VPUNdI7>

- Amount: \$ 10.00
- Designation: The Annual Fund

PAYMENT INFORMATION

Cardholder's Name: Ellen Barrett
 Credit Card Number: 1989
 Credit Card Type: Visa

TRIBUTE INFORMATION

P.S. If your employer has a matching gift program, you may be able to **double the value of your gift** by completing the company matching gift form and submitting it to the MBL.

Visit the [MBL Home Page](#)
[MBL on Facebook](#)



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

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.



Chris Scholin

President and Chief Executive Officer

A handwritten signature in dark ink, appearing to read "C. Scholin".

This is 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

Making an Impact

Ocean health



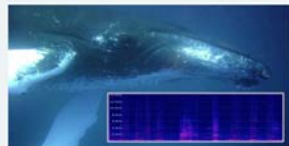
An urgent message for ocean conservation

Climate change



How microscopic marine algae cope with changing ocean conditions

Exploration & discovery



Sounds from deep-sea hydrophone go public

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

About MBARI

Research programs at the Monterey Bay Aquarium Research Institute (MBARI) encompass the entire ocean, from the surface waters to the deep seafloor, and from the coastal zone to the open sea. The need to understand the ocean in all its complexity and variability drives MBARI's research and development efforts.

Science

- Upper-ocean systems
- Midwater research
- Seafloor processes
- Areas of study
 - ▶ Biology
 - ▶ Chemistry
 - ▶ Geology
 - ▶ Ocean acidification
 - ▶ Physical oceanography and climate change
- Past research
- Research publications

Technology

- Solving challenges
 - ▶ Taking the laboratory into the ocean
 - ▶ Enabling targeted sampling
 - ▶ Advancing a persistent presence
- Emerging and current tools
- Technology publications
- Technology transfer

Products

- What is happening in Monterey Bay today?
- Data repository
 - ▶ Data policy
- Image gallery
- Video library
- Seminars
- Research software
- Educational resources
- Publications
- Sample archive

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

Monterey Bay Aquarium Research Institute (MBARI)
@MBARINews

Home
About
Events
Photos
Videos
Community
Reviews
Posts
Info and Ads


Create a Page

Like Follow Share ...

Monterey Bay Aquarium Research Institute (MBARI) 7 hrs · 🌐

An interesting prospect to consider on Earth Day...

As the prospect of catastrophic effects from climate change becomes increasingly likely, a search is on for innovative ways to reduce the risks. One potentially powerful and low-cost strategy is to recognize and protect natural carbon sinks – places and processes that store carbon, keeping it out of Earth's atmosphere.



THEIMAGEFACTORY.COM

MBARI @MBARI_News · 14h

Sea creatures store carbon in the ocean – could protecting them help slow #climatechange? ow.ly/OW5o30osLoW @ConversationUS



22 46

Google mbari

All News Maps Images Videos More Settings Tools

About 7,570 results (0.19 seconds)

Invited lectures and mentorships
Monterey Bay Aquarium Research Institute (press release) - Apr 16, 2019
As part of MBARI's mission to share its technology and research with peers and outside audiences, staff members often present lectures around ...

Shark cameras reveal unexpected white shark behavior
Monterey Bay Aquarium Research Institute (press release) - Apr 11, 2019
But new research using an MBARI-inspired "camera tag" shows that some sharks in South Africa spend a lot of time in kelp beds where they ...

MBARI design used in ocean-acidification experiments around the world
Monterey Bay Aquarium Research Institute (press release) - Mar 22, 2019
Modeled after similar systems on land, this first-generation FOCE system in MBARI's test tank used a circular frame to release carbon ...

The return of JellyWatch
Monterey Bay Aquarium Research Institute (press release) - Mar 19, 2019
One exception would be MBARI's Steve Haddock, a marine biologist who has been studying jellies for more than two decades. Haddock ...



Website Traffic & Social Audit

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

<https://www.mbari.org/>



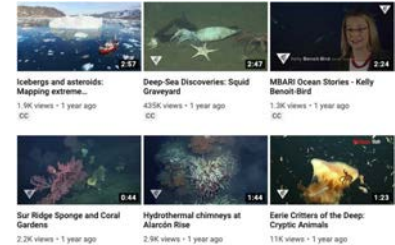
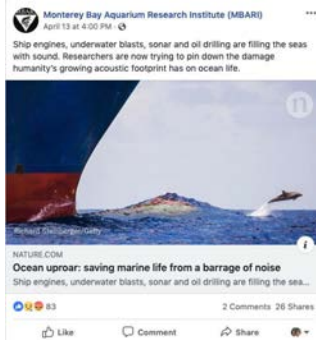
86,370 total visits
3.32 pages visited
53.08% bounce

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





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

Top 10 Keywords

+ ADD

14	monterey bay aquarium	>
15	monterey bay	>
16	esp	>
25	element table	>
28	periodic table of the elem...	>
31	mars	>
35	anglerfish	>
36	monterey	>
39	angler fish	>
40	periodic table element	>

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

Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month
16	esp	1.5k <input type="button" value="ADD"/>
14	monterey bay aquarium	1.71k <input type="button" value="ADD"/>
15	monterey bay	717 <input type="button" value="ADD"/>
40	periodic table element	756 <input type="button" value="ADD"/>
39	angler fish	634 <input type="button" value="ADD"/>



Donation Journey

What is the donors user journey?



donate to Monterey Bay Aquarium Research Institute



All

News

Maps

Images

Shopping

More

Settings

Tools

About 35,100,000 results (0.51 seconds)

Donate Now - Donate at the Monterey Bay Aquarium

<https://www.montereybayaquarium.org/support-us/ways-to-give/options> ▼

Make a tax-deductible **donation** to the **Monterey Bay Aquarium** and designate your gift to our **Conservation & Science** programs or as a General **Donation**.

Ways to Give at the Monterey Bay Aquarium

<https://www.montereybayaquarium.org/support-us/ways-to-give> ▼

Tax-deductible **donations**, pledges, contributions and gifts to the nonprofit **Monterey** ... support for our new exhibits as well as **research** and education programs.

Support the Monterey Bay Aquarium

<https://www.montereybayaquarium.org/support-us> ▼

Donate to the nonprofit **Monterey Bay Aquarium**. Your tax-deductible gift will help us protect ocean life for future generations by inspiring young and old with the ...



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



Division of Ocean and Climate Physics



Scientists in the Division of Ocean and Climate Physics (DOCP) take into the mysteries of Earth's climate in order to determine its change and to build an understanding of its controlling forces. Climate change is a crucial factor that has influenced human history over the ages. Therefore, climate prediction is vital both to understand human and to the well-being of the planet. [» more](#)

Ocean and Climate Physics Project Highlights

The Arctic Seas of Southeast Asia



A study region part of the ocean's circumpolar in the west of Southeast Asia, the Java Sea, the Sulu Sea and the South China Sea. Shipping lanes have been 2000 miles from Australia to southeast Asia, and more than 2000 miles, the combination of various passages and seas, with varied sizes and depths represents an interesting challenge to sea.

[» Read More](#)

Northern Hemisphere Winter Storm Anomalies, ENSO, NAO And The Winter DJ 2009-10



Writing in July 2010 under the auspices of U.S. has been having our first winter after another 10 years to forget the winter just past, but winter 2009-10 was not of record even in a stretch of the mid-Atlantic region and very cold conditions across eastern North America. There are also interesting ENSO and NAO in North America.

Antarctic Sea Ice Forecast



Antarctic sea ice seasonal forecasts based on a linear stochastic model and a high demand for both observational and climate communities. They are provided by "Ocean News and Data Center."

[» Read More](#)

Office of Marine Operations



The ocean is Earth's last frontier, with its depths hidden from human eyes. But in the deep, where sunlight cannot penetrate, several can subsurface for human vision. Working to uncover the dynamics of the deep seafloor, the Research Vessel *Hiatt* (USCGC 2507) employs sophisticated oceanographic systems that are used to study the ocean's depths. [» more](#)

WHERE'S THE LARGEST SHIP?



TOULON IS THE LARGEST SHIP



ENIGMA SETS IN THE WIND

Columbia University joins the Columbia River Daily Astoria, August 10, 2010
Cracking Heat Coast for Signs of Heat By One 4/11/10, June 4, 2010
Students at Sea: Langmuir Express Earthquakes on Astoria Coast
Columbia Record, Oct. 27, 2010

Scientific changes in the Arctic: Open water returns, October 12, 2011
The Benefits of Early Harvest
New York Times, Oct. 4, 2011
China Denies US Ship Access to Taiwan Strait

[» Read More](#)

Division of Marine Geology and Geophysics



Fifty years ago, with the purchase and with a 200' pressure cauldron the *Alvin*, Marine Living Incorporated Lamont's exploration of the largely unknown terrain beneath the world's oceans. Today, members of the Marine Geology and Geophysics (MGG) Division remain explorers at heart, motivated by curiosity to understand some of the most remote and forbidding parts of our planet. [» more](#)

Marine Geology and Geophysics Project Highlights

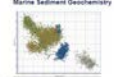
Polar Geophysics Group



The Polar Geophysics Group (PGG) is involved in various geophysical campaigns at both poles.

[» Read More](#)

SeCIB - Data Collection For Marine Sediment Geochemistry



SeCIB components currently geological data systems (PAGES, EarthChem, NACCE and GEOROC) with an integrated comparison of.

[» Read More](#)

MGG's Marine Desiccation Data System



The Marine Geoscience Data System (MGDS) provides a suite of tools and services for free public access to marine geoscience research data.

[» Read More](#)

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.

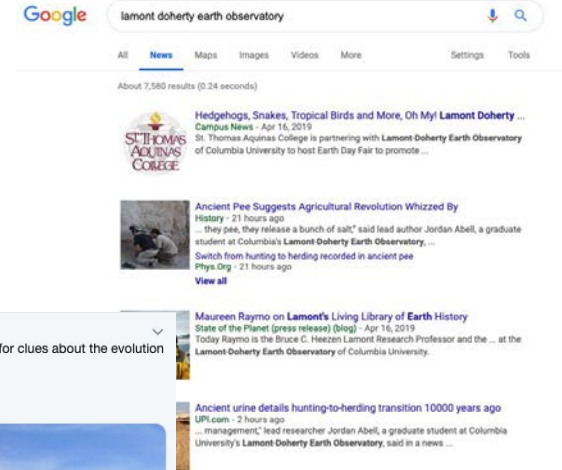
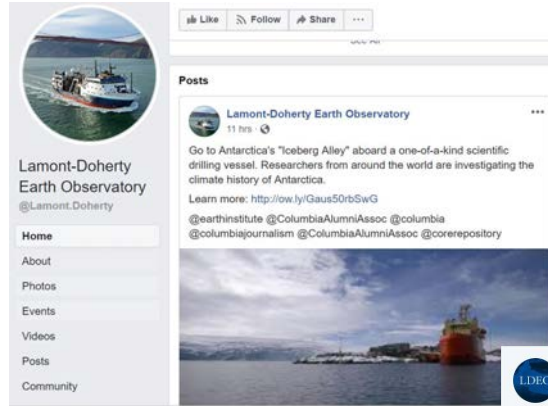
Messaging: Lamont-Doherty Earth Observatory

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

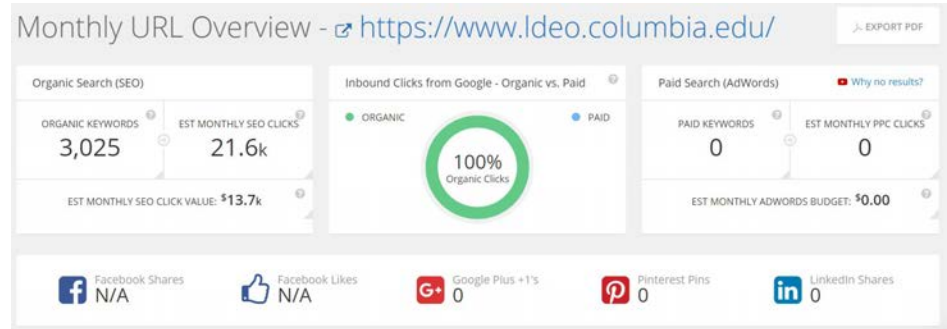
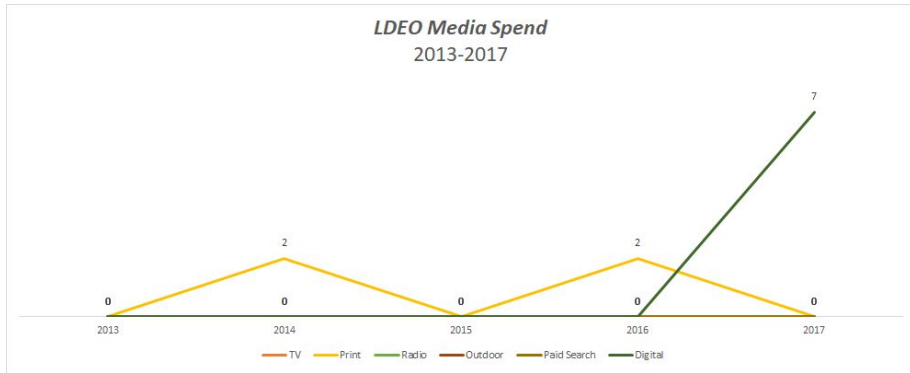
979 followers
218 employees

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	<u>DA</u>	<u>PA</u>	<u>TB</u>	<u>QB</u>	<u>QB%</u>	<u>MT</u>	<u>SEO</u>
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 <input type="button" value="ADD"/>
49	climatic change	508 <input type="button" value="ADD"/>
42	boba?	1.31k <input type="button" value="ADD"/>
9	recent earthquakes	963 <input type="button" value="ADD"/>
5	dew point calculation	341 <input type="button" value="ADD"/>

Donation Journey

What is the donors user journey?



[Make a Gift Now »](#)

Your Gift Matters

Private support is critical to Lamont-Doherty's long-term success in finding solutions to the challenges facing our planet. Your gift to the Observatory ensures that our scientists and students continue to do vital research that increases our scientific knowledge, informs public policy and addresses pressing environmental issues. **Please, make a gift today.**

Science to Sustain the Planet

Our scientists are dedicated to examining the workings of our planet. For more than 60 years, they have been leaders in Earth science, conducting research that has led to seminal breakthroughs across a broad array of topics to improve our understanding of the world and enhance the quality of our lives. From the evolution of the planet to the causes and impacts of climate change to natural disaster mitigation, researchers at Lamont-Doherty answer some of the fundamental questions of our time.

Our commitment to expanding knowledge about the earth extends to educating the next generation of scientists. Observatory researchers mentor a large cohort of graduate students from around the world and lead education and outreach projects for learners of all ages.

With your support, we can continue to revolutionize the ways Earth science research is conducted, taught and understood.

A Tradition of Scientific Discovery

Since the founding of Lamont-Doherty in 1949, Observatory researchers have made many significant contributions to Earth science. Our scientists were the first to:

- * Provide definitive evidence to support the theory of plate tectonics and continental drift
- * Explain the role of large-scale ocean circulation systems in abrupt climate change
- * Systematically study and create a global topographic map of the oceans
- * Predict extreme weather associated with an El Niño event
- * Detect and monitor nuclear explosions using seismometers as part of the Comprehensive Nuclear Test Ban Treaty

Join Our Mailing List

[Add new comment](#)



ENTER YOUR GIFT INFORMATION

Step 1

Division:

Lamont-Doherty Earth Observatory

Lamont-Doherty Areas of Greatest Need

\$500 \$250 **\$100** Other Amount

Is this gift in honor or in memory of someone?

No

Thank You, Ellen

Your contribution is appreciated. Thank you for supporting crucial research that illuminates Earth's complex processes and informs solutions to the planet's most critical challenges.

Check your e-mail shortly for a confirmation of your donation. Please keep it for your records.

Insights and Implications

Summary of all the information on messaging

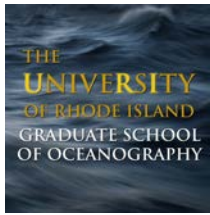


LDEO is education and research driven. They research and educate on all topics concerning the natural world, including the ocean.

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,

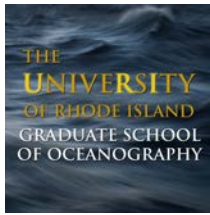


Bruce H. Corliss, Dean

bcorliss@uri.edu

Ocean Science

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



Biological Oceanography



Chemical Oceanography



Geological Oceanography



Physical Oceanography

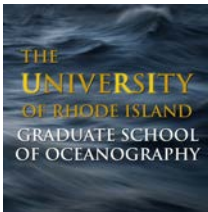


Ocean Technology



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

University of Rhode Island
@universityofri

Home
About
Photos
Virtual Experience
Twitter
Instagram
YouTube
Events
Reviews
Videos
Posts

Posts

University of Rhode Island
12 hrs · 🌐

Make sure you mark your calendars for #URIDayofGiving this Thursday, April 25th! <http://bit.ly/2KT6BwS> // #EveryGiftCounts

URI DAY OF GIVING

680 View

URI Graduate School of Oceanography @URIGSO · Apr 12

Coastal nations have been dredging up the seafloor & building up shallower areas to create artificial islands in the South China Sea, which a paper co-authored by GSO professors Peter Cornillon & Colleen Mouw finds is significantly affecting the health of surrounding waters.

AGU's Eos @AGU_Eos
Building islands in the #SouthChinaSea has far-reaching effects beyond the geopolitical sphere.

By @AstroKimCartier , #IslandBuilding ...

Google

uri graduate school of oceanography

All News Maps Images Shopping More Settings Tools

About 1,270 results (0.29 seconds)

URI oceanography lecture: Learning from fish to build better ...
URI Today (press release) · 5 hours ago
The event, which is the URI Graduate School of Oceanography's annual Charles and Marie Fish Lecture, will take place in the Coastal Institute ...

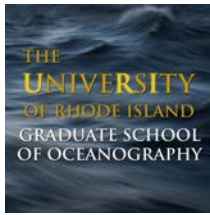
Senior international naval officers visit Bay Campus to learn more ...
URI Today (press release) · 1 hour ago
The visit, coordinated by the URI Business Engagement Center, was ... first tour of URI and the Graduate School of Oceanography in the NCC's ...

URI students depart April 18 for six-day oceanographic research ...
URI Today (press release) · Apr 16, 2019
WHAT: Students and scientists will embark on a six-day expedition aboard the University of Rhode Graduate School of Oceanography (GSO) ...

First textbook in marine renewable energy explores harnessing ocean ...
URI Today (press release) · Mar 21, 2019
M. Raza Hashemi, assistant professor in the Department of Ocean Engineering and Graduate School of Oceanography at the University of Rhode Island (URI) photo/Michael Salema). KINGSTON, R.I. — March 21, 2019 ...

Website Traffic & Social Audit

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



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



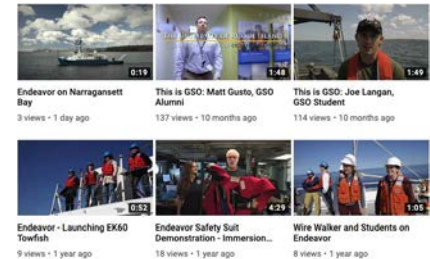
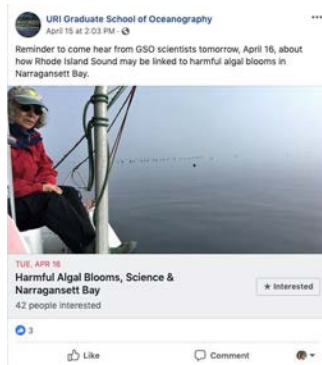
588,070 total visits
2.68 pages visited
65.27% bounce

1,470 likes
1,641 followers

1,463 followers
2,272 tweets
2,569 likes

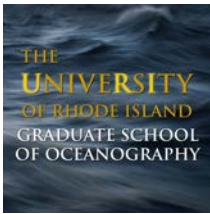
n/a followers
n/a employees

34 subscribers
13 videos
3-173 hundred views



Media Spend

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



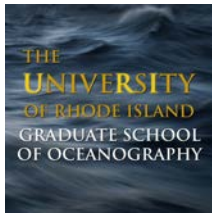
Monthly URL Overview - <https://web.uri.edu/gso/>

EXPORT PDF



Domain Authority

Domain authority and top key phrases for search



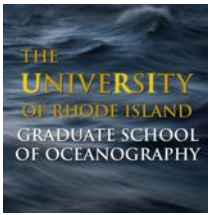
#	URL	<u>DA</u>	<u>PA</u>	<u>TB</u>	<u>QB</u>	<u>QB%</u>	<u>MT</u>	<u>SEO</u>
1	https://web.uri.edu/gso/	74	49	294,025	293,295	100%	5/10	SEO

Top Keywords

Rank	Term	SEO Clicks Per Month
20	gso	243 <input type="button" value="ADD"/>
23	bayblades	720 <input type="button" value="ADD"/>
33	roxanne	224 <input type="button" value="ADD"/>
6	robert campbell	156 <input type="button" value="ADD"/>
21	kincaids	190 <input type="button" value="ADD"/>

Donation Journey

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



Make a Gift » Billing » Review » Finish



Thank you for supporting the
University of Rhode Island!

Total gift amount \$

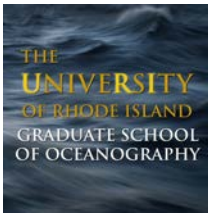
Please select the fund(s) that you'd like to support.

Select from a list of options

*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

Addressing the defence and the security needs of the Alliance.

Why Donate?

No donation section

Positioning/Tagline

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

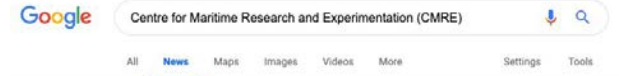
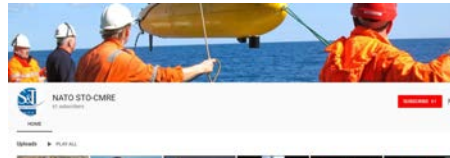
...Offering a trusted platform for NATO Nations and partners to work together and to share science and technology. CMRE provides a science and technology framework through which NATO realizes the benefits of ownership by enforcing the values of the Alliance while reducing risks, costs, and aligning national 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



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
24	sonar system	7.52 <input type="button" value="ADD"/>
42	cmre	8.3 <input type="button" value="ADD"/>
48	sonar systems	1.66 <input type="button" value="ADD"/>
43	sonar tutorial	0.21 <input type="button" value="ADD"/>
43	underwater surveillance	0.04 <input type="button" value="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



**INNOVATE
EXPLORE
SHARE**

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.

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



OUR FOUNDERS

“This is an exciting time to be a part of ocean science. We are on the cusp of being able to unleash technology to explore the greatest depths of the ocean to bring its beauty and hidden wonders to everyone around the world.”

Eric Schmidt • Founder



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 Falkor

Messaging on Ocean Science

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

154k

The kilometers *Falkor* has traveled since 2012, a distance equivalent to three times around the world!

30

Cruises completed by Schmidt Ocean Institute's research Vessel, averaging eight research cruises annually.

371

Scientists have sailed on *Falkor* since 2013, including 177 students representing 84 institutions and 19 countries.

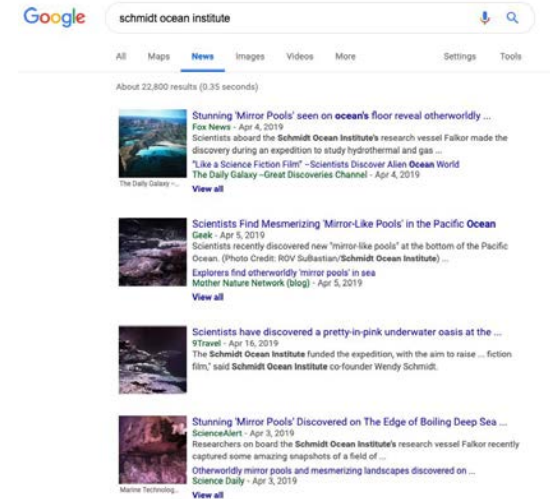
Messaging

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



Schmidt Ocean Institute
Apr 9 at 8:31 PM · 🌐

#TechTuesday – Several great articles in @MBARI_News's annual report spotlighting technology, including many about research on R/V Falkor, including the #WhiteSharkCafe expedition:

"This was the first time that this part of the ocean had ever been studied with an underwater vehicle. SOI's deep-diving ROV Subastian was used to conduct the surveys, with methods refined at MBARI. MBARI's midwater research program is the gold standard for such operations and the survey and exploration techniques developed in Monterey Bay were applied to the midwater community of the Café."

https://mbari.cosmicdev.com..._tagging-along-with-sharks-to-...



MBARI-COSMICEV.COM
Getting a shark's-eye view — MBARI Annual Report: 2018
MBARI engineers develop camera tag system for Monterey Bay Aquarium...

👍❤️👍 31 6 Shares

Like Comment Share

Schmidt Ocean @SchmidtOcean · Apr 16
New article on Microbiobryopsis expedition by @bryolplanet:
"This is an amazing natural laboratory to document incredible organisms," said Dr. Joyce. "And [to] better understand how they survive in extremely challenging environments." "

<https://www.planet.com/news/2018/04/16...>

USA, Harvard University, Coastal Carolina U. and 4 others

Schmidt Ocean Institute
1,485 followers
770

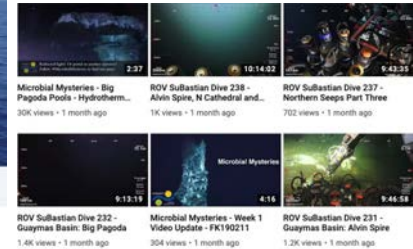
+ Follow ...

Take a free tour of one of the most advanced research vessels in the world: Research Vessel Falkor will be at the REExploratorium = Falkor is returning to #SanFrancisco to prepare for an expedition to explore hydrothermal ...see more

Ocean Research Ship Tour: the R/V Falkor | Exploratorium
exploratorium.edu

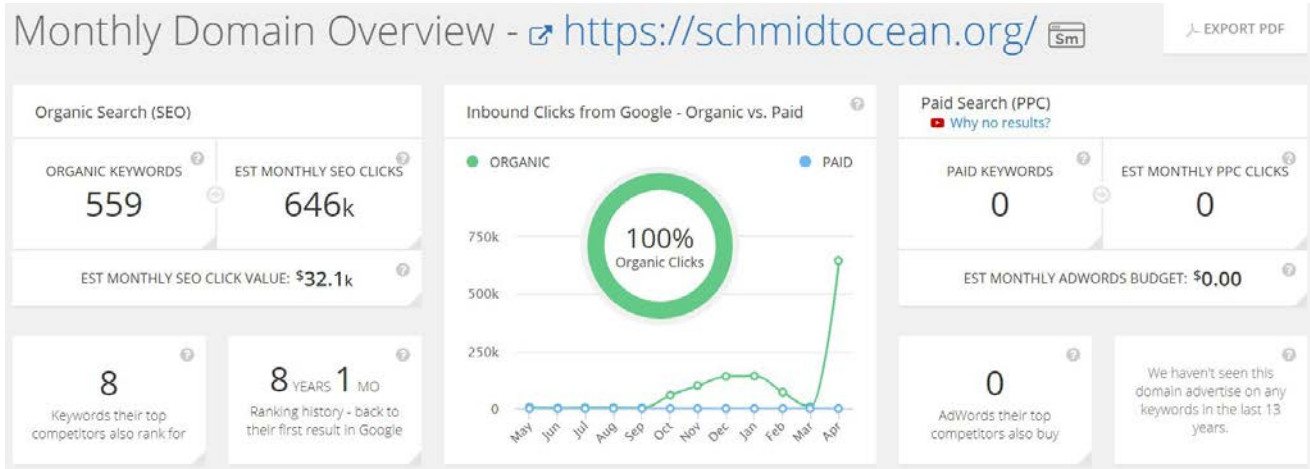
18 Likes

Like Comment Share



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	<u>DA</u>	<u>PA</u>	<u>TB</u>	<u>QB</u>	<u>QB%</u>	<u>MT</u>	<u>SEO</u>	<u>More</u>
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	<input type="button" value="ADD"/>
48	zincs	518	<input type="button" value="ADD"/>
45	john greene	552	<input type="button" value="ADD"/>
46	ocean cruise	105	<input type="button" value="ADD"/>
29	high performance computing	18.1	<input type="button" value="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.



580,257

KM2 OF OCEAN FLOOR
SURVEYED



628

CTD CASTS



429

HOURS OF ROV DIVE TIME AND
38 AUV DIVES



664

HOURS OF ULTRA-HD VIDEO
BROADCAST 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



WHO WE ARE

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.

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 broad 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.

Letter from the Chair

Those of us who come from the corporate sector and now serve on the boards of non-profit organizations are often amazed by what non-profits can accomplish. In recent years, I've witnessed BIOS recruit and cultivate scientific talent, strengthen its international partnerships, and significantly enhance several of its most highly regarded programs. This past year the positive trend continued, as BIOS enhanced its mission by acquiring several new technological assets for research and fostering diversity within its education program.

Ranging from devices that can capture the ocean's smallest life forms from large volumes of seawater, to large laboratory tanks that house controlled experiments on corals, this year's acquisitions illustrate how BIOS's research facilities are ever-improving. The benefits are quickly realized as these new technologies are put to immediate use and integrated into the research enterprise; and their impact is wide-ranging and long-lived, as they are utilized not only by resident BIOS scientists but also by visiting researchers and students from the world over. In order for BIOS to maintain its world-class reputation, it is critical that we make investments such as these. I want to thank our scientists and staff who worked hard to secure the financial resources required from both federal funding agencies and private philanthropists to bring these assets to BIOS, and I look forward to our engagement with additional funders who can help us further strengthen and enhance BIOS's facilities.

In 2017, BIOS also continued to make critical investments in human capital by successfully broadening the reach of its education programs. Highlighted in this year's report are examples of the increasing diversity of BIOS's student population. Achieving diversity and equity in science education is a goal for Bermuda, for the U.S., and indeed for many countries, and BIOS endeavors to do its part as a member of the global scientific community. This year we are also pleased to showcase BIOS's wide reach on the island of Bermuda, where participation in Ocean Academy is enjoyed by students from all socioeconomic backgrounds and grade levels. As society continues to struggle with closing the gender gap in science, technology, engineering, and math, BIOS was pleased to see the highest number to date of applications from young women this year for the Bermuda Program Internships. And while our university education program has long attracted students from the U.S., Canada, and Europe, it is encouraging to see applicants from South America and Africa in recent years, further increasing the geographic scope and cultural diversity of BIOS's student population.

Each of these educational programs is made possible thanks to the generous support of private donors. As we take pride in the achievements made this year, we also look to a future that is even more enriched by broad participation and the concomitant far-reaching impact that results from the engagement of those wanting to make a difference in this world. For those who wish to share in our progress, I welcome your participation as well. You, too, will be amazed by what we can accomplish together.



J. William Charrier

Letter from the President & CEO

The pursuit of scientific research is not unlike many other professions. In order to make progress one needs to put good tools into skilled hands. In 2017, BIOS acquired several new tools that further enhance the institution's research capabilities, helping the organization and its scientists to keep pace with the cutting-edge advancements that are taking place worldwide.

As described in this year's report, these new tools include advanced instrumentation for use both onshore and at sea, enabling researchers to more precisely and more comprehensively measure and assess the natural environment through various phases of the research process. As scientists carry out explorations in the field, their goals is to make more detailed and fine-scale measurements over larger and larger areas of the ocean. Included in the acquisitions of 2017 are instrument systems that meet these requirements, providing high-resolution data on the biological, chemical, and physical properties of the ocean, as well as one system that will provide details on the ocean's interaction with the atmosphere. Launching a field campaign requires a significant amount of planning, funding, and other sea-going assets, so securing the best possible field data when the opportunity arises is crucial. The recently acquired technologies make the most of these opportunities, enabling BIOS scientists and others from around the world to fully capitalize on BIOS's expeditionary capabilities.

With an ever-increasing appetite for data comes the need to process and analyze it all. As scientists bring the results of their fieldwork back to their laboratories, the instruments acquired this year are enabling them to sort and assess samples more efficiently and effectively. Having state-of-the-art laboratory equipment is vital to the research process, since the analysis of precious field samples can easily span months, years, and even decades, as new lines of inquiry develop and investigations dive more deeply into the unknown. Complementary fieldwork are controlled laboratory simulations and experiments which also get a boost from this year's technological acquisitions.

As we aim to put these new tools into the skilled hands of our researchers, we also aim to put them into the hands of the students we are training and educating to meet the challenges of tomorrow. The students who come to BIOS greatly benefit from a diverse set of research projects and the available tools and techniques associated with them. Having new tools such as those acquired in 2017 also helps BIOS to attract a diverse array of students. In this report, we highlight some of the amazing students that participated in our programs this year, representing a broadening array of backgrounds and experiences. This is good news for BIOS, and good news for our field, since we believe that the advancement of science benefits most when a wide range of talent is engaged in the scientific enterprise. Science addresses some of society's most urgent and impactful issues, so the people that are defining, prioritizing, and solving scientific issues should represent the diversity present in society. At BIOS, we're doing our best to play a positive role in this overarching objective.

As we look to the future, we will continue to strengthen BIOS's technological and human resources with the confidence that our mission and productivity are worthy of these ongoing investments.



William B. Carrey

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

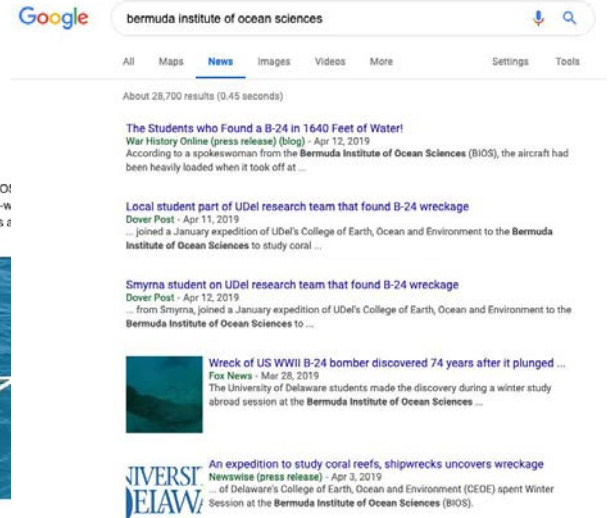
- Internships, Fellowships, Scholarships
- Coral Reefs
- Student Research
- Conservation



BIOS @BIOSStation · Apr 3
Less than two weeks left to apply for 2019 U.K. Associates of BIO! which can support placement in BIOS #summer courses or a 12-w #internship at BIOS. Open to all students attending #UK colleges & universities. For more info visit: bit.ly/2H8FP2B



🗨️ 1 ❤️ 1 ✉️



Google bermuda institute of ocean sciences

All Maps **News** Images Videos More Settings Tools

About 28,700 results (0.45 seconds)

The Students who Found a B-24 in 1640 Feet of Water!
War History Online (press release) (blog) - Apr 12, 2019
According to a spokeswoman from the **Bermuda Institute of Ocean Sciences** (BIOS), the aircraft had been heavily loaded when it took off at ...

Local student part of UDel research team that found B-24 wreckage
Dover Post - Apr 11, 2019
... joined a January expedition of UDel's College of Earth, Ocean and Environment to the **Bermuda Institute of Ocean Sciences** to study coral ...

Smyrna student on UDel research team that found B-24 wreckage
Dover Post - Apr 12, 2019
... from Smyrna, joined a January expedition of UDel's College of Earth, Ocean and Environment to the **Bermuda Institute of Ocean Sciences** to ...

Wreck of US WWII B-24 bomber discovered 74 years after it plunged ...
Fox News - Mar 28, 2019
The University of Delaware students made the discovery during a winter study abroad session at the **Bermuda Institute of Ocean Sciences** ...

UNIVERSITY OF DELAWARE
An expedition to study coral reefs, shipwrecks uncovers wreckage
Newswise (press release) - Apr 3, 2019
... of Delaware's College of Earth, Ocean and Environment (CEOE) spent Winter Session at the **Bermuda Institute of Ocean Sciences** (BIOS).

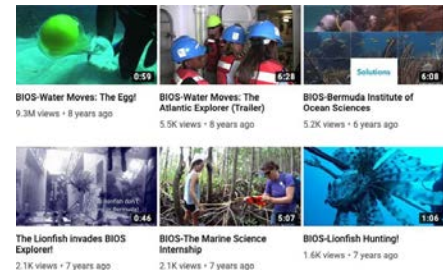
Website Traffic & Social Audit

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

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



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

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



Revenue

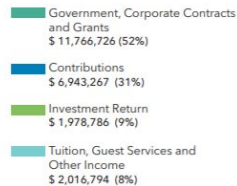


Summary Financial Highlights

December 31, 2017

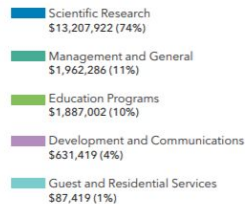
2017 REVENUES & SUPPORT

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%).



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%).



Summary Financial Highlights

December 31, 2017

	2017	2016
Assets		
Cash and cash equivalents	\$ 2,857,760	\$ 585,045
Grant receivables and other assets	890,608	780,567
Contributions receivable, net	3,176,915	4,454,592
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

	2017	2016
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	\$ 5,929,524	\$ (2,662,783)



Summary Financial Highlights

December 31, 2017

Investments

	2017	2016
Commonfund Global Multi Asset Portfolio LLC	\$ 15,069,999	\$ 13,759,216
Vanguard Federal Money Market Fund	2,336,119	751,705
Total	\$ 17,406,118	\$ 14,504,921

Endowments

	2017	2016
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	(711,274)	(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



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..

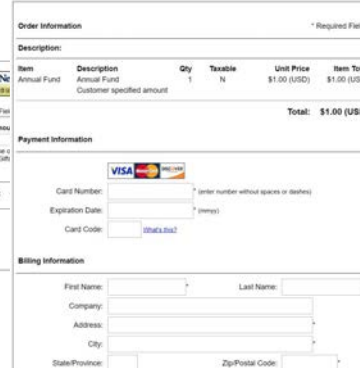
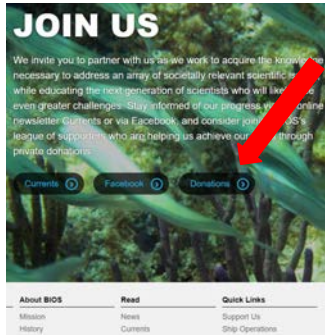
Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	
25	bermuda	769	<input type="button" value="ADD"/>
11	bios	434	<input type="button" value="ADD"/>
42	barometers	395	<input type="button" value="ADD"/>
35	cruise planning	42.2	<input type="button" value="ADD"/>
32	grundle	84.2	<input type="button" value="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

BIOS

Bermuda Institute of Ocean Sciences

Gala Celebration 2012

Celebrating 110 years of Excellence in Marine Science and Education and welcoming our new President and Director, Dr. William Curry

Hosted by Mr. Brian Duperreault, Chairman, and the Board of Trustees of the Bermuda Institute of Ocean Sciences

Friday, 9th November 2012
Hamilton Princess Hotel

7.00pm Cocktail Reception in the Gazebo Lounge
8.00pm Dinner in the Harbourview Ballroom
Dancing to the Tommy Ray Band

Guest Speaker, Dr. Sylvia Earle
Visionary leader in marine exploration and the ocean's greatest champion.

Premium Tables Available at \$10,000
Chairman's Table, hosted by Brian Duperreault
Director's Table, hosted by Bill Curry
Speaker's Table, hosted by Sylvia Earle

Corporate Partner Tables Available at \$5,000

Individual Seats at \$250

Dress Black Tie

RSVP Vanessa.Shorto@bios.edu or T 297 1880 x204

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



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



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



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:



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 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.”

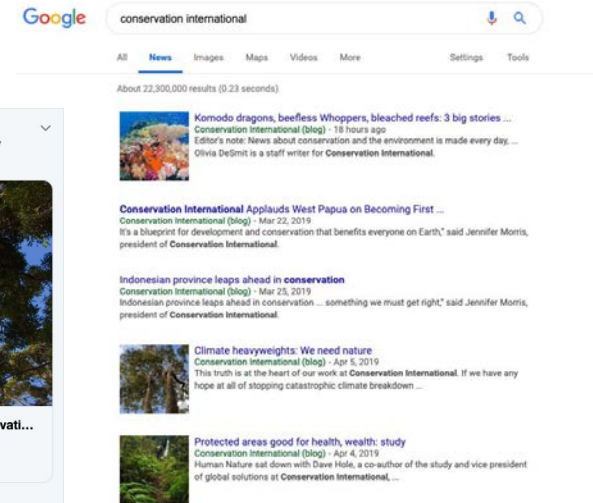
Messaging

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.)



<https://www.conservation.org>



313,150 total visits
2.12 pages visited
70.33% bounce

423,639 likes
432,686 followers



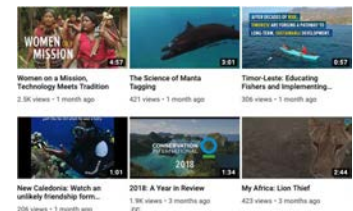
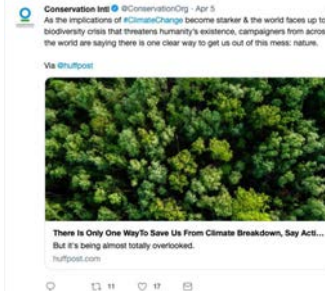
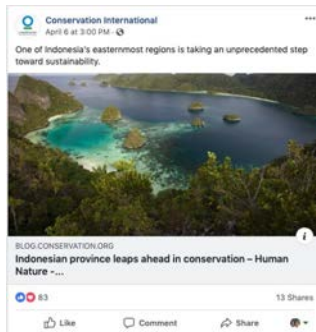
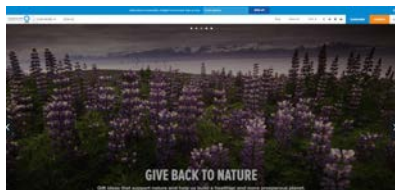
13,140 followers
26,858 tweets
18,304 likes



50,017 followers
1,113 employees

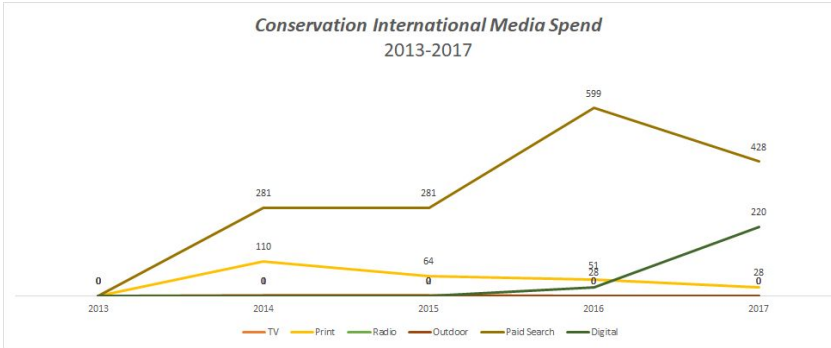


82,617 subscribers
534 videos
25 - 1.3 million views



Media Spend

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



In 2017, CI spent \$220K in digital.

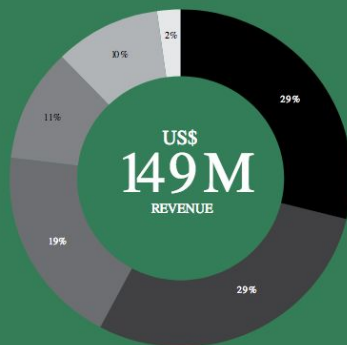
Monthly URL Overview - <https://www.conservation.org/about/> EXPORT PDF

<p>Organic Search (SEO)</p> <p>ORGANIC KEYWORDS: 91</p> <p>EST MONTHLY SEO CLICKS: 1.32k</p> <p>EST MONTHLY SEO CLICK VALUE: \$1.07k</p>	<p>Inbound Clicks from Google - Organic vs. Paid</p> <p>100% Organic Clicks</p>	<p>Paid Search (AdWords) Why no results?</p> <p>PAID KEYWORDS: 0</p> <p>EST MONTHLY PPC CLICKS: 0</p> <p>EST MONTHLY ADWORDS BUDGET: \$0.00</p>		
<p>Facebook Shares: N/A</p>	<p>Facebook Likes: N/A</p>	<p>Google Plus +1's: 0</p>	<p>Pinterest Pins: 0</p>	<p>LinkedIn Shares: 0</p>

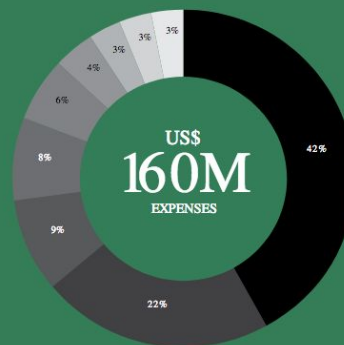
Revenue



CONSERVATION
INTERNATIONAL



- 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

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..

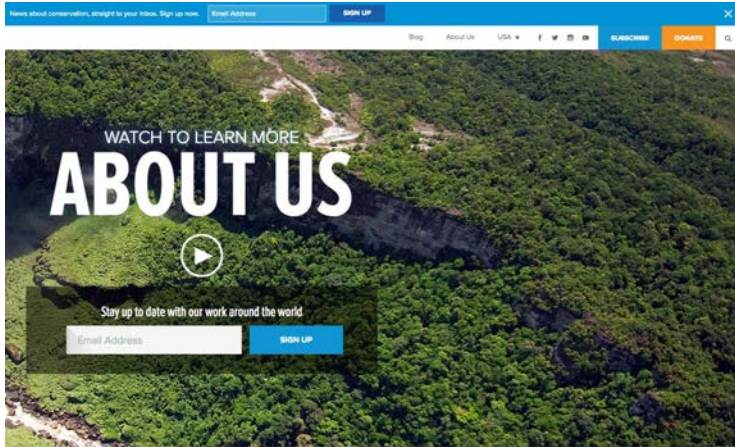
Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	Paid Keywords	Cost Per Click	Monthly Cost
1	conservation	14.8k <input type="button" value="ADD"/>	climate change facts	\$4.37	\$4.44k <input type="button" value="ADD"/>
7	deforestation	651 <input type="button" value="ADD"/>	climatechange	\$3.19	\$1.03k <input type="button" value="ADD"/>
40	nature	1.38k <input type="button" value="ADD"/>	global warming changes	\$6.54	\$1.47k <input type="button" value="ADD"/>
1	conservation international	886 <input type="button" value="ADD"/>	deforestation facts	\$3.32	\$417 <input type="button" value="ADD"/>
5	mangroves	1.14k <input type="button" value="ADD"/>	climate changes	\$3.55	\$1.68k <input type="button" value="ADD"/>

Donation Journey

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

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.



Choose Gift Amount

\$50.00 \$100.00 \$250.00 \$500.00

Yes, automatically repeat this donation every month.

Billing Information

[Click here to give in someone's honor.](#)



Send Your Donation by Mail

Mail completed form along with a personal check, money order or credit card information to the following address:

Conservation International
P.O. Box 418608
Boston, MA 02241-8608

[Download Donation Form](#)



Insights and Implications

Summary of all the information on messaging



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.

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.

Vision

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

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.



000

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 poverty. 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?



Would we 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 gases. 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 rebound 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.

Oceana's Solution

Oceana was created to identify practical solutions and make them happen. The good news is that we can restore the oceans to their former glory. Oceana is...



Campaign-Driven

We channel our resources towards strategic, directed campaigns to achieve **MEASURABLE OUTCOMES** that will protect and restore our oceans to former levels of abundance.

[LEARN ABOUT CURRENT CAMPAIGNS >](#)



Fact-Based

We believe in the importance of science in identifying problems and solutions for the oceans.

[READ OUR SCIENTIFIC REPORTS >](#)



Multi-disciplinary and expert

Our scientists work closely with our teams of economists, lawyers, communicators, and advocates to achieve tangible results for the oceans.

[MEET OUR STAFF >](#)

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

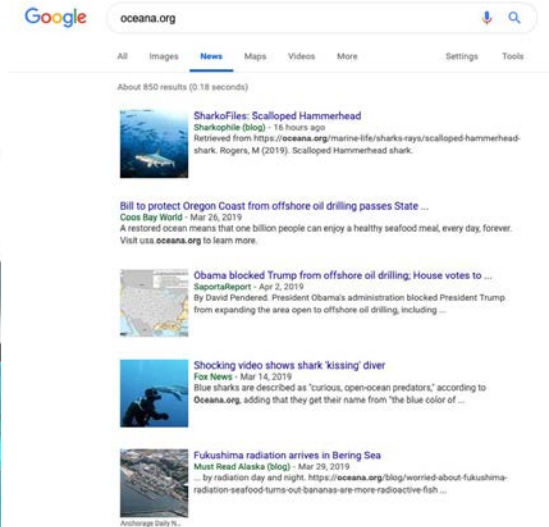
Messaging

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/>



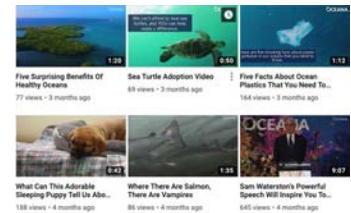
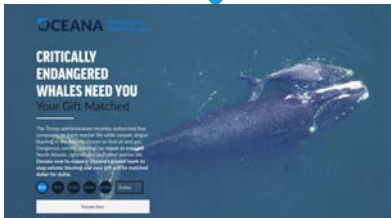
759,090 total visits
1.57 pages visited
77.08% bounce

926,258 likes
912,471 followers

331,111 followers
39,166 tweets
2,355 likes

11,548 followers
361 employees

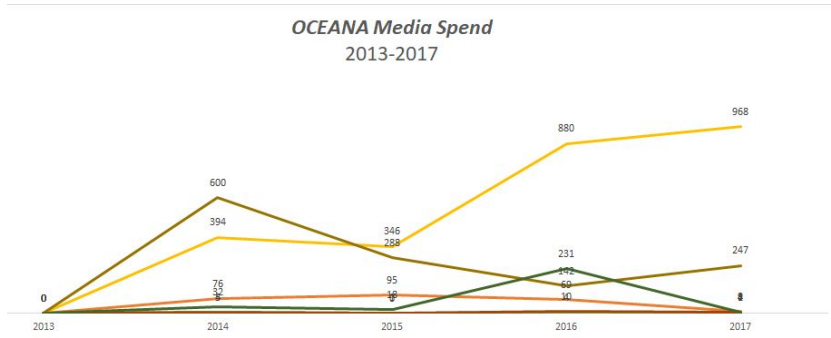
3,464 subscribers
250 videos
20 - 52K views





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



Top 10 Keywords + ADD

1	oceana	>
1	sea creature	>
1	stonefish	>
1	geoduck	>
4	killer whales	>
5	walruses	>
5	lemon shark	>
5	killer whale	>
6	whale shark	>
6	beluga whale	>

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

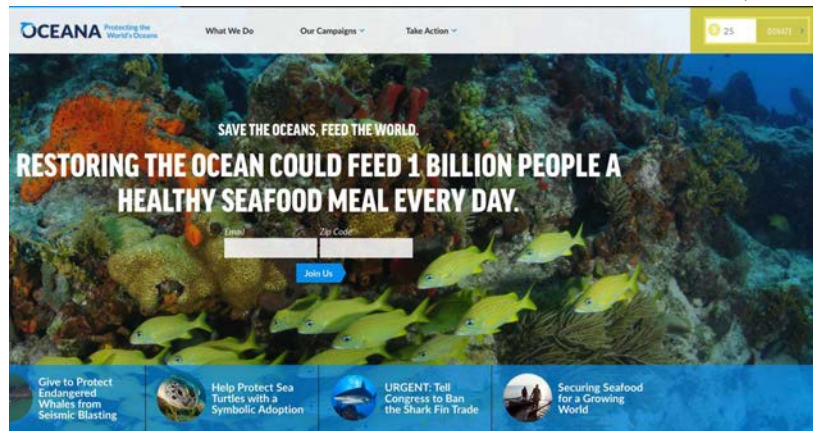
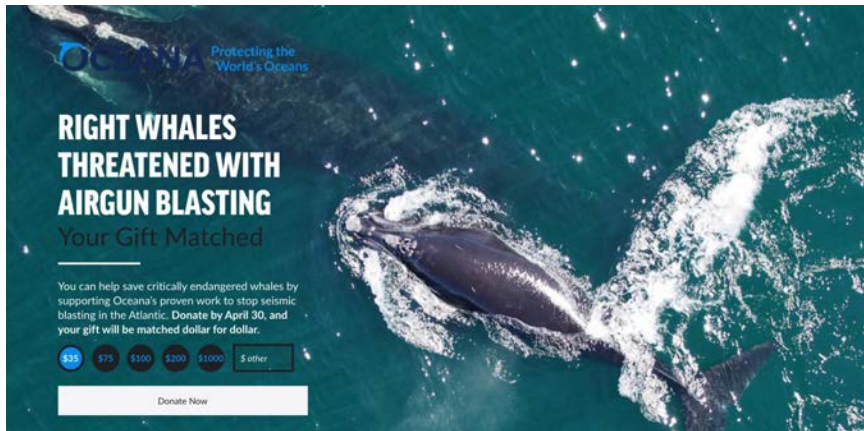


Donation Journey

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.



SHOW YOUR SUPPORT WITH A DONATION

We have already protected over 3.5 million square miles of ocean and innumerable sea life - but there is still more to be done.

\$10 \$25 \$75 \$200 \$500 \$ other >

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

The screenshot shows the Facebook profile of Ocean Conservancy (@oceanconservancy). The profile picture is the organization's logo. The main post is from 2 hours ago and features a photo of sea lions on a rocky shore. The text of the post reads: "Don't look now, but the sea lion behind you..." followed by "We all have that one friend that makes EVERYTHING obvious—tag them in the comments!" and a link. Below this is a tweet from Ocean Conservancy (@OurOcean) dated April 3, which says "We ❤️ #WhaleWednesday" and includes a photo of a whale breaching the ocean surface.

The screenshot shows a Google search for "ocean conservancy". The search bar is at the top, and the results are displayed below. The first result is a news article titled "Voices: Mayor Dingler visits DC, NOAA for Ocean Conservancy" from North Coast News, dated March 28, 2019. Other results include "The Power Of Purpose: SoulBuffalo Announces Audacious Ocean ..." from Forbes (April 8, 2019), "Ocean Conservancy, 50yres and Parley for the Oceans the ..." from WWF, and "P&G to participate in pollution summit at sea" from Cincinnati Business Courier (April 8, 2019). There is also a result from PolitiFact dated March 27, 2019, regarding a bill to clean up oceans.



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



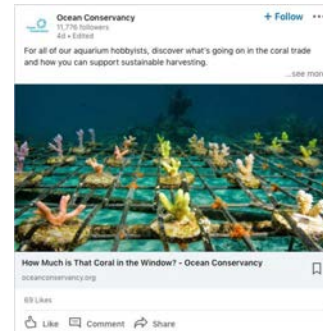
965,742 likes
960,028 followers



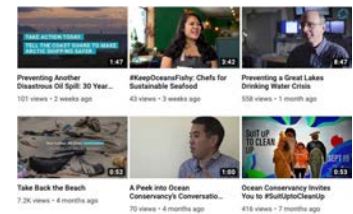
320,259 followers
16,127 tweets
14,716 likes



11,776 followers
129 employees



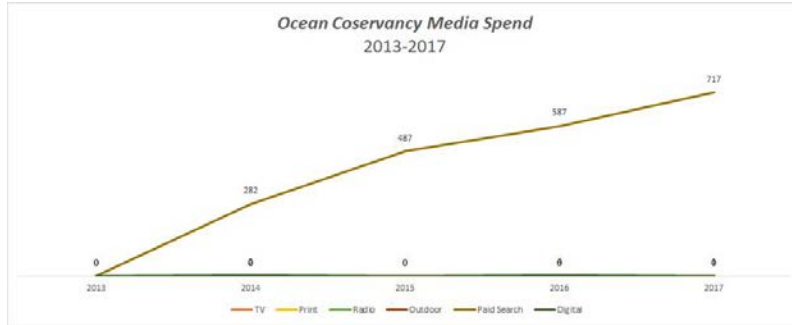
2,253 subscribers
120 videos
20 - 20K views





Media Spend

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



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



Website Pages

Screenshots of main page and blog

Ocean Conservancy

PROGRAMS BLOG TAKE ACTION ABOUT US [DONATE](#)

The ocean starts with you.

JOIN THE MOVEMENT TO PROTECT OUR OCEAN

ENTER YOUR EMAIL

Ocean Conservancy

PROGRAMS BLOG TAKE ACTION ABOUT US [DONATE](#)

Blog

OCEAN CURRENTS

Thursday, April 25

[OVERVIEW](#) [PROGRAMS](#) [SECTIONS](#) [MEET THE AUTHORS](#)

Today's Highlight

Featured Articles

11 Penguin Photos to Instantly Brighten Your Day

APRIL 25, 2019

SECTION: [Ocean Life](#)

Ocean to Everglades (O2E) Initiative Brings Environmental Focus to the Big Game

APRIL 24, 2019 [James Shearles Jones](#)

How to Help Sea Turtles This Earth Day

APRIL 18, 2019 [Emily Brannan](#)

NOAA Drops a Lifeline to Rare Gulf of Mexico Whale



Domain Authority

Domain authority and top key phrases for search

Top 10 Keywords +ADD

2	blue ringed octopus	>
4	ocean	>
6	seahorses	>
10	walruses	>
11	coral reefs	>
12	reef coral	>
15	beluga whale	>
20	whale shark	>
34	scallop	>
48	can trash	>

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

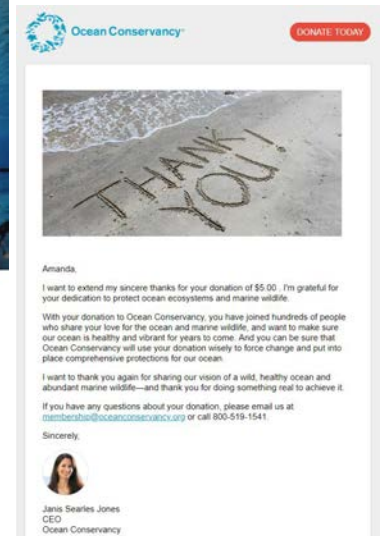
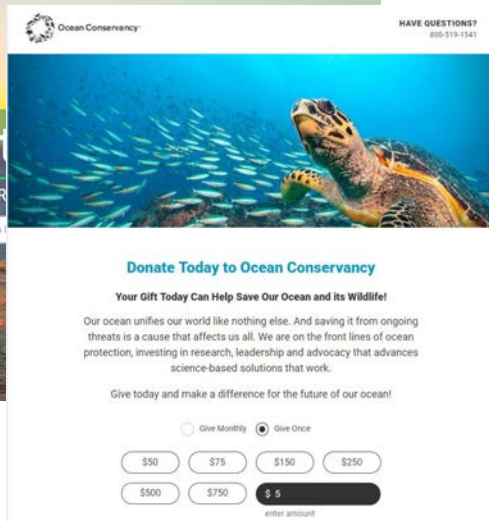
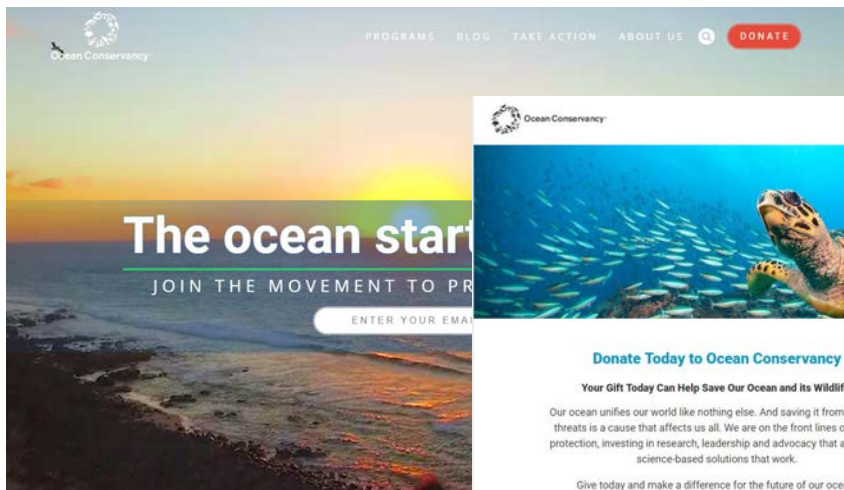


Donation Journey

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

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

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 Last Name

Email

Mobile Phone

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

Address (Outside the United States?) Apt., ste., bldg.

City State 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.



Investing in Nature

The Nature Conservancy CEO Mark Tercek is a champion of the idea of natural capital—valuing nature for its own sake as well as for the services it provides for people. Read the latest from Mark on why saving nature is the smartest investment we can make.

MARK TERCEK

How to Scale Up Investments in Nature

By Mark Tercek | Chief Executive Officer | November 30, 2018

Search By Keyword



“

Armed with science, we can find the hope needed to overcome even the greatest challenges and build a stronger future.

HUGH POSSINGHAM

Chief Scientist, The Nature Conservancy



Mark Tercek is Chief Executive Officer of The Nature Conservancy, the global conservation organization known for its intense focus on collaboration and getting [More](#)



On November 26, 2018 Mark R. Tercek, CEO of The Nature Conservancy, delivered the UN Environment Finance Initiative’s biennial Global Roundtable in Paris, France.

Good afternoon. I’ve been asked to identify what we need to do to scale up investment

It’s a question I think about a lot. I spent 24 years working as an investment banker at CEO of The Nature Conservancy. This is what I think about. And this is what I want you about more.

Let’s start by looking at the state of nature and how we view the challenges facing it to

I am going to assume that you are familiar with the headlines from two recent reports [degrees](#) and [WWF’s Living Planet Report](#). These rigorously analyzed reports plainly sustain a business-as-usual approach, the world is on a self-defeating trajectory.

We are using up natural resources faster than nature can replenish itself. But you all

So let me look ahead for a moment. The Nature Conservancy, partnering with the Uni and several other academic organizations, looked ahead to 2050 and analyzed two dif world: one business-as-usual scenario, and the other, a sustainability scenario.

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



The Nature Conservancy @nature_org · 5h

A sustainable food system could be the most significant way to ensure a future where nature and people thrive.

To transform our food system, we must go beyond conservation by working with the private sector to accelerate change. #FFA2019



The Nature Conservancy - Provide Food & Water S...

The Nature Conservancy is fostering innovations in technology, collaborating with communities to use resources more efficiently and promoting policies tha...

[nature.org](https://www.nature.org)

1 23 62



nature conservancy

All News Maps Images Videos More Settings Tools

About 169,000 results (0.31 seconds)



Nature Conservancy honors Newfound Lake Region Association

The Laconia Daily Sun - 19 hours ago
BRISTOL — The Nature Conservancy has recognized the Newfound Lake Region Association for its efforts to protect and preserve the ...



Nature Conservancy of Canada receives \$1 million gift from JD Irving ...

GlobeNewswire (press release) - Apr 8, 2019
FREDERICTON, New Brunswick, April 08, 2019 (GLOBE NEWSWIRE) – In celebration of National Wildlife Week, the Nature Conservancy of ...



Grace Farms, Nature Conservancy advocate to 'Restore Wild' in robust ...

New Canaan Advertiser - Apr 5, 2019
Grace Farms Foundation and The Nature Conservancy in Connecticut have a robust lineup of activities in celebration of Earth day, being ...



Wolkowsky estate donates island

KeysNews.com - 4 hours ago
The Nature Conservancy had been working with Wolkowsky in the several years before his death last September to set the offshore island ...

Mr. Key West quietly donated his private island to the environment
In-Depth - Miami Herald - 2 hours ago

[View all](#)



Website Traffic & Social Audit

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

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



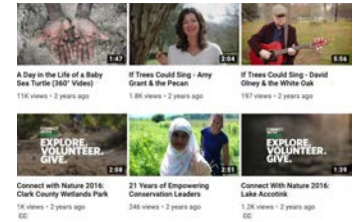
918,420 total visits
2.33 pages visited
61.94% bounce

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

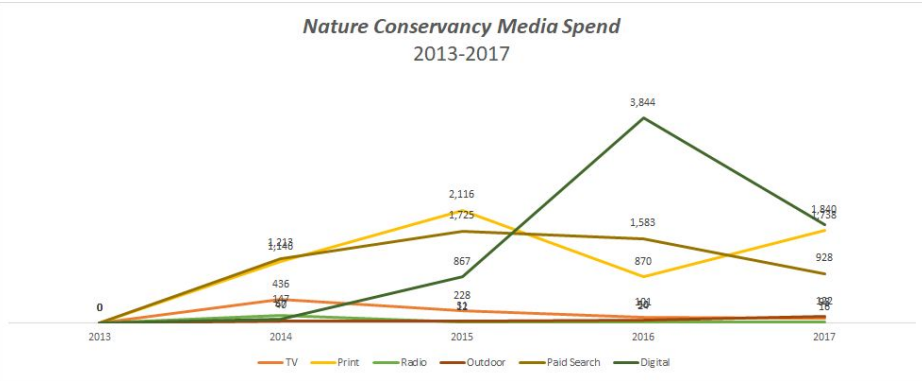




Media Spend

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

Nature Conservancy Media Spend
2013-2017



Big Challenges, Big Opportunities
Together, let's make a big impact for people and nature.

The Nature Conservancy Washington **GiveBig**

In 2018, NC spent \$10mm in digital.

Monthly URL Overview - <https://www.nature.org/en-us/> EXPORT PDF

<p>Organic Search (SEO)</p> <p>ORGANIC KEYWORDS: 4,575</p> <p>EST MONTHLY SEO CLICKS: 64.3k</p> <p>EST MONTHLY SEO CLICK VALUE: \$42.2k</p>	<p>Inbound Clicks from Google - Organic vs. Paid</p> <p>100% Organic Clicks</p>	<p>Paid Search (AdWords) Why no results?</p> <p>PAID KEYWORDS: 0</p> <p>EST MONTHLY PPC CLICKS: 0</p> <p>EST MONTHLY ADWORDS BUDGET: \$0.00</p>		
<p>Facebook Shares: N/A</p>	<p>Facebook Likes: N/A</p>	<p>Google Plus +1's: 0</p>	<p>Pinterest Pins: 79</p>	<p>LinkedIn Shares: 0</p>

Domain Authority

Domain authority and top key phrases for search



Top Keywords

Rank	Term	SEO Clicks Per Month
11	nature	4.82k <input type="button" value="ADD"/>
6	natures	8.68k <input type="button" value="ADD"/>
14	jack ma	767 <input type="button" value="ADD"/>
3	tree of heaven	1.53k <input type="button" value="ADD"/>
11	ocelots	2.16k <input type="button" value="ADD"/>

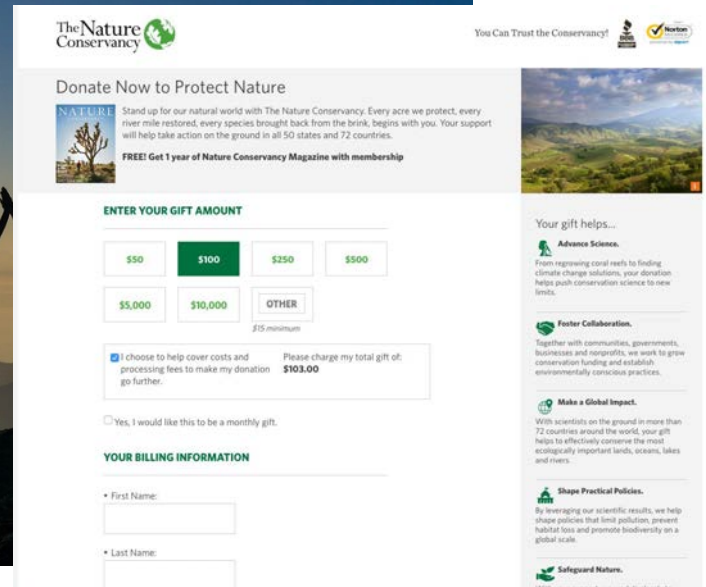
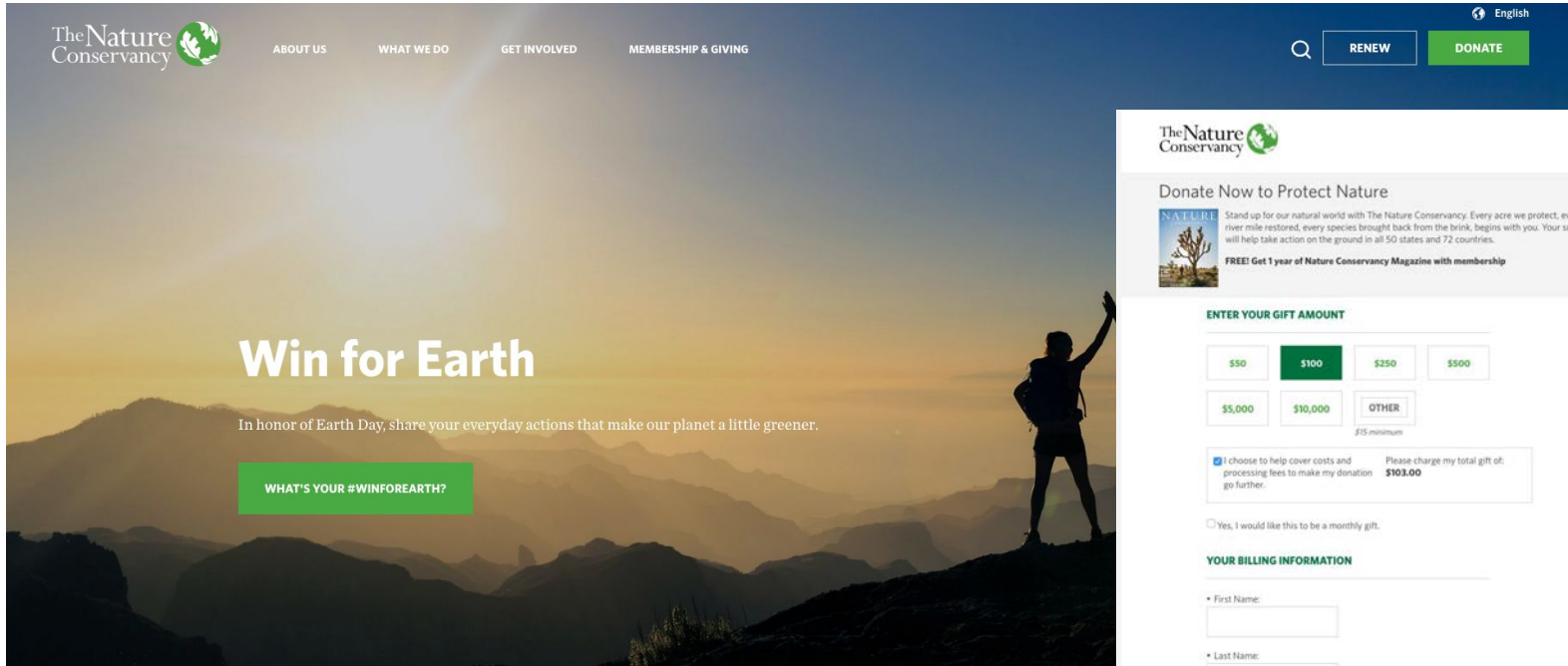
Moz Website Authority

#	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.

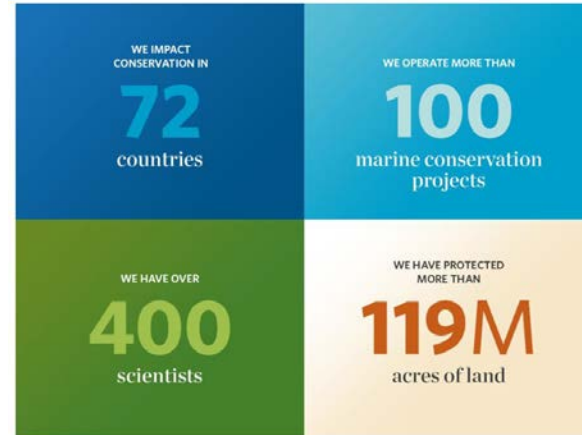




Insights and Implications

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.



dmr Nonprofit Federation



S&P Global Ratings



An Organization You Can Trust

As a leading global charity, we put every dollar donated to work efficiently and effectively to make the greatest impact possible for conservation.

OUR ACCOUNTABILITY RATING

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 challenge 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 politics, 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 speaking at "Our Mighty Oceans" in Malibu, California, an event to support NRDC's ocean protection work. Horn speaking at a donor breakfast during the 2019 Global Climate Action Summit. Horn (third from left) at a screening of *Pure in Pittsburgh*—a film about everyday Americans on the front lines of the climate crisis—with (from left) Bloomberg Philanthropies environmental program head Anita Williams, NRDC President Rhea Suh, Bloomberg Philanthropies founder and U.S. Secretary-Cameria'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

NRDC @NRDC · Apr 7

No U.S. president has ever repealed a national monument's status—and for good reason. But now Trump is trying to shrink and eliminate our treasured public lands. Help us stop him:

Save Our National Monuments
Stop the Trump administration from opening up our public lands and waters to polluters.

nrdc.org

7 replies 114 retweets 134 likes

Google national resource defense council

About 268,000 results (0.43 seconds)

Newark, NJ, has a lead contamination problem in its water
PRI - 59 minutes ago
The **Natural Resource Defense Council** has sued the city of Newark to force it to respond to its water contamination problems. "Newark has ...

Houston Chemical Fire and Spill Bolsters Case for Needed Reforms
Natural Resources Defense Council - Mar 29, 2019
The **Natural Resources Defense Council (NRDC)** is an international ... NRDC has offices in New York City, Washington, D.C., Los Angeles, San ...

Photographers Join Forces in Print Auction to Benefit Natural ...
PDN Pulse (blog) - Apr 4, 2019
"Wanderlust," an exhibition and print auction to benefit the **Natural Resources Defense Council (NRDC)**, features travel images by more than ...

Michigan Should Set Precedent-Setting PFAS Water Standards
Natural Resources Defense Council - Apr 1, 2019
Today the **Natural Resources Defense Council** filed an extensive scientific report making a detailed case for the Michigan Department of ...

New Jerseyans Agree on Energy Efficiency Solutions
Natural Resources Defense Council - Apr 4, 2019
As explained by commenters ranging from NRDC and other environmental ... As the American Council for an Energy Efficient Economy wrote, ...



Website Traffic & Social Audit

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

<https://www.nrdc.org/>



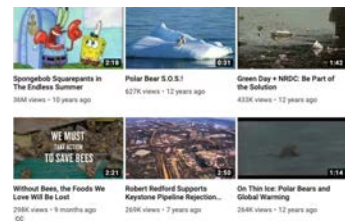
1.53M total visits
1.72 pages visited
64.03% bounce

931,134 likes
909,382 followers

312,311 followers
83,911 tweets
9,274 likes

22,086 followers
822 employees

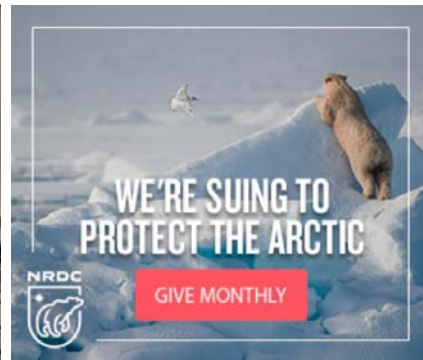
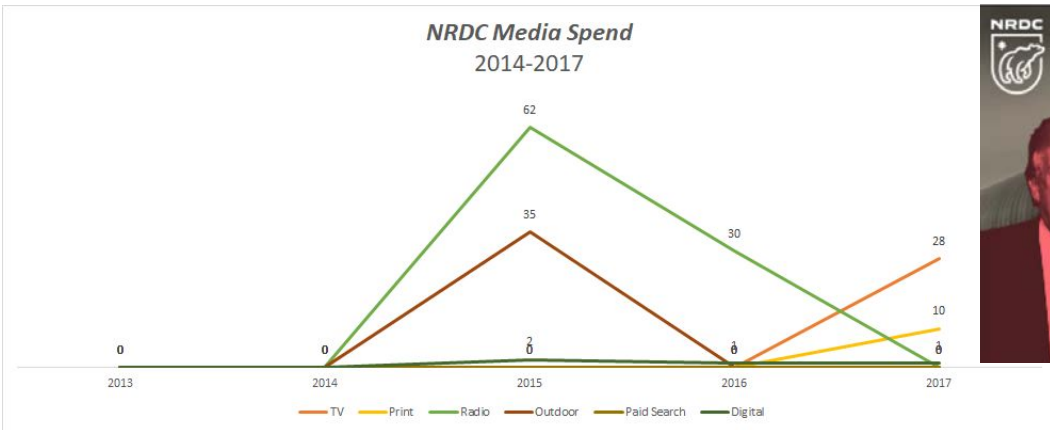
22,283 subscribers
919 videos
50-36 million views





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	Permanently		
	Operating	Designated	Restricted	Restricted	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

Top 10 Keywords + ADD

1	global warming definition >
1	definition of global warming >
1	the effects of global warm... >
2	about water pollution >
2	what causes global warming >
2	water pollution >
2	polluted oceans >
9	global warm >
16	bottled water >
31	toilet paper >

Moz Website Authority									
#	URL	DA	PA	IB	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.



OUR WORK OUR EXPERTS OUR STORIES GET INVOLVED ABOUT US



DONATE

\$20 Monthly



★★★★ NRDC is a top-rated charity

Our mission is to safeguard the Earth, its people, and the natural systems on which all life depends.

BE A FORCE FOR NATURE

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

+ JOIN US

SUPPORT NRDC'S WORK FOR THE ENVIRONMENT

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.

YOUR TAX-DEDUCTIBLE GIFT

ONE-TIME

MONTHLY

Make it monthly + your first three gifts will be matched, up to \$100K

OTHER WAYS TO GIVE

HONORARY GIFTS

GIFT MEMBERSHIP

ESTATE PLANNING

DONOR-ADVISED FUNDS

GIFTS OF STOCK

EARTHSHARE WORKPLACE GIVING

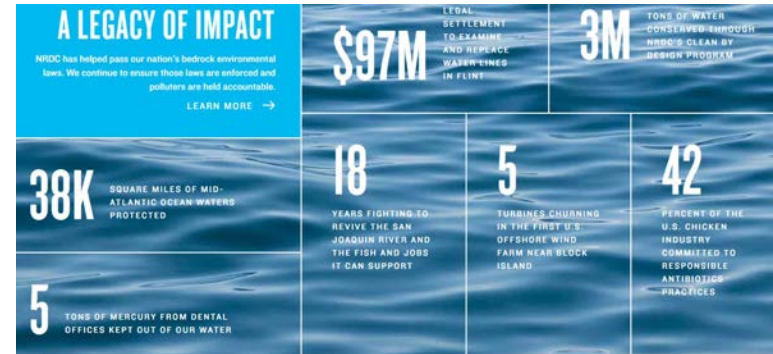
SALES/EVENT PROCEEDS



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.



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

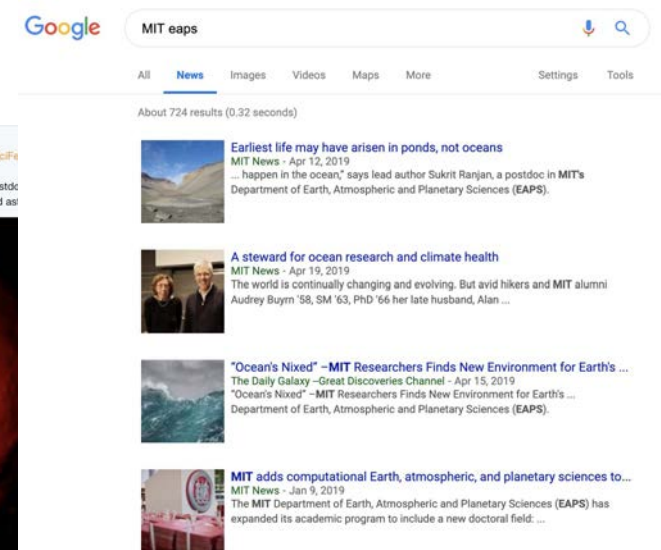
"Oceans cover 70% of the Earth's surface and contain almost all of Earth's water. Furthermore, they contain fifty times more carbon than the atmosphere, and in their top 10m alone they hold roughly the same amount of heat as the entire atmosphere. Ocean circulation carries this water, carbon, and heat 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."

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



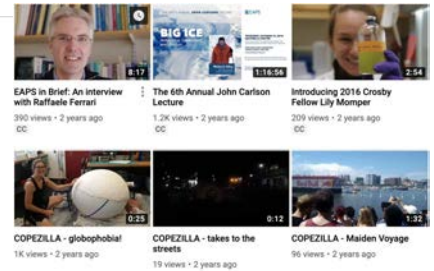
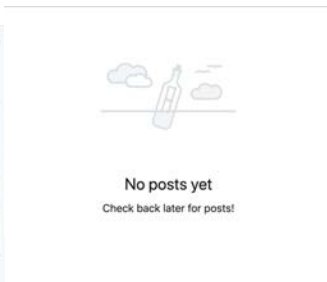
Website Traffic & Social Audit

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

<https://eapsweb.mit.edu/>

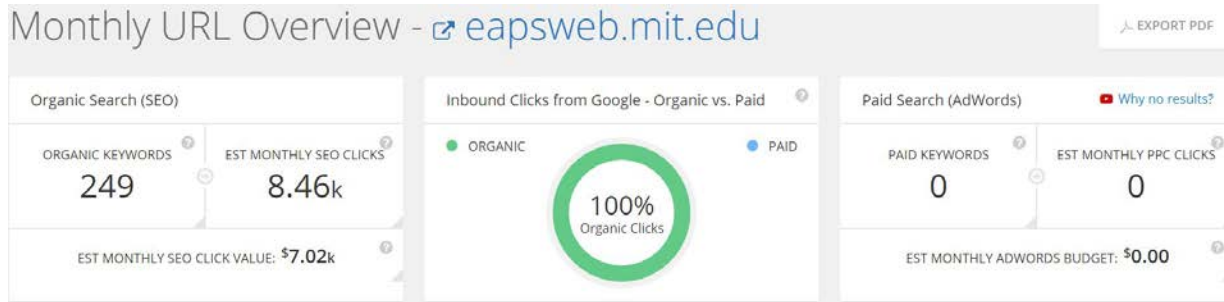


<p>n/a total visits n/a pages visited n/a bounce</p>	<p>9,066 likes 9,463 followers</p>	<p>4,746 followers 4,753 tweets 2,584 likes</p>	<p>422 followers 26 employees</p>	<p>455,136 subscribers 160 videos 19-4.4k views</p>
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Media Spend

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	<input type="button" value="ADD"/>
44	constantin	689	<input type="button" value="ADD"/>
27	solomon	332	<input type="button" value="ADD"/>
33	personal websites	36.4	<input type="button" value="ADD"/>
1	eaps	118	<input type="button" value="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?

EAPS
Earth, Atmospheric and Planetary Sciences

HOME DIRECTORY DEPARTMENT RESOURCES CONTACT US

About Faculty & Research Education Prospective Students News & Events Giving & Alumni

EARTH. PLANETS. CLIMATE. LIFE.

Overview

Giving

Patrons Circle

Upcoming Donor Events

Get Involved

Alumni Travel

EAPS Scope | Alumni Magazine

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 hazards 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.

Four complementary themes drive our research:

EARTH. Examining the origin, evolution, and future of our planet, we investigate how landscapes form and how environmental systems like the oceans change over time. This fundamental research also allows us to address practical issues—like exploring for natural resources and safely extracting them from the ground, and expanding our ability to forecast, mitigate, and adapt to natural hazards.

[Read more about EARTH](#)

HOME DIRECTORY DEPARTMENT RESOURCES CONTACT US

About Faculty & Research Education Prospective Students News & Events Giving & Alumni

Giving

Overview

Giving

Charney Library

Earth and Environment Pavilion

Fellowships

Patrons Circle

Upcoming Donor Events

Get Involved

Alumni Travel

GIVE TO EAPS

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!

EAPS Discretionary Support Fund (#835100)

For further information on giving opportunities or creating a named fund to benefit the Department of Earth, Atmospheric and Planetary Sciences, please contact:

Angela Ellis
Senior Development Officer
Earth, Atmospheric and Planetary Sciences at MIT
aellis@mit.edu
617.253.5796

Keep up to date with all things EAPS: subscribe to our newsletter - epsnewsletter@mit.edu

The financial flexibility of discretionary funds is critical, especially in an uncertain fiscal environment. This funding gives the department the ability

EXPLORE WAYS OF GIVING WHY SUPPORT MIT

Earth, Atmospheric & Planetary Sciences (EAPS)

Browse School of Science Earth, Atmospheric & Planetary Sciences (EAPS)

SUGGESTED FUNDS

School of Science Funds

Biology
Earth, Atmospheric and Planetary Sciences Department [view](#) [Give](#)

Brain & Cognitive Sciences
EAPS Graduate Student Support Fund [view](#) [Give](#)

Chemistry

Earth, Atmospheric & Planetary Sciences (EAPS)

ALL EARTH, ATMOSPHERIC & PLANETARY SCIENCES (EAPS)

Mathematics
EAPS Graduate Student Support Fund [view](#) [Give](#)

Physics
Earth Resources Lab Discretionary Fund [view](#) [Give](#)

Earth, Atmospheric and Planetary Sciences Department [view](#) [Give](#)

James L. Elliot (1965) Graduate Student Support Fund [view](#) [Give](#)

Lorenz Center Fund [view](#) [Give](#)

M Nafti Tokozar Fellowship Fund [view](#) [Give](#)

Sven Trettel (1953) Graduate Student Support Fund [view](#) [Give](#)

Theodore R. Madden (1949) Fellowship Fund [view](#) [Give](#)

Wallace Observatory Fund [view](#) [Give](#)

Women in XII Fund [view](#) [Give](#)

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

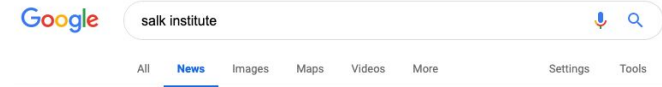
Messaging

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



About 19,400 results (0.21 seconds)

Biotech basics for adults - Presented by the Salk Institute

San Diego CityBEAT - Apr 8, 2019

Find out what goes on at the Salk Institute, what is happening in stem cell research, and learn the basics of DNA with an optional hands-on ...



New role for a driver of metastatic cancers

EurekAlert (press release) - Apr 2, 2019

Now, Salk Institute researchers have revealed a new role for the CDK12 protein. The findings were published in the print version of Genes ...



How attention helps the brain perceive an object

EurekAlert (press release) - Mar 19, 2019

Now, Salk scientists have confirmed this theory by showing how too much ... The Salk Institute embodies Jonas Salk's mission to dare to make ...



Sydney Brenner, who helped decipher genetic code, dies at 92

San Francisco Chronicle - Apr 6, 2019

The Salk Institute for Biological Studies in California, where Brenner spent part of ... of scientists," said Ronald Evans, a biologist at the institute.

Sydney Brenner, Nobel Prize-winning scientist whose insight that a ... In-Depth - Telegraph.co.uk - Apr 6, 2019

Website Traffic & Social Audit

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



<https://www.salk.edu/>



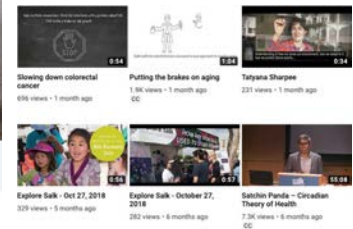
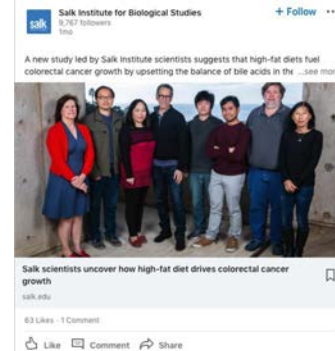
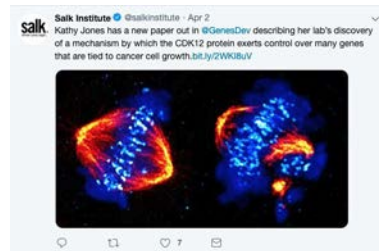
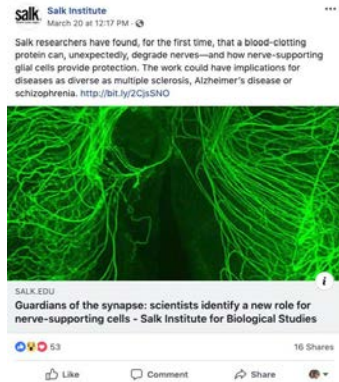
298,940 total visits
3.02 pages visited
37.36% bounce

13,204 likes
13,819 followers

17,310 followers
2,383 tweets
3,902 likes

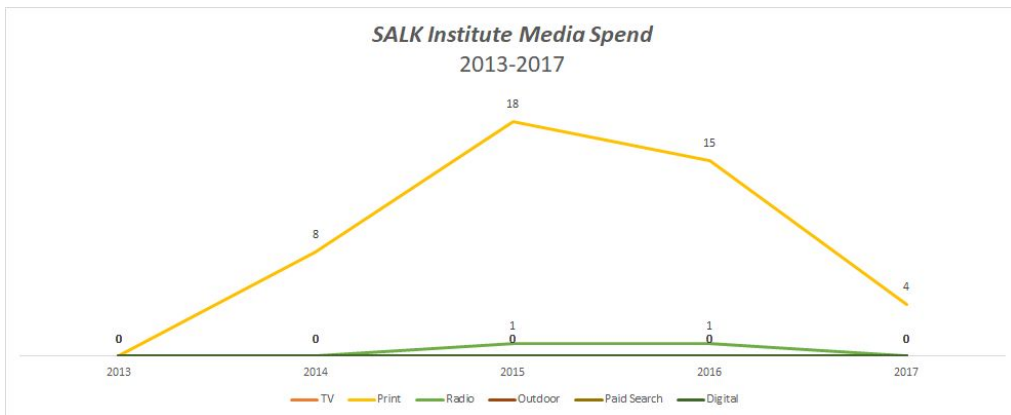
9,767 followers
991 employees

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

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	<u>121,345</u>	<u>9,917</u>	<u>4,591</u>	<u>135,853</u>
EXPENSES				
Research	103,836	-	-	103,836
Management and general	16,906	-	-	16,906
Fundraising	5,223	-	-	5,223
Total expenses	<u>125,965</u>	<u>-</u>	<u>-</u>	<u>125,965</u>

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	>

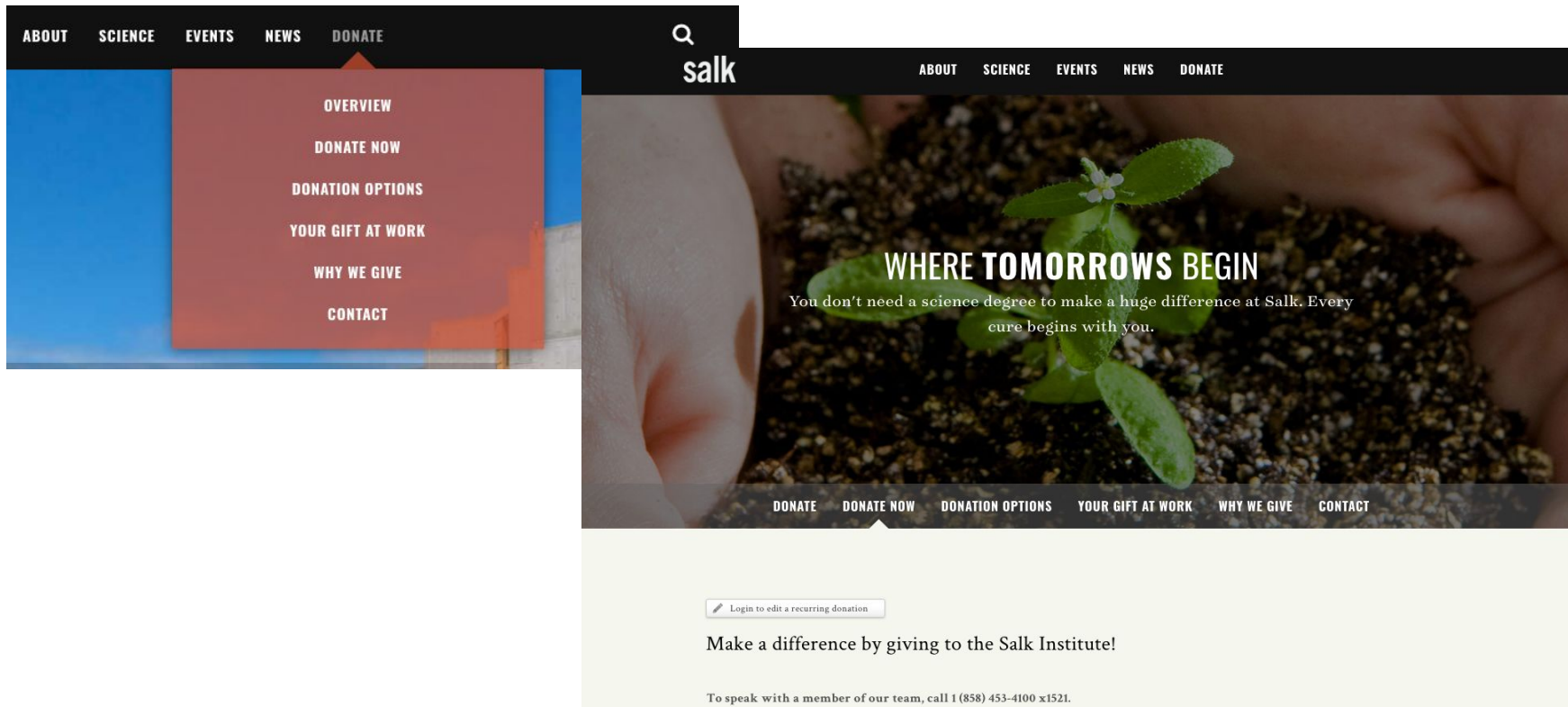
Moz Website Authority									
#	URL	DA	PA	TB	QB	QB%	MT	SEO	More
1	https://www.salk.edu/	70	59	95,226	84,354	89%	6/10	SEO	More..

Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month
35	2 types of diabetes	1.57k <input type="button" value="ADD"/>
1	jonas salk	3.64k <input type="button" value="ADD"/>
34	conquering	590 <input type="button" value="ADD"/>
43	plants	1.29k <input type="button" value="ADD"/>
1	salk institute	2.43k <input type="button" value="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

Broad Institute @broadinstitute · Apr 8
Finding What Sticks: Using DNA to Hunt for Miracle Molecules

FINDING WHAT STICKS
Drug discovery is a long, arduous process. Chemists and biologists have been eternally looking for methods to shorten it by trying to differentiate between chemical ...
acsh.org

2 retweets, 6 likes

Google search for "broad institute" showing search results for CRISPR-related news.

Google | broad institute

All News Maps Images Videos More Settings Tools

About 1,730,000 results (0.20 seconds)

Ag-Bio Startup Amfara Licenses CRISPR IP From Corvea, Broad Institute ...
GenomeWeb · Apr 2, 2019
Ag-Bio Startup Amfara Licenses CRISPR IP From Corvea, Broad Institute ... from DowDuPont's Corvea Agriscience and the Broad Institute.

Associated Press

Broad Institute, Massachusetts General Hospital License CRISPR ...
GenomeWeb · Mar 18, 2019
The Broad's licenses prohibit the use of the institute's CRISPR technologies for gene drives, sterile seeds, or tobacco products for human use.
Pairwise Licenses CRISPR Technologies from Massachusetts ...
Associated Press · Mar 18, 2019
View all

LUNGEVITY Forms Partnership to Grow Broad Institute Cancer Cell ...
GenomeWeb · Mar 18, 2019
NEW YORK (GenomeWeb) — Lung cancer patient advocacy group LUNGEVITY Foundation announced today that it has joined an alliance to ...
New Partnership Between LUNGEVITY Foundation, Pattern.org, and the ...
Highly Cited - PRNewswire (press release) · Mar 18, 2019

PRNewswire

Academic institutions grant commercial license for CRISPR-based ...
MIT News · Mar 21, 2019
Under an agreement announced today, the institutions — Broad Institute of MIT and Harvard, Massachusetts Institute of Technology, Harvard ...
With Launch Of New CRISPR Company, Competition Extends To ...
In-Depth - Forbes · Mar 21, 2019
View all

Website Traffic & Social Audit

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



<https://www.broadinstitute.org/>



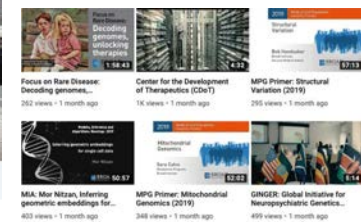
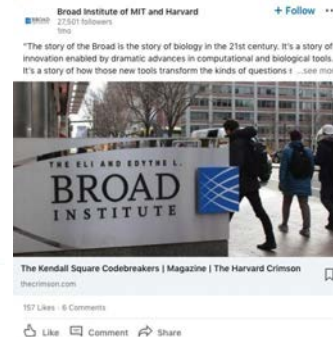
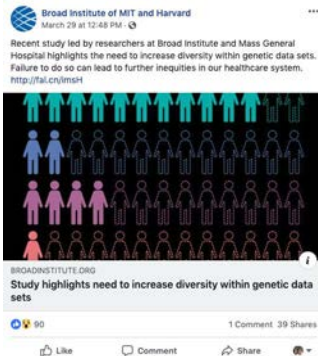
1.10M total visits
2.78 pages visited
54.08% bounce

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)



Monthly Domain Overview - <https://www.broadinstitute.org/>

EXPORT PDF

Organic Search (SEO)

ORGANIC KEYWORDS

9,516

EST MONTHLY SEO CLICKS

301k

EST MONTHLY SEO CLICK VALUE: \$128k

1,781

Keywords their top competitors also rank for

10 YEARS 0 MOS

Ranking history - back to their first result in Google

Inbound Clicks from Google - Organic vs. Paid



Paid Search (PPC)

Why no results?

PAID KEYWORDS

0

EST MONTHLY PPC CLICKS

0

EST MONTHLY ADWORDS BUDGET: \$0.00

0

AdWords their top competitors also buy

We haven't seen this domain advertise on any keywords in the last 13 years.



Domain Authority

Domain authority and top key phrases for search

Top 10 Keywords +ADD

1	broad institute	>
2	exome	>
3	broad	>
4	crispr	>
7	duos	>
9	phone home	>
11	mass spectrometry	>
17	morpheus	>
24	giant	>
31	engineering software	>

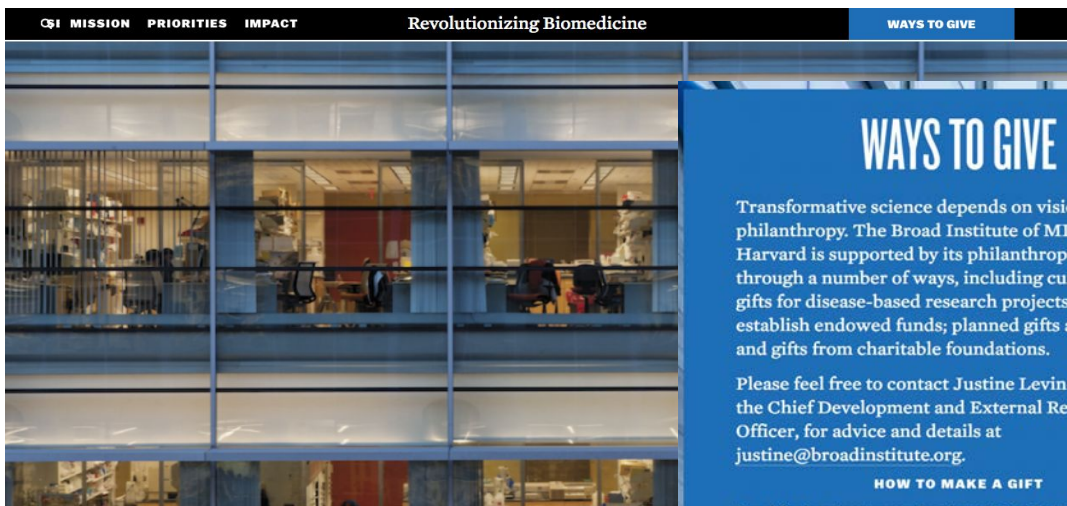
Moz Website Authority									
#	URL	DA	PA	TB	QB	QB%	MT	SEO	More
1	https://www.broadinstitute.org/	68	59	433,750	347,281	80%	6/10	SEO	More..

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.



The Broad Institute of MIT and Harvard is an independent research institution dedicated to accelerating the pace at which the world conquers disease.

OUR MISSION

[Back to home](#)

DONATE NOW

Thank you for supporting the Broad Institute. Gifts of all amounts are welcomed and appreciated. The Broad is a 501(c)(3) nonprofit research organization. Donations to the Broad are tax deductible to the extent allowed by the law.

DONATION INFORMATION

Amount: \$ *
Designation:

[Add donation](#)

ABOUT OUR CERTIFICATES

Gifts can also be made by check (payable to the Broad Institute) and mailed to:

Broad Institute
Development Office
415 Main Street
Cambridge, MA 02142

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.

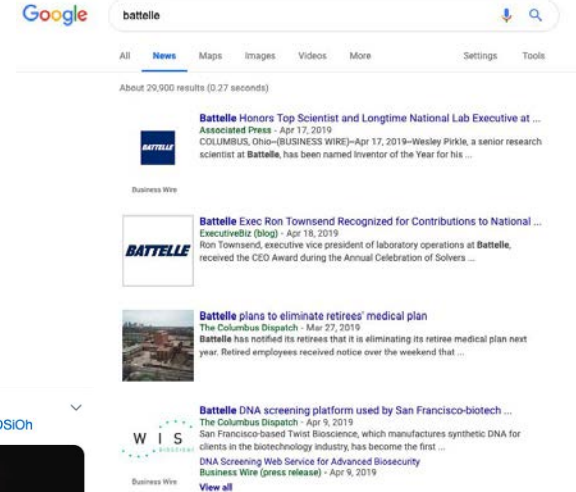
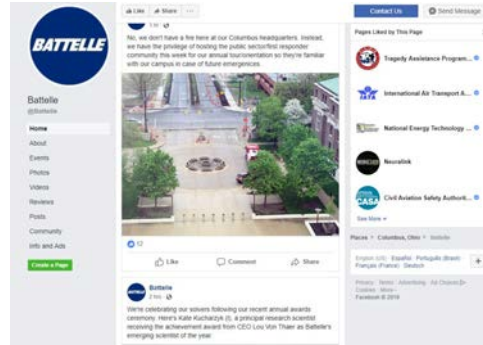
“It can be done”

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



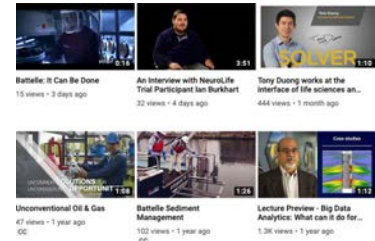
8,134 followers
19,604 tweets
3,294 likes



35,026 followers
4,394 employees

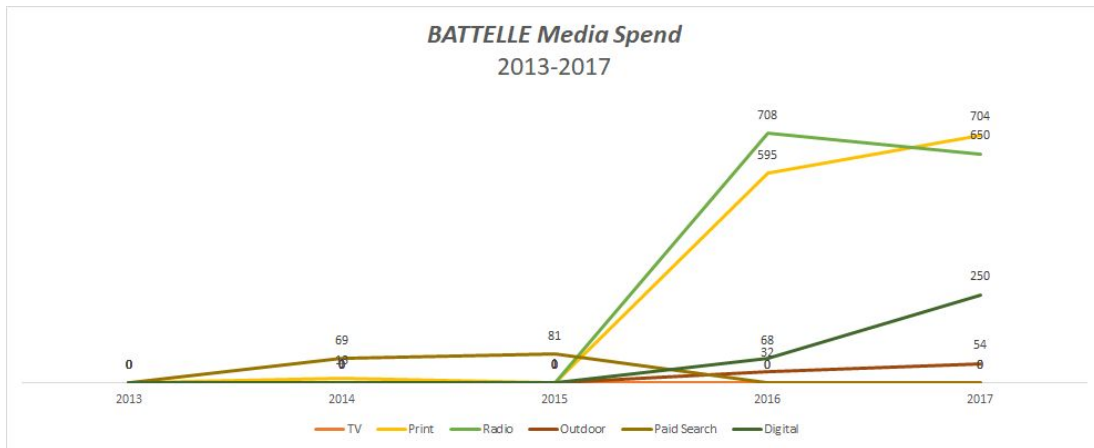


1,432 subscribers
182 videos
15 - 1.1 million views

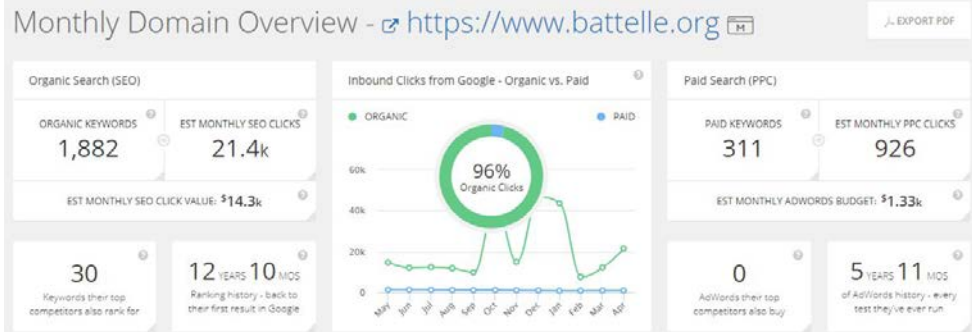


Media Spend

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	<input type="button" value="ADD"/>
14	formulation	188	<input type="button" value="ADD"/>
34	front end developer jobs	64.9	<input type="button" value="ADD"/>
38	front-end developer jobs	58.2	<input type="button" value="ADD"/>
42	chlorinated	323	<input type="button" value="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

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



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 role that science plays a vital role in policymaking as a physicist and a former member of Congress. | The Star Ledger/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 inform 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 – obstructive 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 lead 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."



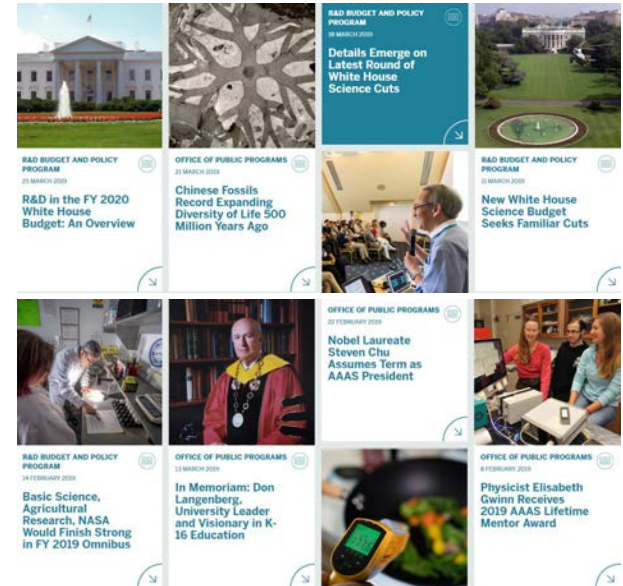
Ocean Science

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

A screenshot of a Twitter post from AAAS (@AAAS.Science). The post includes a video thumbnail showing a woman in front of Science Magazine covers (Robotics, Mating, Translational Medicine, Advances, Science). The text of the tweet reads: "Authors whose research is accepted for publication by Science may think the journal's involvement ends at publication. But acceptance at one of the journals in the Science family marks the beginning of a separate process to communicate scientists' work with public audiences. Each week, AAAS staff translate complex research into clearly written summaries of forthcoming Science family journal papers and collect illustrations and videos from authors and institutional press offic... See More". Below the tweet is a reply from AAAS (@AAAS) dated Apr 5, with the text: "With opposable toes and flat feet, early human ancestors have often portrayed as weird walkers. A 2018 study, though, found that hominir already walking with an efficient, straight-legged gait some 4.4 million #ScienceMagArchives". The reply includes a video thumbnail of a chimpanzee walking upright and a link to "Our tree-climbing human ancestors could walk upright like us, study ... New study sheds light on the origins of upright walking sciencemag.org".

A screenshot of a Google search for "aaas". The search results show "AAAS connects human rights groups with science experts" from Science Magazine (Mar 28, 2019). Below this are three other results from Science Magazine (Apr 18, 2019): "Glowing genitalia reveal the identity of mysterious millipedes", "To amp up solar cells, scientists ditch silicon", and "Africa's largest mammalian carnivore had canines 'the size of bananas'".

Website Traffic & Social Audit

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



<https://www.aaas.org/>



208,680 likes
213,957 followers



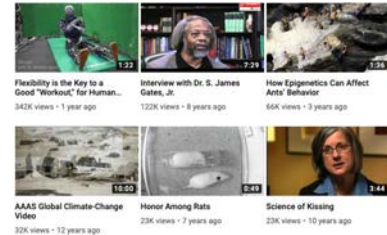
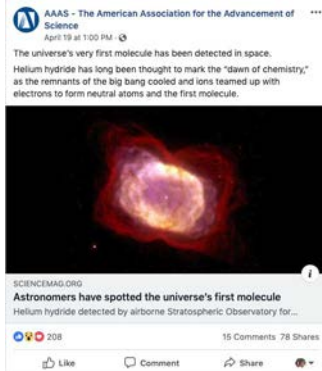
105,358 followers
10,089 tweets
100 likes



14,281 followers
788 employees



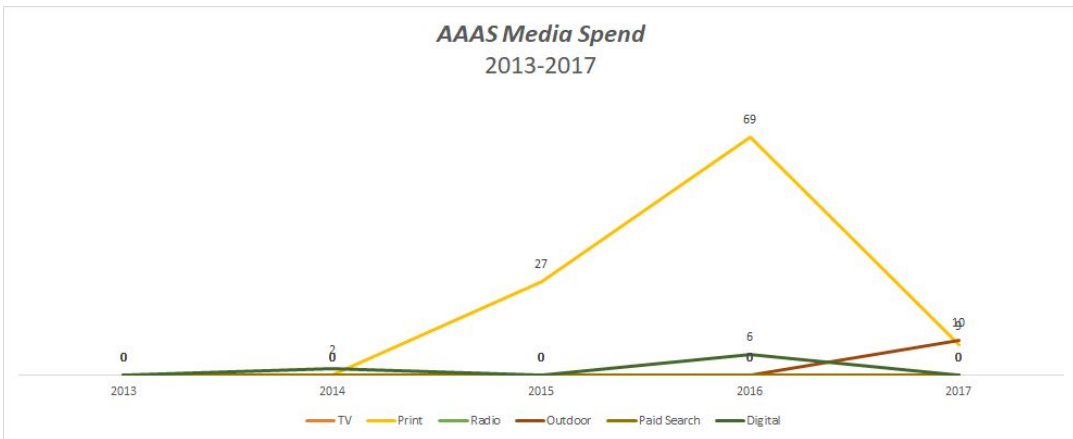
4,503 subscribers
432 videos
6 - 342K views





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

Top 10 Keywords + ADD

1	scientific journal	>
2	science journals	>
3	scientific journals	>
4	geospatial	>
8	fellowships	>
9	advancement	>
17	blobfish	>
37	visualizing data	>
50	yous	>
50	retiring	>

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

Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month
50	yous	15.1k ADD
2	science journals	1.52k ADD
17	blobfish	5.78k ADD
37	visualizing data	110 ADD
1	scientific journal	1.29k ADD



Donation Journey

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

HOME

Support AAAS



GIVE NOW

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.

Most of all, we support science, technology, engineering and mathematics as solutions to many of the challenges the world faces today.

With more than 120,000 individual members in more than 91 countries, AAAS is one of the leading voices for science worldwide. We spearhead initiatives in 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.

Your gift today will help AAAS:

- Make science literacy possible for all students;
- Increase the participation of people from under-represented groups in STEM fields;
- Assess and communicate the potential impacts of legislation and Federal funding decisions;
- Enhance international relations and security through collaboration and science diplomacy; and
- Encourage dialogue between scientists and non-scientists on some of the most pressing issues of our day.

AAAS is a 501(c)(3) organization. As no goods or services are provided in return for any charitable contributions, the entire amount is tax deductible in accordance with IRS regulations.

Thank you for your generosity.

Donate Now

For a gift of \$1,000 or more, we will recognize you as part of our President's Circle.

- Amount:
- \$ 10,000.00
 - \$ 5,000.00
 - \$ 1,000.00
 - \$ 500.00
 - \$ 250.00
 - \$ 100.00
 - \$

Designation:

Additional Information

Type of gift: One-time gift Recurring gift

Anonymous: I prefer to make this donation anonymously

Comments:

Thank you for your Donation!

Your donation information is summarized below. You will also receive an email acknowledgement of this donation. An eReceipt of your gift is available for your records at the following link. <https://www.supportaaas.org/components/ereceipt.ashx?key=V29IKkMOJrmiokSRhZCx>.

Thank you again for your generosity!



ADVANCING SCIENCE. SERVING SOCIETY.

Dear Ms. Barrett,

Thank you for your contribution to the American Association for the Advancement of Science. Your support will help further our efforts to be a voice for science as we continue to move in new directions to help find science-based solutions to meet the many challenges that face today's world. AAAS is a 501(c)(3) organization. As no goods or services are provided in return for any charitable contributions, the entire amount is tax deductible in accordance with IRS regulations.

Below is a summary of your gift. You can also access a receipt online by clicking on this link: <https://www.supportaaas.org/components/ereceipt.ashx?key=V29IKkMOJrmiokSRhZCx>

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.

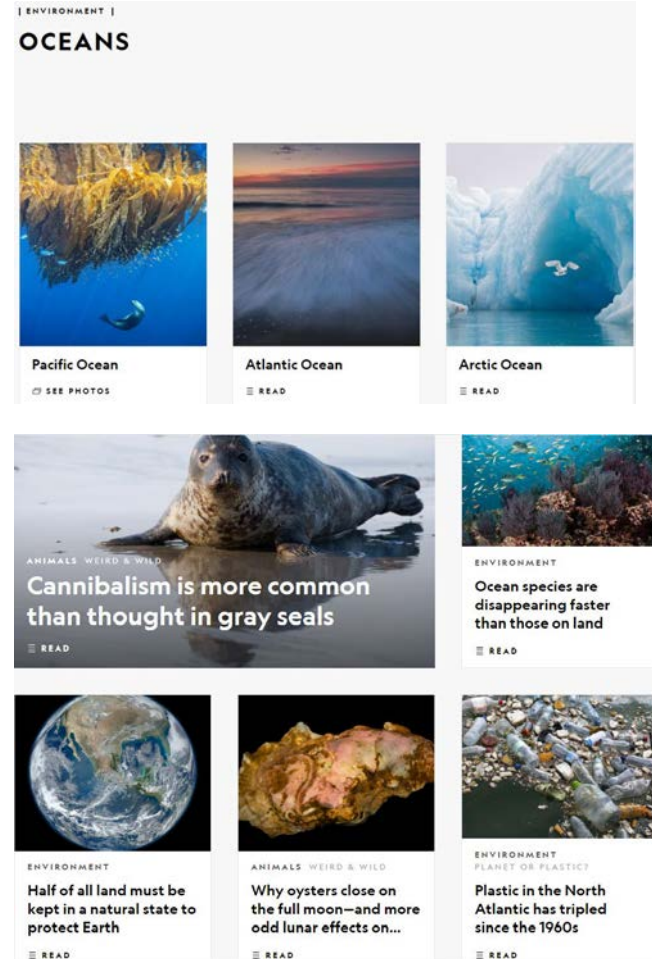
Our success hinges on fostering an informed global public—individuals, policymakers, corporations, foundations, and other like-minded organizations—that believes in our mission, values the natural world, and is determined to protect it for generations to come.

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.



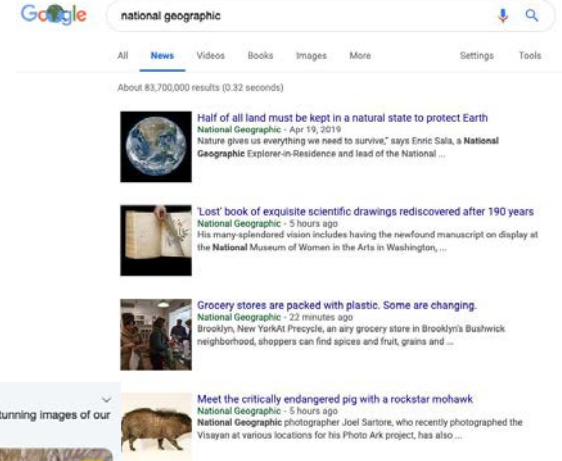
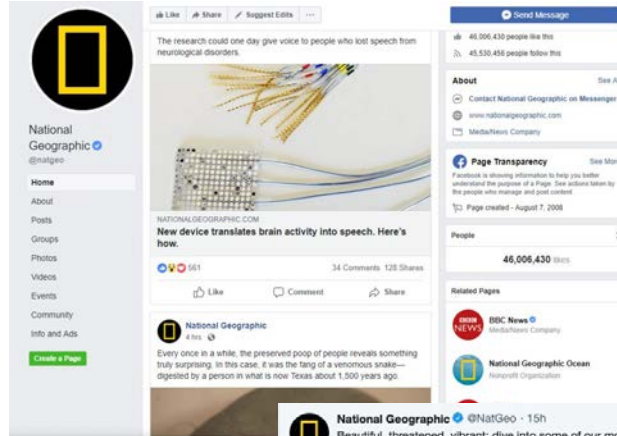
Messaging

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



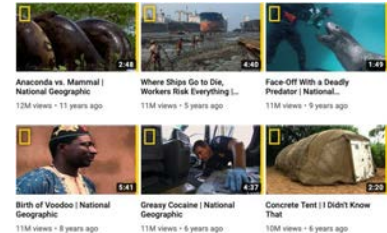
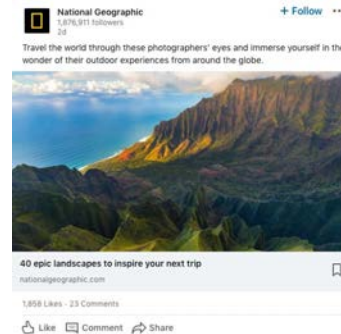
22,735,319 followers
49,985 tweets
6,333 likes



1,876,911 followers
3,907 employees



10,994,691 subscribers
9,128 videos
2.6 - 88 million views

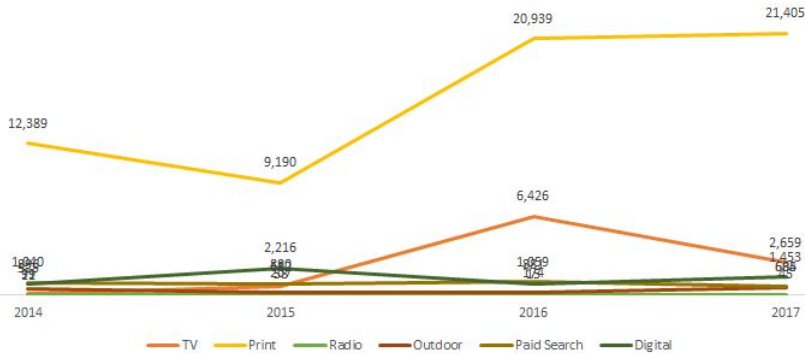


Media Spend

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



National Geographic Media Spend
2014-2018



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

Monthly Domain Overview - <https://www.nationalgeographi...> EXPORT PDF



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	<u>DA</u>	<u>PA</u>	<u>TB</u>	<u>QB</u>	<u>QB%</u>	<u>MT</u>	<u>SEO</u>
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	Paid Keywords	Cost Per Click	Monthly Cost
7	maps	338k <input type="button" value="ADD"/>	national geographic society	\$0.94	\$439 <input type="button" value="ADD"/>
7	mapping	338k <input type="button" value="ADD"/>	nationalgeographic.org	\$0.49	\$15.60 <input type="button" value="ADD"/>
11	kahoot	98k <input type="button" value="ADD"/>	the national geographic society	\$0.73	\$21.60 <input type="button" value="ADD"/>
7	landscapes	11.2k <input type="button" value="ADD"/>	national geographi	\$0.44	\$3.00 <input type="button" value="ADD"/>
1	pacific garbage patch	4.44k <input type="button" value="ADD"/>	national geographic gift	\$0.35	\$0.00 <input type="button" value="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.

MORE WAYS TO GIVE



Honor / Memorial Giving



Employer Matching Gifts [🔗]



IRA Rollover



Gifts of Stock [🔗]



Corporate Partnerships



Foundation Partnerships

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

Donation Journey

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



Your Support Can Make a Difference

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.

Donation Information

\$20 \$50 \$100 \$250 \$500 \$1,000 Other \$

Additional Information

Type of gift: One-time gift Monthly gift
Gift comments and preferences:

Billing Information

Title/Prefix:
First name:
Last name:
Country: United States
Street address:
City:
State: (Please Select)
ZIP:
Phone:
Email:

Payment Information

Cardholder's name:
Credit card number:
Credit card type:
Expiration date:
Credit card security code:

Additional Security

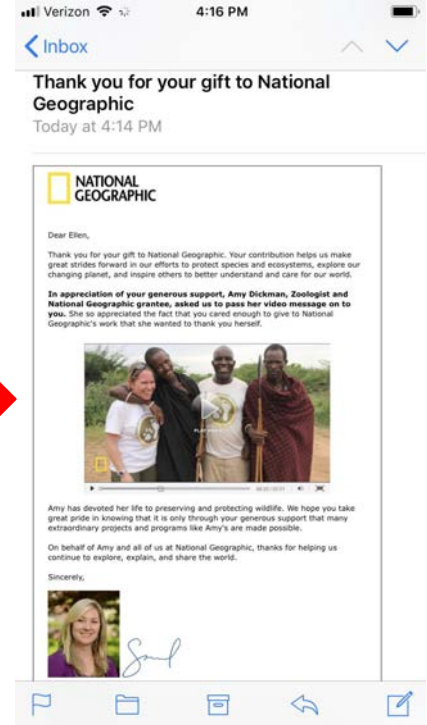
This is a security measure to help prevent fraud.

I'm not a robot

Submit



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.

Founder and Creative Director

Vice Chairman

Managing Director

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

Google

OceanX

All News Maps Images Shopping More Settings Tools

About 3,450 results (0.15 seconds)

Dr. Seuss's 'Garden' Yields a Deep-Sea Discovery, but It Already ...
 New York Times - Apr 11, 2019
 Credit: Creditivan Agerton/OceanX ... used underwater drones and a submersible vehicle provided by the exploration group OceanX. Peter J.

New Species of 'Bubblegum Coral' Discovered at Imperiled Undersea ...
 Gizmodo - Apr 10, 2019
 In September 2018, scientists at the Woods Hole Oceanographic Institution, with the support of Bloomberg Philanthropies and OceanX, ...

Why legendary hedge-fund founder Ray Dalio is choosing to explore ...
 Business Insider - Apr 13, 2019
 In 2018, Dalio and his son, Mark, announced a new initiative, OceanX, that aims to take ocean exploration to the next level. 'I find ocean ...

New species of deep-sea corals discovered in Atlantic marine ...
 Phys.Org - Apr 11, 2019
 A bubblegum coral (Paragorgia spp.) similar to, but distinct from, the new species identified in Lydonia Canyon. Credit: Ivan Agerton, OceanX.

2 New Species Of 'Bubblegum Coral' Discovered Off Mass. Coast
 WBUR - Apr 11, 2019

View all

Pinned Tweet

OceanX @oceanx - Apr 9
 Dispatches from the #oceanwillightzone from our most recent joint mission with @WHOI on #Alucia. #oceanx

OCEANX

1:49 579 views

8 32

Website Traffic & Social Audit

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

<http://www.oceanx.org/>



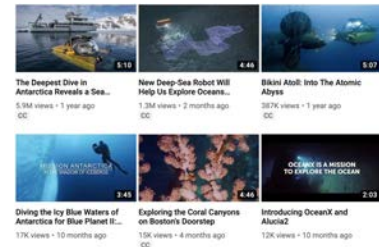
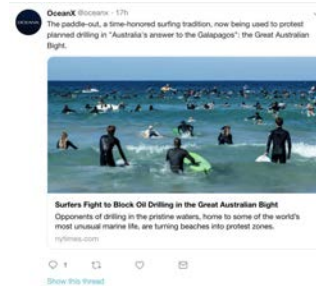
n/a total visits
n/a pages visited
n/a bounce

55,431 likes
65,908 followers

7,094 followers
2,477 tweets
2,244 likes

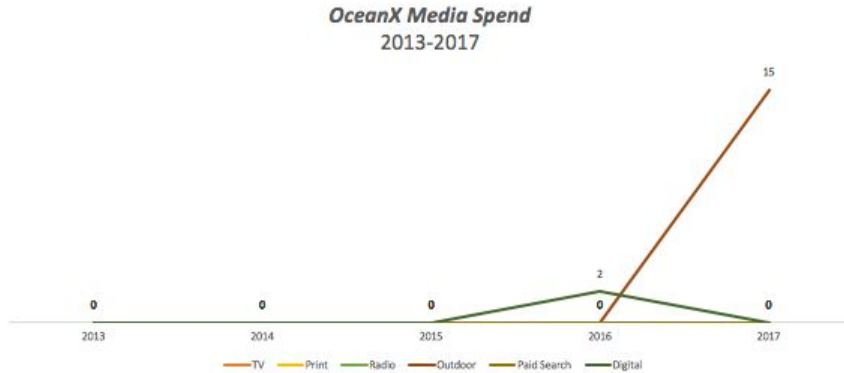
4,317 followers
13 employees

n/a subscribers
42 videos
226 - 5.9 million views



Media Spend

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



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 <input type="button" value="ADD"/>
31	dr manta	1.52 <input type="button" value="ADD"/>
37	cocos island location	0.05 <input type="button" value="ADD"/>
32	research submarines	1.48 <input type="button" value="ADD"/>
37	mission antarctica	0.19 <input type="button" value="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.