

NOAA Advocacy Toolkit

FY19 President's Budget

February 2018



[Contact Adam Mistler](#) with questions or for other opportunities to engage

What's being cut and why it matters

For the second year in a row, the Trump Administration has proposed a federal budget that would slash over \$1 billion from our nation's ocean and coast.

This proposal is dangerous, and would have significant impacts on coastal communities from sea-to-shining-sea. From coastal towns facing clear and dire needs for preparedness and repair after a devastating hurricane season, to fishermen whose livelihoods are threatened by changing fish stocks, this administration is turning a blind eye to our coastal economies. This drastic reduction in funding for National Oceanic and Atmospheric Administration (NOAA) ocean programs is dangerous, and cuts proposed to partner agencies like the Environmental Protection Agency and National Science Foundation compound the threat.

Below are examples of just some of the proposed program eliminations, and how they would harm America's coastal communities. See the reference materials at the end of this toolkit for a full list of proposed cuts.

The Budget proposes fully eliminating several programs, slashing more than \$1 billion from NOAA in the process.

- **Eliminates the National Sea Grant Program:** Sea Grant works like a U.S. Department of Agriculture extension program, putting the scientific advancements made by NOAA experts in the hands of fishermen and coastal businesses that can use them.
- **Eliminates Coastal Zone Management grants.** States and other grantees have used these grants to support a broad range of activities, including coastal planning, habitat conservation and restoration, protection of life and property from coastal hazards, enhancement of public access to the coast for recreation, and urban waterfront and port revitalization.
- **Eliminates Regional Coastal Resilience Grants:** These grants have supported vital resilience-building efforts in every coastal region of the U.S.
- **Eliminates the National Estuarine Research Reserve System (NERRS).** The NERRS provides real-world laboratories where everyone from scientists to students learns about our watersheds.
- **Eliminates the Prescott Grants Program:** With this reduction, there would be no funding for competitive grants to marine mammal stranding network organizations to rescue, rehabilitate, or investigate sick or injured marine mammals and to determine the cause of death of marine mammals. This is the only Federal funding source for the stranding network
- **Eliminates the Office of Education:** These terminations will limit NOAA's education and outreach coordination effort across the agency and with external partners.
- **Eliminates Arctic Research:** This reduction will terminate Arctic research focused on improvements to sea ice modeling and predictions that support fishermen, commercial shippers, cruise ships, and local communities. NOAA will also terminate modeling of ecosystem and fisheries vulnerabilities.
- **Eliminate Competitive Research Grants**
- **Eliminates the Pacific Coastal Salmon Recovery Fund**
- **Eliminates the Bay-Watershed Education and Training (B-WET) Program**

Topline Messages

- President Trump's budget proposes slashing \$1 billion from NOAA grants and programs that support practical solutions to on-the-water challenges in states and local communities.
- **President Trump's proposed budget for NOAA would impact everyone from a fisherman on the docks to an oyster researcher in the lab to the average citizen in their living room.**
 - Americans profit from NOAA every time we check the weather, visit the seafood counter, plan a trip to the beach, and more.

- Critical NOAA programs support fishing, seafood and tourism industries that provide tens of thousands of American jobs and trillions of dollars to our economy each year.
- And NOAA's cutting-edge research and operations help commercial ships navigate coastal waters, protect endangered marine life like whales and sea turtles, and aide U.S. military operations on land, air and sea.
- From coastal towns facing clear and dire needs for preparedness and repair after a devastating hurricane season, to fishermen whose livelihoods are threatened by changing fish stocks, **this administration is turning a blind eye to our coastal economies.**
 - The U.S. ocean and coastal economy contributes \$359 billion annually to the nation's GDP and supports 3 million jobs.
 - Our nation's fisheries and seafood sector is a \$214 billion dollar industry and fishermen rely on information from NOAA to make the most informed decisions on where to fish, how to fish and when to fish.
 - Coastal wetland buffer zones in the U.S. are estimated to provide \$23.2 billion per year in storm protection, and NOAA works to build resilient coasts that are more storm-ready and prepared for threats like sea level rise and ocean acidification.
- As my elected representative in Washington D.C., I hope you will do the right thing for coastal communities, small businesses and ocean lovers across the United States - please, protect the agency that does so much for us all. **Oppose the President's budget and reject funding cuts to NOAA.**

What You Can Do

The following list is a guide for recommend actions RIGHT NOW.

1. Leverage Social Media

If you share on social media, please let us know so we can share your posts as well. Make sure to use our hashtag: [#TheMoreYouNOAA](https://twitter.com/NOAA)

Twitter

1. America's national security depends on ability of @NOAA to track and prepare for major hurricanes – and recover in the aftermath. @realdonaldtrump's budget guts those agencies #TheMoreYouNOAA
2. Congress must stand up to oppose President Trump's reckless proposed cuts to NOAA. Slashing over \$1 billion from our coastal and ocean agency will cause ripple effects through communities. #TheMoreYouNOAA
3. President Trump suggested cutting our ocean and coastal funding by \$1 billion, jeopardizing America's coastal heritage. #TheMoreYouNOAA

4. America's coastal economy hinges on expertise provided by @NOAA to monitor, improve, and safeguard our ocean. @realdonaldtrump's budget guts those agencies. #TheMoreYouNOAA
5. [I am] deeply troubled by @realdonaldtrump's budget proposal. This drastic \$1 billion reduction in funding for @NOAA is dangerous #TheMoreYouNOAA
6. With our safety and economy on the line, we can't afford to cuts to NOAA or its services to the American people. #TheMoreYouNOAA

Facebook

1. President Trump today released a reckless budget proposal that puts our safety and economy on the line. With more than \$1 billion slashed from core programs, our safety and economy on the line. We can't afford cuts to NOAA or its services to the American people.
2. Congress must stand up to oppose President Trump's reckless proposed cuts to NOAA. Slashing over \$1 billion from our coastal and ocean agency will cause ripple effects throughout coastal communities.

Photo for Social Media

Please see our [photo library](#) that you can accompany with any social posts.

2. Write Something Public

Writing something and putting it out in the public eye will get your Member's attention – they know that not only you care, but that you're letting everyone else know that you care and why they should too. [Let us know if you place a piece](#) – we often use articles, op-eds, Letters to the Editor and Blogs when we meet with members of Congress to help reinforce the message for those decision-makers.

1. Op-Eds

We have provided a [sample Op-Ed template](#) to help get you started – please feel free to use this template to craft your own and submit it to your local or regional paper for consideration.

Steps to place an op-ed:

- **Determine which news outlet to submit to:** Look into your options for which newspaper outlet you want to submit an op-ed to and pick your three best options. Keep it local or regional for the greatest opportunity for success.
- **Draft your piece:** Make it topical, relevant to the newspaper's readership and personal. Inject your personal perspective into the piece. Stick to your key messages (ideally not more than three) and have a strong "ask" (see our topline messages above)
- **Keep it short:** Most papers accept op-eds that are 750 words on average.

- **Plan on timing:** Newspapers want an exclusive. This means you cannot offer your piece to several papers at the same time. Submit to your first option and wait the requisite number of days (often stated on op-ed submission pages) before moving on to your next option. Don't inundate the newspaper with email or phone enquiries. That is not a helpful strategy, although sometimes it does pay off to go through a journalist you've worked with in the past.

After you've submitted your op-ed:

- If your op-ed got printed
 - Share it on social media. [Share it with us](#) so we can promote it and get your friends and community to share it online as well.
 - Get a couple of printed copies. Archive one. Mail another to your representative along with a cover letter stating why they should care. Bring it along with you to your in-district meeting. If you can scan the article and share it with us, the OC team will make sure your Member of Congress gets it.
- If your op-ed didn't get printed
 - That's OK! It's not a loss – just turn it into a blog instead. Then use social media to get that blog in front of members of Congress. See blog guidance below.
 - If you don't have a blog, [let us know](#). We might be interested in working with you to craft a blog on our channels.

Sample op-eds/LTEs to help you get started can be [found here](#)

2. Letters to the Editor

A letter to the Editor (LTE) is easier to place than an op-ed. They are shorter, more precise, and sometimes several will be published per-day.

Need help figuring out what to write?

- **Keep it short- 150-200 words is ideal.** Check out other letters published in the paper you're targeting to see if there is a particular length or format that the paper prefers.
- **Make one point (or at most two) in your letter.** State to the point clearly, ideally in your first sentence.

Following up:

- **If your LTE got printed:** See guidance under OpEds for what to do next. Most importantly, share on social media!
- **If your LTE didn't get printed:** That's OK! It's not a loss – just turn it into a blog instead. Then use social media to get that blog in front of members of Congress! See blog guidance below.

3. Blogs

Writing a blog is a guaranteed way to get your story out there, and is very effective when paired with a strong social media push. It can also be easily used by other NOAA supporters – if we know about it, we will bring a copy of your blog into Congressional meetings or share a link to it in emails to staff.

We suggest that you start by writing an OpEd or LTE, and if it doesn't get placed just turn it into a blog.

- **Use your organization's blog:** If you work for an organization that has a blog, consider writing a blog about the importance NOAA funding has for your organization or communities you work with.
- **Work with us to write a #TheMoreYouNOAA blog:** Ocean Conservancy is running a blog series call 'The More You NOAA' to capture personal stories regarding the importance of managing resources. Think you have a story that we should be sharing? We'd be happy to work with you. [Contact Adam Mistler](#)
- **For any blog you post, share it on social media.** Either directly reference relevant Members of Congress, or tag them when sharing the blog on social media. Also use the Twitter hashtag #TheMoreYouNOAA and we'll share it out even further.

[Sample blogs](#) can be found on our website

3. Call your Member of Congress

Let them know you oppose the Trump Administration's budget proposal. Keep your message short and simple, and make your ask in the first 1-2 sentences.

US Capitol Switchboard (202) 224-3121

Find your Representative [here](#)

Sample script

Hi, my name is [X] and I live in [city, state, zip], and I am calling to ask [member of Congress] to reject the Trump Administration's proposed \$1 billion funding cuts for NOAA's ocean and fisheries programs. NOAA ocean, coastal, and fisheries funding matters for me and my community. I am very worried about the Trump administration proposal to gut some key NOAA programs.

I am particularly concerned about funding for [insert program or line item you care about] and how budget cuts will impact [the work that I do/community I live in]. For example, if funding were to be cut from [insert program], I know that I would be impacted in these ways [provide a reason why cutting funding would impact you].

Can you please pass this message on to [*member of Congress*] and let s/he know that funding for NOAA's ocean and fisheries programs is critical to [*state*] and that they should oppose the President's FY19 budget proposal?