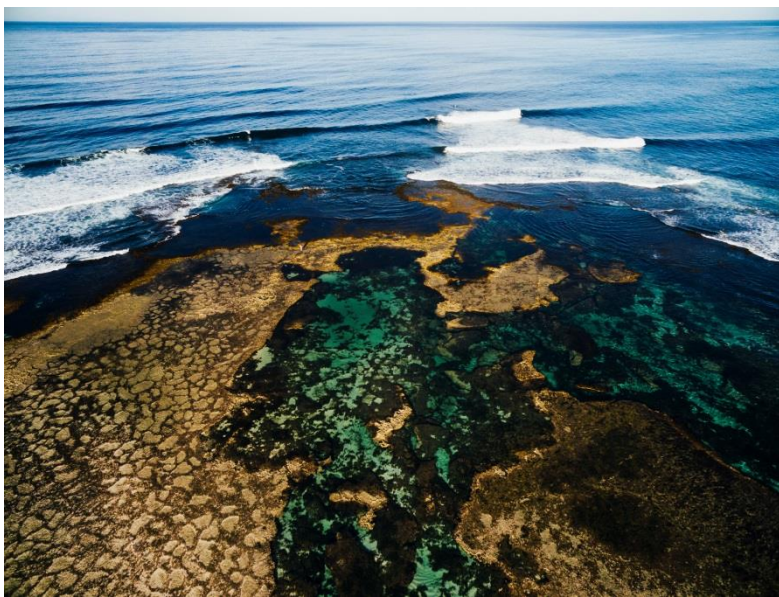


NOAA Appropriations Toolkit

October 2018 Funding Negotiations Advocacy



Thank you for helping to ensure that the mission of National Oceanic and Atmospheric Administration (NOAA)—to protect of life and property, and stewardship of our ocean—continues. Your voice and influence will let decision-makers on Capitol Hill know that NOAA is a valuable partner and resource to the American people. The more we raise our voices, the better the chances that our ocean communities, managers and scientists will get the funding they so desperately need. Teach your elected representatives that the more you know about NOAA, the more important it becomes to enable this agency to serve our nation from shore to shining shore.

You have power to make a difference.

This toolkit offers a few tools that can help you amplify your voice in support of NOAA and all that depends on a healthy ocean.

Thank you for your support. Please contact Adam Mistler (amistler@oceanconservancy.org) with any questions you have on this information.

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Key Messages

We have provided sample talking points for you to build from as you talk about the importance of NOAA funding to your elected officials, local papers, neighbors, co-workers and more.

- NOAA ocean, coastal, and fisheries funding matters for me and my community. I am glad that the Senate has proposed strong funding levels, but very worried about the House of Representatives proposals to gut some key NOAA programs. **As the House and Senate negotiate funding, I want [insert Member of Congress here] to commit to supporting the Senate proposed funding levels for NOAA.**
- 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 2 or 3 reasons why cutting funding would impact you]. The Senate’s proposed funding levels will better [my work / my community].
 - Here are some examples of differences between the House and Senate proposal:

- The House proposal cuts Coastal Zone Management Grants by 35% and eliminates Regional Coastal Resilience Grants. The Senate maintains both at FY17 levels.
 - The House proposal cuts Competitive Research in half to \$5 million. The Senate funds it at \$11 million.
 - The House proposal cuts aquaculture funding in both the Fisheries Service and Ocean & Atmospheric Research. The Senate increases funding for both.
- 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. Fund NOAA at the Senate’s proposed level.

Budget Process and Timeline

Congress now has until December 8th to pass funding bills. Right now House and Senate appropriators are coming together to reconcile funding proposals, and offer a final version for vote and eventual signature by the President.

Outreach to members of Congress is critical now through late October, to ensure the Senate's version of spending bills is the one that ultimately passes.

Want to dig deep on the Appropriations process? Check out the Appropriations Committee pages. Focus on the Commerce-Justice-Science committees for both Chambers to stay up-to-date on the NOAA budget. If these resources raise any questions contact Adam Mistler (amistler@oceanconservancy.org).

- [House Appropriations Committee](#)
- [Senate Appropriations Committee](#)

What You Can Do

Below are tools for outreach right now, ranked in order of impact based on timing and legislative activity. We suggest calling your member of Congress as your first and easiest tactic.

Tool #1: Call your Member of Congress

A quick call or e-mail to your Member of Congress is a meaningful tactic right now to ensure they hear from constituents as important decisions are being made. Calls tend to be most effective when there is an immediate action to be taken (like appropriations negotiations).

To call your Member of Congress: **US Capitol Switchboard (202) 224-3121**

- **Identify yourself as constituent:** Provide your name, town, and even Zip Code. Calls and messages get filed as “constituent” or “not constituent” and you want to get filed as a constituent to make sure your message is paid attention to.
- **Keep it short, simple, and focused:** Make your “ask” in the first 1-2 sentences. The entire message should be as short as possible. If you're writing an email, it should be no longer than 1-2 brief paragraphs.

Sample phone script (which can be used alternatively as an email script):

Hi, my name is [X] and I live in [city, state, zip], and I am calling to ask [member of Congress] to commit to supporting the Senate proposed funding levels for NOAA's ocean and fisheries programs. NOAA ocean, coastal, and fisheries funding matters for me and my community. I am glad that the Senate has proposed strong funding levels, but very worried about the Trump administration and the House of Representatives proposals 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*]. The Senate has proposed strong funding for these programs, and I urge you to support those funding levels in negotiations for any final spending bill.

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*]. I strongly urge [*member*] to ensure funding is aligned with the Senate proposal.

Thank you.

Tool #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

➤ Op-Eds

[Here is a great example](#) of an op-ed from the Alaska News Dispatch

Need help figuring out how to start?

- **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. Some key considerations: When did it last publish anything on NOAA or the ocean? Who wrote it? What was the tone? Who was it targeting? What's the submission process and guidelines?
- **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 3) and have a strong "ask".
- **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.

- **If your op-ed got printed:**
 - **If the newspaper has a digital version**, tweet the op-ed to your representative. Post it to Facebook. Share it with Ocean Conservancy so we can promote it and get your friends and community activists to share it online as well. It will let your representative know that a lot of voters care about this issue and want to see action in favor of NOAA.
 - **If you only have hard copies:** Get a couple of printed copies. Archive one. Snail mail another to your representative along with a cover letter stating why they should care. Or better yet, 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.

Additional Helpful resources:

- Harvard Kennedy School: [How to Write an Op-Ed or Column](#)
- Advocacy How-To's: [Write or Generate an Op-Ed and Send Your Published Op-Ed to Your Member of Congress](#)

➤ **Letters to the Editor**

[Here is a great example](#) of a LTE from the Baltimore Sun

Need help figuring out what to write?

- **Keep it short- 150-200 words is ideal.** It's also helpful to 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.
- **Make your letter timely.** If you are not addressing a specific article, editorial or letter that recently appeared in the paper you are writing to, try to tie the issue you want to write about to a recent event.
- **Make sure you have an action item for people.** What should they do with the information you are giving them? What person are you targeting?
- **Find the angle that makes your point interesting or noteworthy.**
 - Timing- Why is it relevant now?
 - Significance to readership- Why should your community care? Think about your audience
 - Geographic proximity- How does it affect where you are?
 - Prominence- Anybody famous or important that makes it more interesting?
 - Human Interest- Give it a human spin (i.e. children, mothers, education).
- **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.

Helpful resources:

- International Society for Technology in Education: [Letter to the Editor/Op-Ed Tips and Templates](#)

➤ **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. One potential strategy: 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.
- **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](#)
- **Create your own personal blog on Medium:** [Medium](#) is like the Twitter of blogs. You don't have to plan to write a running series of blogs to have an account. Want to write a short piece for why you care about NOAA funding? [Open a Medium account](#) and post it there.
- **For any blog you do, always 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.

Tool #3: Leverage Social Media

Utilize social media as a means to raise awareness, frame the issue, influence decision-makers, create a sense of community, promote events, and celebrate successes. If you share on social media, please let us know so we can share your posts as well.

Four ideas for social media content:

- **Text:** Explain why you care about our ocean and why NOAA matters. This toolkit has sample talking points (Page 2) and details on the House and Senate budget numbers (below)
- **Photo and videos:** A picture or video (no longer than 1:30 mins) of your community, beautiful oceanscapes and marine wildlife or NOAA science in action would all make for a strong social media post. A good photo/video paired with a succinct caption is worth a thousand words.
- **Quote:** Post a quotable quote from an inspirational leader or perhaps even your representative. Remember to tag them (@TheirName) too!
- **Link:** Is there a news story or an op-ed piece that you agreed or disagreed with? Share it, tag the reporter or the author (@TheirName) and use the right hashtags to plug into the conversation. You can also consider including links to informative pieces on NOAA's budget, such as our [#TheMoreYouNOAA blog series](#) and budget explainers ([Senate](#), [House](#) and [President](#)). Finally, if you get an op-ed or Letter to the Editor placed in your local paper, or write a blog post, include the link on your social media pages!

Use the Hashtag #TheMoreYouNOAA

➤ **Twitter**

Members of Congress are surprisingly attuned to comments on Twitter. It's a public way to hold them to task, and some members will even engage directly with constituent tweets. Like Facebook, tweets with photos tend to get retweeted or favorited the most. Please also use the hashtag #TheMoreYourNOAA when you post on Twitter. A hashtag is a helpful way to use the same keyword to categorize an issue or event in order to join a conversation or community. Don't forget to tag your representative!

Informative Tweets: Tweets that provide substantive information (ideally, with links to more information) about a particular issue you care about help provide depth to your engagement online. Consider tagging your Member of Congress to let them know you are engaged on the topic.

- [@ Member of Congress] Your coastal communities need you to support Senate NOAA funding levels #TheMoreYouNOAA <http://bit.ly/2u0CHht>
- NOAA supports coastal economies & ocean resources, cutting funding is unacceptable #TheMoreYouNOAA <http://bit.ly/2uVcr4Z>
- The House wants to cut NOAA funding by a shocking \$700 million. This is unacceptable #TheMoreYouNOAA <http://bit.ly/2umAV9r>

Thank-You Tweets: When a Member of Congress does something that you are particularly excited about, let them know you support their actions by tweeting 'at' them. Examples include:

- Thank you [@ Member of Congress] for standing up for our ocean, coastal economies and critical research! #TheMoreYouNOAA
- Thank you @RepJoseSerrano for your support of robust NOAA funding which is vital for our coasts #TheMoreYouNOAA
- Thank you @RepCartwright for supporting NOAA Climate Research Funding #TheMoreYouNOAA

➤ **Facebook**

Please also use the hashtag #TheMoreYourNOAA and #NOAA when you post on Facebook. Feel free to tag us in your posts with [@OceanConservancy](https://www.facebook.com/OceanConservancy). And do add your representative too.

Sample Posts:

- NOAA ocean, coastal, and fisheries funding matters for me and my community. I am glad that the Senate has proposed strong funding levels, but very worried about the Trump administration and the House of Representatives proposals to gut some key NOAA programs. I want [tag Member of Congress here] to commit to supporting the Senate proposed funding levels for NOAA's ocean and fisheries programs. [link to anything you've written, #TheMoreYouNOAA blog series, etc]
- NOAA funding is important to me and my [community/business/university/etc.]. Right now, members of Congress are deciding how much they want to fund this critical ocean agency. Learn more about why funding our ocean is critical [link to #TheMoreYouNOAA blog series]

Reference Materials

Priority Targets

The House and Senate Appropriations Committees are the powerful members of Congress who ultimately hold the purse strings of the federal budget. If you live or work in states and districts of key appropriators, your voice is incredibly valuable. Below you'll find links to committee members. For convenience we have also included contact and social media information for some key appropriators and coastal members.

➤ Senate Appropriators & Select Coastal Members

All members of the Appropriations Committee – whether you see their name reflected below or not – are important in this discussion.

- Senate Appropriations Full Committee can be [found here](#) and are listed below.
- Commerce-Justice-Science subcommittee can be [found here](#) and are also listed below.

Particularly important and vocal appropriators and coastal members include:

Senator	State	Office Phone	Twitter Handle
Richard Shelby (R)	Alabama	202-224-5744	@SenShelby
Lisa Murkowski (R)	Alaska	202-224-6665	@lisamurkowski
Dianne Feinstein (D)	California	202-224-3841	@SenFeinstein
Chris Murphy (D)	Connecticut	202-224-4041	@ChrisMurphyCT
Chris Coons (D)	Delaware	202-224-5042	@ChrisCoons
Marco Rubio (R)	Florida	202-224-3041	@marcorubio
Brian Schatz (D)	Hawaii	202-224-3934	@brianschatz
John Kennedy (R)	Louisiana	202-224-4623	N/A
Susan Collins (R)	Maine	202-224-2523	@SenatorCollins
Chris Van Hollen (D)	Maryland	202-224-4654	@ChrisVanHollen
Thad Cochran (R)	Mississippi	202-224-5054	@SenThadCochran
Jeanne Shaheen (D)	New Hampshire	202-224-2809	@SenatorShaheen
Jeff Merkley (D)	Oregon	202-224-3753	@SenJeffMerkley
Jack Reed (D)	Rhode Island	202-224-4642	@SenJackReed

Lindsey Graham (R)	South Carolina	202-224-5972	@LindseyGrahamSC
Patrick Leahy (D)	Vermont	202-224-4242	@SenatorLeahy
Patty Murray (D)	Washington	202-224-2621	@PattyMurray

➤ **House Appropriators & Select Coastal Members**

All members of the Appropriations Committee – whether you see their name reflected below or not – are important in this discussion.

- House Appropriations Full Committee can be [found here](#) and are listed below.
- Commerce-Justice-Science subcommittee can be [found here](#) and are also listed below.

Particularly important and vocal appropriators and coastal members include:

Representative	State	Office Phone	Twitter Handle
Robert Aderholt (R)	Alabama	202-225-4876	@Robert_Aderholt
Martha Roby (R)	Alabama	202-225-2901	@RepMarthaRoby
Barbara Lee (D)	California	202-225-2661	@RepBarbaraLee
Rosa DeLauro (D)	Connecticut	202-225-3661	@rosadelauro
Mario Diaz-Balart (R)	Florida	202-225-4211	@MarioDB
Thomas Rooney (R)	Florida	202-225-5792	@TomRooney
Debbie Wasserman-Schulz (D)	Florida	202-225-7931	@RepDWStweets
Chellie Pingree (D)	Maine	202-225-6116	@chelliepingree
Andy Harris (R)	Maryland	202-225-5311	@RepAndyHarrisMD
Katherina Clark (D)	Massachusetts	202-225-2836	@RepKClark
Steven Palazzo (R)	Mississippi	202-225-5772	@CongPalazzo
Rodney Frelinghuysen (R)	New Jersey	202-225-5034	@USRepRodney
Nita Lowey (D)	New York	202-225-6506	@NitaLowey
Grace Meng (D)	New York	202-225-2601	@RepGraceMeng
Jose Serrano (D)	New York	202-225-4361	@RepJoseSerrano
Matt Cartwright (D)	Pennsylvania	202-225-5546	@RepCartwright
John Carter (R)	Texas	202-225-3864	@JudgeCarter
Henry Cuellar (D)	Texas	202-225-1640	@RepCuellar
John Culberson (R)	Texas	202-225-2571	@CongCulberson
Derek Kilmer (D)	Washington	202-225-5916	@RepDerekKilmer

NOAA Budget Analysis

➤ FY18 Senate Budget Proposal

The Senate marked up their NOAA Budget Proposal on July 26th 2017. Topline NOAA funding is largely even with most (not all!) programs being flat or increased: The Senate bill proposes cutting NOAA's budget by \$85 million, and that decrease is largely accounted for by a single satellite program.

Important programs that the President proposed eliminating and that the House would slash funding for would be funded in the Senate proposal, including Sea Grant, Coastal Zone Management grants, and Climate Research funding.

National Ocean Service (NOS)

- A 3% increase is proposed for NOS, with every line being either flat or increased!
- Coastal Zone Management (CZM) is flat with FY17, with \$70 million for CZM Grants and \$15 million for Regional Coastal Resiliency Grants (RCRG). The President proposed eliminating both. The House would fund CZM Grants at \$45 million and eliminate RCRG.
- Hydrographic Surveys and IOOS Observations are both increased by around 10%, with proposed FY18 funding of \$30 million and \$33.7 million, respectively.
- Competitive Research would be funded at \$11 million, which is a 10% increase from FY17 and more than double what the House proposed.
- The National Estuarine Research Reserve System would be funded at \$25 million, 6% higher than both FY17 and the House proposal.
- Coastal Science, Assessment, Response and Restoration would be boosted 2.6% to \$74.5 million, with \$2.4 million directed to the Gulf of Mexico Disaster Response Center, \$3 million directed to Harmful Algal Blooms, and a \$500k increase to Marine Debris.

National Marine Fisheries Service (NMFS)

- Fisheries Science and Management programs overall see a 4% increase, landing at \$556 million.
- Under Fisheries Science and Management, Aquaculture is proposed at \$15 million, 61% higher than FY17.
- Salmon Management Activities and Interjurisdictional Fisheries Grants both see increases of around 5% from FY17, to around \$35 million dollars.
- Under Protected Resources...

- Species Recovery Grants are funded at \$7 million, almost 13% higher than the FY17 level.
- Marine Mammals, Sea Turtles & Other Species comes in at \$113 million (slightly higher than FY17) and the report ensures that NOAA spends “no less than the [FY17] amount” on Prescott Grants as well as Hawaiian Monk Seals and Sea Turtles.
- A large amount of Committee Report language is also dedicated to red snapper management, and there is a reference in the bill to pilot programs for state-led fisheries management.

Oceanic and Atmospheric Research (OAR)

- Sea Grant – which the President proposed eliminating – is proposed for a \$2 million (3%) boost to \$67 million.
- Climate Research funding is proposed to be flat with FY17 at \$158 million. The President and the House propose cutting by \$30 million – nearly 20%.
- Ocean Acidification would be boosted by nearly 5% from \$10.5 million to \$11 million.
- There are also some cuts proposed in OAR:
- Ocean Exploration and Research is rebranded as Ocean Exploration and cut from \$36 million to \$30 million. Note that a new line has also been created, Ocean, Coastal and Great Lakes Joint Technology Transfer Initiative, which is funded at \$3 million.
- Weather & Air Chemistry Research would be cut from \$114 million to \$108 million.

➤ **FY18 House Budget Proposal**

The House marked-up their proposed NOAA budget on July 13, 2017. The [Commerce-Justice-Science Appropriations Bill](#) and the [Committee Report](#) outline the House’s proposals for funding. Below, we have outlined key areas where cuts are proposed, or where programs are maintained. **Overall, the House proposes a \$700 million cut to NOAA funding across programs.**

National Ocean Service

- Coastal Zone Management Grants are cut 35%, from \$70 million to \$45 million; Regional Coastal Resilience Grants, which had received \$15 million in FY17, are completely cut.
- Competitive Research is cut in half, from \$10 million to \$5 million.
- The Coral Reef Program and National Estuarine Research Reserve System are both even with FY17 levels (\$26.1 million and 23.5 million, respectively)
- Funding for Sanctuaries and Marine Protected Areas actually would receive a \$1 million bump *up* to \$52 million!

National Marine Fisheries Service

- Under Protected Resources, the line for Marine Mammals, Sea Turtles, & Other Species sees a 2.5% cut, from \$111.3 million to \$108.5, while Species Recovery Grants see a relatively larger 3.4% cut, from \$6.2 million to a bit less than \$6. However, report language does direct NOAA to fund marine mammal stranding grants.

- Habitat Conservation & Restoration is cut by 2.3%, from \$52.5 million to \$51.3.
- Aquaculture sees a 14% cut from \$9.3 million to \$8 million.
- The report language directs “NOAA to work with affected communities” after fishery disasters to “identify the extent of the economic impacts.” While money was not originally directed to fishery disasters the replacement “Manager’s Amendment” package does direct \$20 million to them.

Oceanic and Atmospheric Research

- Climate Research funding would be cut by \$30 million - nearly 20% - compared to FY17. This would bring the line to \$128 million, consistent with the Trump administration request.
- Ocean Acidification would be cut 4%, from \$10.5 million to \$10.1.
- Laboratories and Cooperative would be cut to \$28.1 million from \$32 million, a 12% cut consistent with the Trump request.
- The Marine Aquaculture Program, which Trump proposed eliminating entirely, would be cut 26%, from \$9.5 million to \$7 million.
- Ocean Exploration and Research would be funded even with FY17 at \$36 million, more than \$16 million above the Trump administration request
- The National Sea Grant College Program, which the Trump administration recommended to be cut 100%, would be funded level with FY17 at \$63 million.