

COASTAL COMMUNICATORS

A newsletter for the nation's coastal management and research reserve programs.

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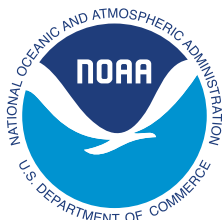
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THE IDEA IS TO WRITE IT SO
THAT PEOPLE HEAR IT AND
IT SLIDES THROUGH THE
BRAIN AND GOES STRAIGHT
TO THE HEART.

– Maya Angelou

January 2024, Issue 60



COMMUNICATION INSIGHTS

UNLOCKING THE POWER OF COLLABORATIVE SCIENCE

In the realm of scientific exploration and natural resource management, collaboration often results in groundbreaking discoveries and informed decision-making. To this end, the National Estuarine Research Reserve's Science Collaborative program has provided an online resource, the [Guide to Collaborative Science](#).

At its core, collaborative science represents a paradigm shift—a departure from solitary scientific pursuits toward a collective, inclusive process. It's a journey of knowledge co-creation involving a mosaic of experts: scientists, managers, communities, and diverse stakeholders. This fusion of expertise and perspectives enriches the outcomes in a way that solitary pursuit is unlikely to achieve.

Understanding Collaborative Science

The Science Collaborative's guide is not a linear pathway, but a versatile toolkit crafted to fit the needs of varied projects and diverse teams. Each section within the guide includes examples, insights, practical tips, and downloadable resources. Its flexibility allows users to navigate and extract insights precisely when needed, without having to read it in order.

Once you understand your project's core purpose, creating an effective approach becomes much simpler. Science Collaborative projects typically align with one of these four key objectives:

- Producing new science to guide management decisions to fill gaps in knowledge.
- Developing tools to facilitate the practical application of scientific findings.
- Generating policy and planning guidelines.
- Sharing knowledge to enhance coordination and prompt action.

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Key Takeaways

No matter what your objective is, the guide can help with a variety of topics to explore more deeply.

- Learn to **scope your project** by clarifying its purpose, addressing the needs of the location and its beneficiaries. Keep your project simple, focused, and manageable.
- **Design your project** by assembling a fitting team in line with your objectives, outlining responsibilities. Focus on a core set of primary users. Identify who else could help meet your objectives. Be explicit about participant contributions and roles.
- **Enhance collaboration** by maintaining team involvement from project initiation to completion, adeptly handling management hurdles. Establish timelines, track feedback, and navigate challenges. Anticipate potential conflicts and get help to fill personnel gaps.
- **Fine-tune the products** by strategizing to meet communication goals, co-creating user-centric products with partners to address evolving needs. Thoughtfully brand your project with a short, catchy name.

Learn More at the Webinar

Successful collaboration requires engagement. If you have ever wondered what makes engagement truly meaningful, join the [webinar](#) hosted by the reserve system on Tuesday, January 23, 2024, from 3 to 4 p.m. Eastern Time, titled “Getting to the Meaning of Meaningful Engagement.” Through real stories and experiences shared by science teams, uncover what makes engagement work, what signals success, and how to overcome the hurdles. This isn’t just about science—it’s about how to work together better. Discover practical insights that can make a difference for teams collaborating in science projects and beyond.

Collaborative science encourages scientists, managers, and communities alike to embrace a new era of scientific exploration—a realm where collaboration amplifies understanding and paves the way for informed decisions that shape our natural world. The Science Collaborative’s guide can help you get there.

Anna Sudberry
Communications Specialist
Lynker for NOAA’s Office for Coastal Management
Anna.Sudberry@noaa.gov



COMMUNICATION PRODUCT OF THE MONTH

Featured products: Coca-Cola’s “Create Real Magic” Campaign

Source: createrealmagic.com

Submitted by: Pamela Jacobs, Lynker for NOAA’s Office for Coastal Management

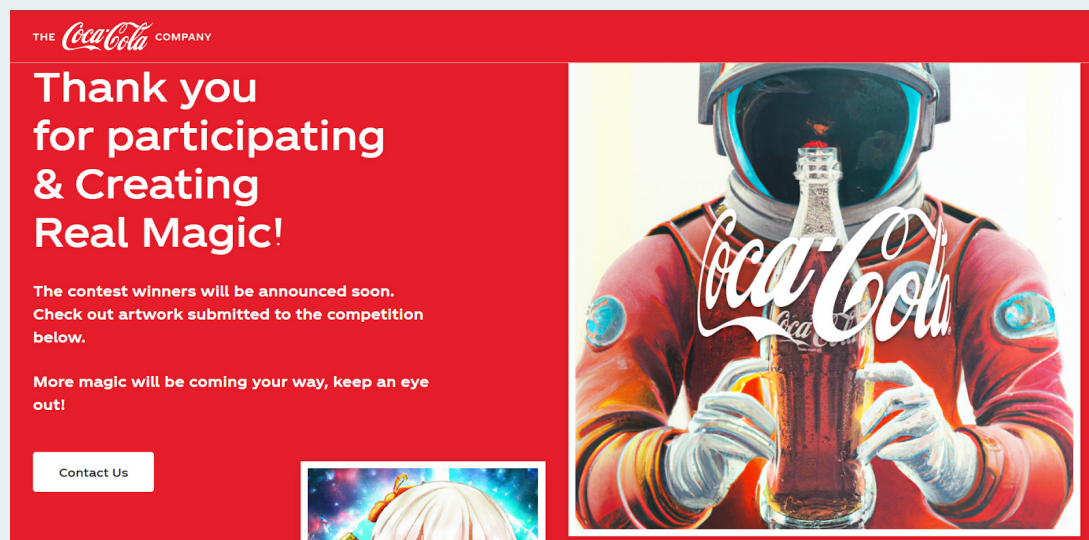
What it is: In February 2023, a management consulting firm (Bain & Company) and an artificial intelligence research company (OpenAI) joined forces, and they hit the jackpot when Coca-Cola became their first client. Shortly thereafter, Coca-Cola launched the “Create Real Magic” contest, inviting users from around the world to create original artwork using iconic Coca-Cola images and artificial intelligence technology built by the Bain & Company-OpenAI collaboration. Artists could then submit their work in hopes of it being displayed in New York’s Times Square and London’s Piccadilly Circus.

The contest ended on March 31, 2023, but the magic continued; recent website users were able to use the technology to create their own original holiday cards that could

be downloaded, shared, and viewed by all “Create Real Magic” web visitors. Now that the holidays are behind us, my guess is the campaign isn’t going anywhere; I’ll be following its progress through 2024.

Why I like it: 2023 was the year artificial intelligence became ubiquitous—you’ve encountered it numerous times, even if you didn’t know it. Coca-Cola most definitely *did* know it, and true to its reputation as an advertising mastermind (the brand *literally* created Santa Claus, or at least the image we know of him today), the company jumped on the fast-moving AI train and made it an interactive ride. By creating this user-friendly contest, the brand combined three of the most important marketing principles: stay on top of current trends and innovations; involve and engage your customers; and build brand awareness. And while none of us is at the Coca-Cola level, we can all learn from and embrace these principles at our own scale.

(Please note: this is not an endorsement of the designers, websites, or any proprietary tools, but simply this writer’s opinion on a good communication product.)



FROM US TO YOU

OUTREACH TOOL SPOTLIGHT – SEA LEVEL RISE VIDEO

The Sea Level Rise Viewer is one of the Digital Coast's most popular resources for a reason. It's an easy yet innovative tool that a wide range of users from around the country benefit from. That said, not all who can benefit from the viewer know what it is or how to use it. Enter this new video. In just over one minute, it demonstrates the what, why, and how of the Sea Level Rise Viewer, which means the next time you need to extol the virtues of this tool to your audience, you can let the video do the talking for you. Find it here: coast.noaa.gov/gallery/videos/slr/video.html.

UPCOMING SOCIAL MEDIA CAMPAIGNS

Follow us on Twitter, Facebook, and Instagram, and tag along with these themes:

- January 8 to 12: Hawaii
- January 15 to 19: Commonwealth of the Northern Mariana Islands

- January 22 to 26: Guam
- January 29 to February 2: Alaska

NATIONAL OCEAN SERVICE STRATEGIC PLAN

Managing and protecting our ocean and coasts are not static tasks—they present ever-evolving challenges and opportunities. While the NOAA mission stays the same, our priorities—and the ways we plan on addressing those challenges and opportunities—shift and grow. Accordingly, the National Ocean Service recently released its 2024 to 2028 strategic plan, which includes an emphasis on resilience, equity, growth of the ocean economy, and restoration and conservation of healthy coastal and marine ecosystems. Learn more about the goals here: oceanservice.noaa.gov/about/strategic-plan.html; and view the strategic plan in its entirety here: aambpublicoceanservice.blob.core.windows.net/oceanserviceprod/about/NOS-Strategic-Plan-FY-24-28.pdf.

FAST FACTS – HIGH TIDE FLOODING

This is one of the many graphics and facts available for your use in presentations and handouts. Grab this one at coast.noaa.gov/states/fast-facts/recurrent-tidal-flooding.html. If you have an idea for a new group of fast facts or illustrations, please let us know.



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Send questions or suggestions to coastal.info@noaa.gov.

View past issues at coast.noaa.gov/gallery/newsletter.html.

Editor: Pamela Jacobs | Communications Director: Donna McCaskill | Graphic Designer: Daniella Fishburne
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