

## **New York Sea Grant**

### ***Freelance Publicist in NY's Marine District***

New York Sea Grant (NYSG) is seeking to engage a freelance publicist to cover the coastal extension, education and research efforts it funds in New York's marine waters (those of Long Island, New York City and the Hudson River).

This Marine District freelance publicist would complement the efforts of someone who works in this capacity for NYSG in New York's Great Lakes region. As in that position, the work will include:

- Development, distribution and tracking of press releases describing NYSG activities
- Soliciting and facilitating media interviews as appropriate and mutually agreed for specific NYSG projects / activities.

A comprehensive 50-page media directory will be provided, Fair Media Council's New York / New Jersey Publicity Guide & Media Directory (an e-version via Kindle/Kindle app). The consultant will revise and expand upon the contacts provided for various contacts (eg., TV, radio, online/blogs, newspapers, magazines) on an as-needed basis.

Work assignments will be made by NYSG's Communications Manager. These will be determined through pitch sessions with the program's various specialists in the marine district, who currently include: several at Stony Brook University, including one each in coastal processes, Long Island Sound education, seafood safety and fisheries; A Jamaica Bay coastal resilience specialist based at Brooklyn College; and a Hudson Estuary specialist in Kingston, NY. Topics therein could include: community coastal stewardship activities or related teacher trainings, rip currents awareness, climate forums and podcasts, public access issues at local beaches and parks, best management practices for marina owners, education campaigns and workshops or trainings for fishermen and outreach on FDA-mandated safety regulations for seafood processors.

It is most likely that these assignments will be determined on a quarterly basis through conference calls and then adjusted as needed.

Assignments will be set by NYSG and discussed with the consultant with the expectation of meeting certain deadlines.

A review process on all documents will require NYSG approval sign-off before public/media distribution.

NYSG is prepared to pay up to \$15,000 annually for services provided by the Marine District publicist. This maximum would cover any and all of the consultant's incurred costs (eg. billable hours, materials, mileage).

The consultant will provide numbered invoices monthly, showing consultant name, hours billed, fees and other associated charged for this period. Billable hours would be displayed in a chart form with

columns detailing delivery date, project name/description and amount billed. The amount billed for all work that month would then be totaled at the end of this chart.

New York Sea Grant, a cooperative program of Cornell University and the State University of New York, is one of 33 university-based programs under the National Sea Grant College Program (NSGCP) of the National Oceanic and Atmospheric Administration (NOAA). The NSGCP engages this network of the nation's top universities in conducting scientific research, education, training and extension projects designed to foster science-based decisions about the use and conservation of our aquatic resources. Through its statewide network of integrated services, NYSG has been promoting coastal vitality, environmental sustainability, and citizen awareness about the State's marine and Great Lakes resources since 1971. NYSG's Main Office is on the campus of Stony Brook University and the Marine District publicist will be officially engaged as a consultant by SUNY and/or the Research Foundation for SUNY on NYSG's behalf.

More at [www.nyseagrant.org](http://www.nyseagrant.org).

**Contact:**

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