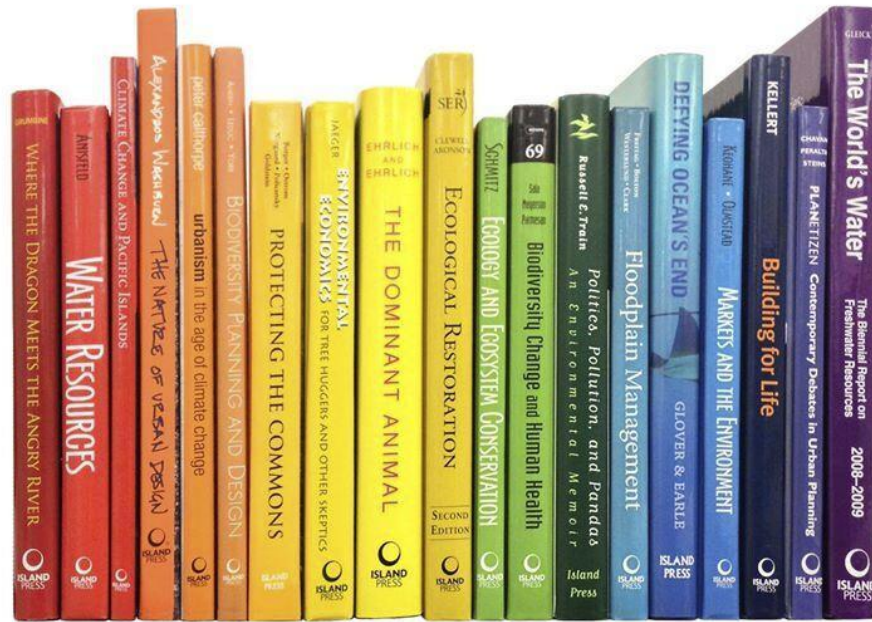
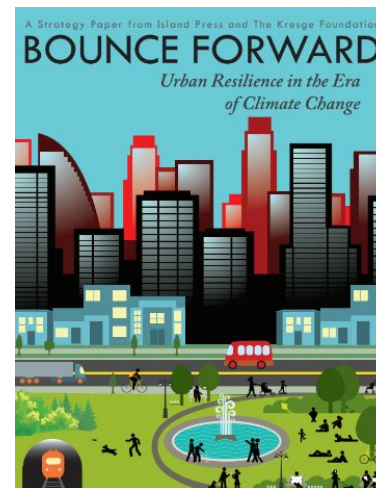


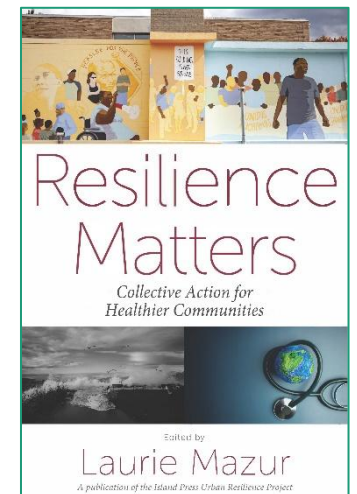
Island Press: A Unique Publisher



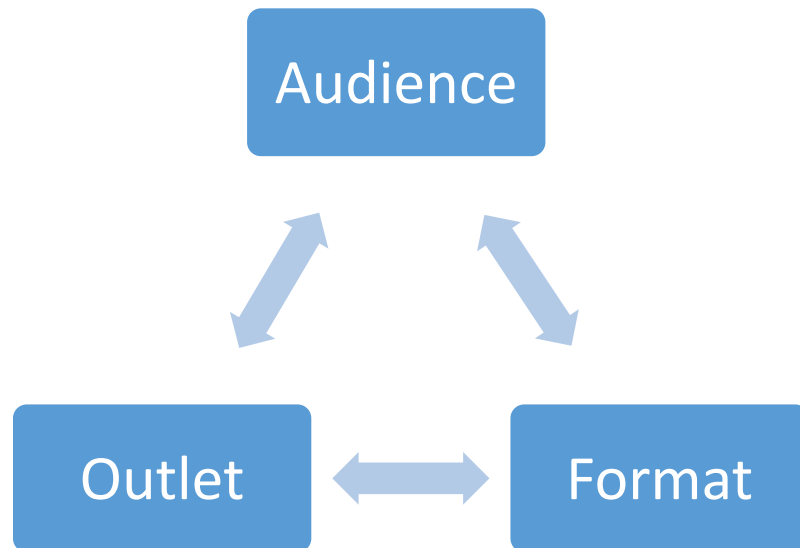
- People are getting more of their information online
- An expanding universe of outlets; new opportunities
- Opportunity to help define “resilience” in the era of climate change
- More recently, expanded beyond “urban” framework



URBAN
RESILIENCE
PROJECT



Story production and placement process



Who do I want to reach?

Energy Industry Professionals

- *Energy News Network*
- *Canary Media*

Policymakers

- *The Hill*
- *GOVERNING* magazine

General Public

- *U.S. News & World Report*
- Local/regional newspaper

THE IOLA
Register

Morning Sentinel

 **THE BELLINGHAM HERALD**

**The
Meadville
Tribune**

The Progressive
MAGAZINE | A voice for peace and social justice since 1909

**The Free
Lance-Star**

[THE LATEST](#) [MAGAZINE](#) [PUBLIC SCHOOLS ADVOCATE](#) [OP-EDS](#) [ABOUT US](#) [SHOP](#)

Mitigating Climate Change Begins in Small Towns

While Washington is delivering the investments we need, it will be up to local rural leaders to put those dollars to work building local resilience in a rapidly changing world.

BY L. MICHELLE MOORE SEPTEMBER 28, 2022 7:00 AM

Napa Valley
Register

BDN
MAINE Bangor
Daily
News


**The Eagle-
Tribune**

**THE
MORNING
CALL** **Portland Press Herald**


Star Advertiser

Tips and Tricks

A strong article/op-ed:

- Timely, keyed to current events
- Geographically relevant
- Accessible
- New angle/insights
- Tailored to the outlet's specifications (word count, etc.)
- Doesn't come across as overly self-promotional

Total Placements ▾

13

Total Placements (Original + Republished)

Total Reach ▾

11,917,992

Estimated Potential Reach

Advertising Value Equivalency (AVE) ▾

\$9,532

Estimated Ad Value

Publication Type - Current Report ▾



Publication Audience - Current Report ▾



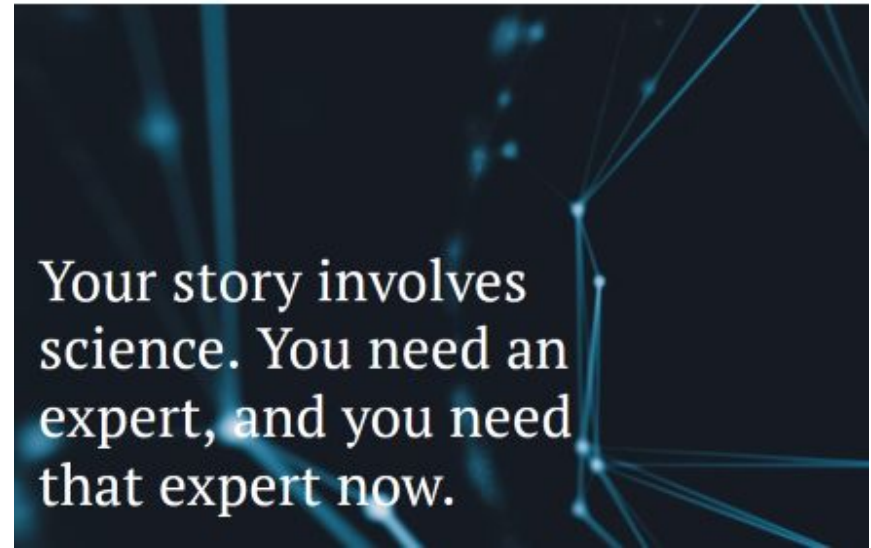
Content Analysis

Sort by: Total Engagement ▾ 1 Result

EXPORT ▾

<input type="checkbox"/> SELECT ACTION ▾	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score ⓘ	Total Engagement	
<input type="checkbox"/> Repealing the Clean Water Rule is not about protecting farmers By Mark Ryan And Betsy South... - Sep 20, 2019 thehill.com	4K	126	0	0	3	0	4.1K	🔖 ⏪ 👤 🔗

Resources for writers



The **OpEd** Project



Interactive Exercise

Are there stories of the clean energy revolution in your organization or community that haven't been told?

What are the barriers to getting your voice/ideas out to a broader audience?

Audience Questions?

Get in touch!



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Visit islandpress.org/URP for links to our social media, free compilation e-books, monthly newsletter, and more!



Additional Examples



Lead in Water Harms Red States, Too

Today, there are an estimated 10 million lead pipes carrying — and potentially contaminating — U.S. drinking water.

BY MAUREEN CUNNINGHAM APRIL 22, 2022 8:53 AM



12 April 2021

Op-ed: Flood survivors find common ground in a divided nation

Americans have sorted ourselves into communities defined by geography, demography, ideology. But the shared trauma of flooding offers an opening.

Laurie Mazur

Additional Examples

The Progressive
MAGAZINE | A voice for peace and social justice since 1909

THE LATEST | MAGAZINE | PUBLIC SCHOOLS ADVOCATE | OP-EDS | ABOUT US | SHOP

How Farmers Can Survive Tariffs

In America's farm country, the fear is palpable. We need a new model of agriculture, and fortunately, one exists.

BY GARY PAUL NABHAN | OCTOBER 23, 2018 12:39 PM

The Progressive
MAGAZINE | A voice for peace and social justice since 1909

THE LATEST | MAGAZINE | PUBLIC SCHOOLS ADVOCATE | OP-EDS | ABOUT US | SHOP

Conquering Hunger in the U.S.

Millions of Americans are hungry because they lack the means to pay for food.

BY KATIE S. MARTIN | FEBRUARY 18, 2021 2:17 PM

Urban Planning in a Time of COVID

In Dallas, Dr. Eric Anthony Johnson is not letting last year's crises go to waste.

7 Minute Read

April 13, 2021, 12:00 PM PDT

By Laurie Mazur | [@LaurieAnnMazur](#)

