

ASSOCIATION
OF ZOOS &
AQUARIUMS

PORTFOLIO PRESENTATION

CAROLINE LEMASTERS

JUNE 2020

COMM 4145: PUBLIC RELATIONS WRITING & TACTICS





TARGET PUBLICS



Families, people who like
zoos, animal lovers, etc.

Primary



Zoologists, students,
institutions, etc.

Primary



Media and bloggers

Secondary



KEY MESSAGES

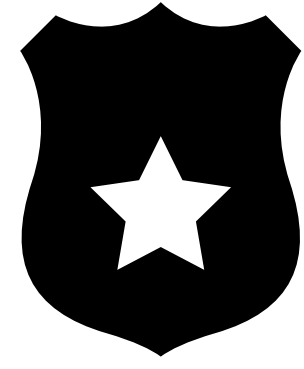
#1



The AZA provides the highest standard of care to animals.



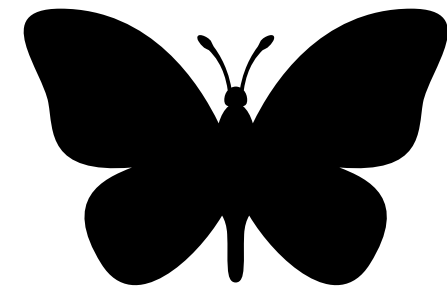
#2



The AZA is a leader in conservation and helping animals in the wild.



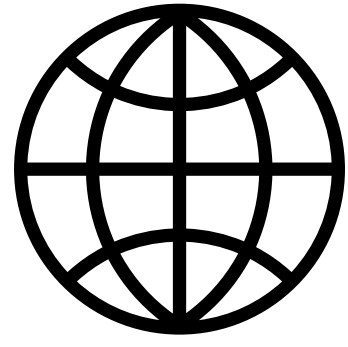
#3



**The AZA connects people
with nature.**



#4



The AZA supports a collaboration network allowing zoos to partner and share information.





**FACT SHEETS
ARE LIKE
FIRST
IMPRESSIONS.**



ABOUT

The Association of Zoos and Aquariums (AZA) is a 501(c)3 nonprofit committed to animal care and welfare, conservation and education. For more than 40 years, The AZA has promoted best practices in animal welfare and care, husbandry and veterinary medicine through its thorough accreditation process. Over 230 AZA-accredited zoos and aquariums provide the highest quality care and serve as leaders in conservation, education and professional excellence. The AZA provides development and networking opportunities to its members to help them be the best in their professions, which in turn helps further the quality care given to animals. AZA members engage the public in nature and wildlife conservation through storytelling and education programs. By empowering its institutions and connecting with the public, AZA aims to increase its conservation initiatives and its impact by saving endangered species and their wild habitats.



VISION

The Association of Zoos and Aquariums envisions a world where all people respect, value and conserve wildlife and wild places.



MISSION

The Association of Zoos and Aquariums helps its members and the animals in their care thrive by providing services advancing animal welfare, public engagement and the conservation of wildlife.

FACTS



More than 800,000 animals are cared for by AZA-accredited institutions.



\$231 million is dedicated annually to conservation initiatives.



More than 200 million visitors come to AZA-accredited institutions each year.

**OUR
PROMISE**



We will promote AZA accreditation as the standard of excellence in the zoo and aquarium profession.

We will increase the collective impact of AZA members in animal care, welfare, sustainable population management and the conservation of wildlife.

We will tell powerful stories about the work of AZA-accredited zoos and aquariums.

We will empower zoo and aquarium professional to be leaders in their field.

AZA =

**EDUCATIONAL
FUN
CARING
INTERESTING
ADVENTUROUS
FRIENDLY
STORYTELLERS
WILD**

MEDIA KIT

Creation and definition

Operation of Wildlife Confiscations network

Challenges of wildlife trafficking

Quote from CEO of AZA

Boiler plate

HEADLINE

BYLINE

LEAD SENTENCE

Association of Zoos and Aquariums announces creation of the **Wildlife Confiscations Network**

The Wildlife Confiscations Network combats wildlife trafficking and supports law enforcement.

In late February, Members of the AZA met in San Diego to create the Wildlife Confiscations Network...

ASSOCIATION
OF ZOOS &
AQUARIUMS

NEWS RELEASE



INTERVIEW

**DAN ASHE, CEO &
PRESIDENT OF AZA**

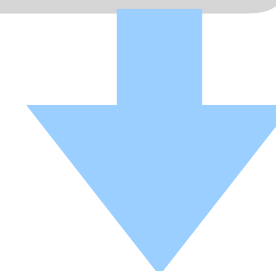


**abc AMERICA
THIS MORNING**

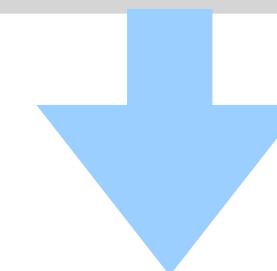
ROBIN ROBERTS' TOPICS FOR DAN

"Sheds light on "Tiger King: Murder Madness and Mayhem," tigers at the Bronx Zoo testing positive for COVID-19 and other events surrounding animal welfare."

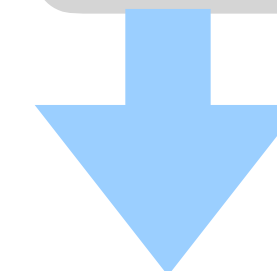
Tiger King



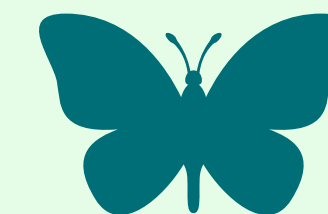
COVID-19



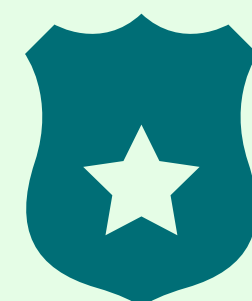
Helping animals



Quality care



Connect people and nature



**Conservation
and protection**



Collaborative network



Mature audiences, Zoo professionals, scientists, researchers, students, academic

We support the Big Cat Public Safety Act, which aims to ban private ownership of big cats and crack down on illegal wildlife trafficking. Read more from our President and CEO, Dan Ashe...



Families, animal lovers, zoo visitors, community, kids

Caption this! This giraffe at the **@Forth Worth Zoo** certainly had us "gir-laughing."



Zoo professionals, scientists, researchers, students, academic, zoo visitors, families

There's a lot you ought to know about being an otter keeper. Join Kris Smith from **@OregonZoo** for a **#CaretakerTakeover** on Instagram Live at 3 p.m. EST. **#Zookeepers #Otters**

THE BUZZ

NEWSLETTER

- Geared towards AZA members
 - Scientifically minded
 - Rely on nature photography
 - Key message fulfillment
- Highlight various member institutions
 - Discuss collaborative projects
 - Updates on conservation

SPECIES SURVIVAL PLAN

CELEBRATE NEWBORNS OF THE SPECIES SURVIVAL PLAN

In the past year, 115 babies were born at AZA-accredited zoos and aquariums. These births can be attributed the work behind the Species Survival Plan (SSP). The SSP oversees sustainable population management of over 500 species within the AZA. By the end of 2020, the AZA plans on expanding the SSP by 10%. The SSP manages reproductive efforts to ensure that species have a genetically diverse and healthy population. These recent newborns are a great reminder that life goes on during the uncertain times of COVID-19.



MEMBER INSTITUTION SPOTLIGHT

CHEYENNE MOUNTAIN ZOO DEVELOPS PALM OIL APP



CONSERVATION

CONSERVATION CONTINUES DURING COVID-19

BUDGET MEMO

12-MONTH CAMPAIGN TO SUPPORT THE AZA AND CHALLENGES DUE TO COVID-19 CLOSURES

OBJECTIVES

- **Increase media coverage** on AZA by 20% each month compared to month of the previous year
- **Increase social media posts** on AZA by 20% each month compared to month of the previous year
- **Increase donations through social media** to a mean average of \$500 per post.

TACTICS

- TV news interviews
- Influencer days at AZA institutions
- Small press events
- Facebook, Instagram, LinkedIn, YouTube, Twitter, TikTok posts
- Stories on [AZA.org](https://www.aza.org)
- High-quality videos highlighting AZA institutions

Category	Item	#	Estimate
Labor	Public Relations Specialist	1	\$50,000
Labor	Public Relations Manager	1	\$70,000
Event	Small press events	12	\$24,000
Production	Video shoots	4	\$8,000
Operating	Adobe Creative Suite	2	\$2,000
Operating	Miscellaneous	/	\$6,000
Totals			\$160,000



THANKS!