

APPENDIX J: Methods of Marketing Coastal Resources Management Training Programs, as Identified by Training Providers

	<u>Direct mail campaigns</u>	<u>Email lists</u>	<u>Marketing done by cosponsors/partners</u>	<u>Newspaper advertisements</u>	<u>Organizational newsletters</u>	<u>Organizational website</u>	<u>Press releases</u>	<u>Telephone solicitations</u>	<u>Television/public service announcements</u>	<u>Other</u>
<u>PUBLIC ENTITIES</u>										
Cleveland Metroparks				✓						
Cuyahoga American Heritage River	✓			✓			✓			
Cuyahoga Natural Resource Conservation Service	✓			✓						
Geauga Soil and Water Conservation District	✓		✓	✓	✓	✓				
Huron Natural Resources Conservation Service										✓
Legal Institute for the Great Lakes (Interview 1)	✓	✓	✓	✓	✓	✓	✓			
Legal Institute for the Great Lakes (Interview 2)	✓	✓			✓					
Ohio Department of Agriculture (Feed & Fertilizer Section)	✓									
Ohio Department of Development (Office of Business Development)	✓	✓		✓						
Ohio Department of Health (Environmental Health)										✓
Ohio Department of Natural Resources (Division of Geological Survey)		✓	✓	✓	✓		✓	✓		
Ohio Department of Natural Resources (Division of Natural Areas & Preserves)	✓			✓			✓			
Ohio Department of Natural Resources (Division of Real Estate & Land Management)	✓	✓								
Ohio Department of Natural Resources (Division of Recycling & Litter Prevention)	✓	✓		✓	✓					
Ohio Department of Natural Resources (Division of Soil & Water Conservation)	✓	✓		✓						
Ohio Department of Natural Resources (Division of Watercraft)	✓	✓	✓	✓	✓	✓	✓		✓	✓
Ohio Department of Natural Resources (Division of Wildlife: Fish Management)	✓	✓	✓		✓			✓		
Ohio Department of Transportation (Environmental Services)		✓		✓	✓					
Ohio Environmental Protection Agency (Division of Surface Water)					✓					
Old Woman Creek National Estuarine Research Reserve (Interview 1)	✓			✓			✓			✓
Old Woman Creek National Estuarine Research Reserve (Interview 2)	✓		✓	✓						
Summit Soil and Water Conservation District				✓	✓	✓	✓			
US Coast Guard (Ninth District)	✓		✓	✓			✓			✓
US Department of Agriculture (Natural Resources Conservation Service)				✓			✓			
US Environmental Protection Agency	✓		✓	✓						
Water Resources Research Institute	✓	✓	✓	✓		✓	✓			
Western Reserve RC & D	✓		✓	✓					✓	

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Williams Natural Resources Conservation Service										
Williams Soil and Water Conservation District	✓		✓	✓	✓		✓			✓
Wyandot Soil and Water Conservation District	✓			✓	✓		✓			
TOTALS	19	11	9	6	20	10	13	2	1	6

NON-PROFIT ENTITIES

Chagrin River Watershed Partners, Inc.	✓						✓			
Global Action Plan			✓		✓	✓	✓	✓	✓	✓
Great Lakes Historical Society	✓	✓	✓	✓	✓		✓			✓
Lake Erie Shipwreck Research Center	✓	✓	✓	✓	✓		✓			✓
Medina Summit Land Conservancy		✓	✓			✓	✓			
Ohio Alliance for the Environment	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Ohio Historical Society (Historic Preservation Office)	✓	✓	✓			✓		✓		
Ohio Lake Management Society						✓		✓		✓
Ohio Rural Water Association	✓	✓	✓		✓	✓				
The Countryside Program							✓			✓
TOTALS	6	6	7	3	5	6	7	4	2	5

PRIVATE ENTITIES

Davey Resource Group	✓	✓	✓				✓			
Fermata, Inc.	✓	✓	✓		✓	✓				✓
TOTALS	2	2	2	0	1	1	1	0	0	1

PUBLIC UNIVERSITIES

A	✓	✓	✓		✓	✓	✓			
Ohio Sea Grant College Program (Franz Theodore Stone Laboratory)	✓	✓			✓	✓	✓			✓
Ohio Sea Grant College Program (Greater Cleveland Growth Assoc.)	✓	✓				✓				
Ohio Sea Grant College Program (Lake County Extension Office)			✓		✓	✓	✓			
Ohio Sea Grant College Program (Lorain County Extension Office)			✓				✓		✓	✓
Ohio Sea Grant College Program (Lucas County Extension Office)	✓	✓	✓	✓	✓	✓	✓	✓		

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Ohio Sea Grant College Program (Port Clinton Extension)	✓				✓	✓				✓
Ohio State University Extension (Northeast District)	✓	✓			✓					✓
Ohio State University Extension Program (Northwest District)		✓								
TOTALS	6	6	4	1	6	6	5	1	1	4
TOTALS FOR ALL CATEGORIES										
	33	25	22	10	32	23	26	7	4	16