

MEDIA KIT



CORAL REEF ALLIANCE

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For all media queries and requests for interviews

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Background

Founded by a group of divers in 1994, CORAL has refined its strategies to ensure the best conservation outcomes for reefs. We work with communities around the world to:

- Reduce local threats to reefs, including overfishing, poor water quality, and unsustainable development
- Help communities benefit socially, culturally, and economically from conservation
- Improve reef management so those responsible for the creation, enforcement, and durability of protected areas have the tools and financial support they need to be successful
- Work directly with the tourism industry to decrease its environmental footprint and educate visitors about the beauty and importance of coral reefs
- Ensure that what we learn within our project sites has a global impact

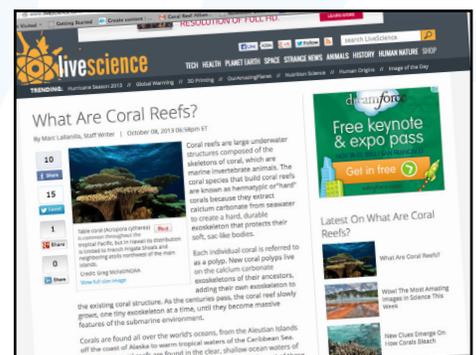
Recent press coverage



Smithsonian Institution's Ocean Portal
ocean.si.edu
May 30, 2013
June 19, 2013



Scuba Diving Magazine
scubadiving.com
August 2013



LiveScience
livescience.com
October 8, 2013

CORAL Experts



Dr. Michael Webster, Executive Director

Coral reef ecology, coral reef fish, marine biology, threats to coral reefs, community-based conservation, sustainable tourism

An expert in the fields of coral reef science and conservation management, Michael earned a Ph.D. in coral reef fish ecology from Oregon State University. After graduate school, Michael joined the Partnership for Interdisciplinary Studies of Coastal Oceans (PISCO) at Oregon State University, where he coordinated the scientific activities of a long-term ecosystem research and monitoring project focused on the ecology and oceanography of the California Current Ecosystem. Michael then joined the Gordon and Betty Moore Foundation, where he developed

and managed a portfolio of grants focused on the conservation, management, and scientific understanding of Pacific salmon ecosystems. He has worked with leaders at a wide array of conservation organizations, management agencies, and universities to identify and meet funding needs while developing strategic plans to increase the long-term effectiveness of conservation initiatives. As the Executive Director, Michael has led CORAL to a new era with a greater scale, scope, and effectiveness of CORAL's conservation programs, unprecedented levels of funding, and a revitalized organizational reputation and brand. Michael is a certified divemaster and has conducted coral reef field research in the Bahamas and Australia.



Jason Vasques, Field Programs Director

Fisheries and marine protected areas, locally managed marine areas, community-based conservation, sustainable tourism, sharks

Jason has fifteen years of field experience as a researcher and resource manager in diverse locations, including New Zealand, U.S. Virgin Islands, Cayman Islands, and California. He joined CORAL after six years on the California Marine Life Protection Act implementing a statewide network of Marine Protected Areas (MPAs). Jason oversaw scientific advisory teams tasked with providing technical guidance and evaluating proposed regional MPA networks,

and helped develop monitoring plans for these networks. Previously, Jason worked as a fisheries biologist in the U.S. Virgin Islands, where he oversaw fisheries management, developed a seafloor habitat mapping program, and established ongoing collaborations with several U.S. federal and territorial partners. Jason also has experience as a freshwater fisheries biologist in California. Through these broad experiences, Jason has developed an ecosystems approach to resource management and conservation. An avid diver, he has logged more than 3,000 dives during his career. Jason manages CORAL's field conservation programs.



Madhavi Colton, Program Director, Reefs Tomorrow Initiative

Coral reef ecology, marine biology, Reefs Tomorrow Initiative, marine protected areas, science-based conservation and management, resilience ecology

Madhavi has extensive experience synthesizing scientific information to support marine management and conservation. She joined CORAL after spending several years developing and managing inter-disciplinary and scientifically rigorous programs monitoring California's marine protected areas. She has worked closely with resource managers and policy makers, developing an understanding of how science can be incorporated into their decision-making

processes. Fascinated by the challenge of making scientific information accessible to non-scientific audiences, Madhavi has developed innovative ways to share scientific results and increase the relevance of science. Trained as an ecologist, Madhavi earned a Ph.D. in marine biology from the University of Melbourne. Her research focused on understanding patterns in the abundance and distribution of fishes living on rocky reefs. Using SCUBA and baited remote underwater video, she completed one of the first comprehensive surveys of fish populations along the southeastern Australian coastline. During research for her Master's degree at San Francisco State University, she explored recruitment patterns of a species of rockfish.

Yes! I want to help CORAL unite communities to save our planet's coral reefs with a gift of:

- \$1,000 \$250 \$100 \$50* \$35
 Other* \$ _____

Name _____

Address _____

City _____ State _____ Zip _____

Email _____

Phone _____

- Please find my check, payable to CORAL, enclosed.
 Please charge my contribution to my credit card:
 MasterCard Visa American Express

Card Number _____

Expiration Date _____

Signature _____

Or join online at coral.org/members

* Donate \$50 or more today and receive CORAL's limited edition calendar, featuring twelve months of beautiful underwater photography.

- I do not wish to receive a calendar
 I do not wish to receive a newsletter
 Please do not share my information

Please detach this form and send it with your check or credit card information to:

Coral Reef Alliance

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Your contribution will be put to immediate use saving coral reefs. Visit our website for more information about membership benefits, volunteer opportunities, and advocacy efforts.

Protect Coral Reefs

You can help improve the health of our ocean—and ultimately, coral reefs—with a few simple steps.

- Conserve water so less runoff and wastewater end up in the ocean.
- Reduce your carbon footprint by using less energy and recycling or repurposing household items.
- Choose seafood wisely—visit www.seafoodwatch.org to download a sustainable seafood guide.
- Avoid using pesticides in your garden; the chemicals can end up in our waterways and ocean.
- Plant a rain garden to absorb polluted runoff from hard surfaces around your home. Asphalt and concrete often carry oil, heavy metals, and grease into our waterways and ultimately the ocean.
- Don't buy coral jewelry—harvesting coral damages the reef.
- When you travel, leave only bubbles. Support hotels that engage in environmentally sustainable practices. If you visit a reef, look, but don't step on or touch it!
- Learn more about coral reefs—and join us—at coral.org.

Our mission

To unite communities to save coral reefs



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Cover Image: Damselfish and anthias (*Pseudanthias* sp.) over branching hard coral (*Pocillopora* sp.) on Rainbow Reef, Fiji. Photo by David Burdick, worldfish.

CORAL

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THE CORAL REEF ALLIANCE

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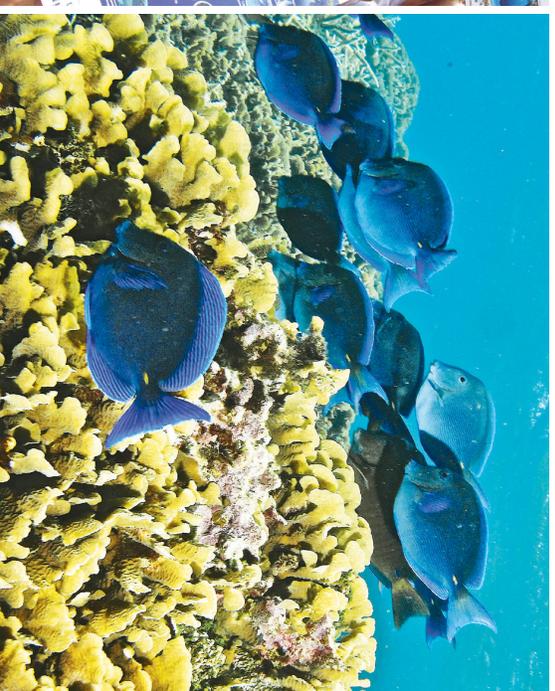




A yellow-ribbon sweetlips (*Plectorhinchus polytaenia*) forages amid coral in Triton Bay, Indonesia. Photo by Jeff Yonover.



CORAL partners with communities in Indonesia to gain better protection for sharks and reefs. Photo by CORAL staff.



Blue tang surgeonfish (*Acanthurus coeruleus*) graze from reefs on Cordelia Banks off the coast of Roatan, Honduras. Photo by CORAL staff.

The Coral Reef Alliance (CORAL) partners with local communities around the world—in places like Honduras, Indonesia, and the United States—to save coral reefs. Why should you care about these remote, underwater places and what we’re doing to help them?

Coral Reefs 101

Coral reefs are complex ecosystems, rich in biodiversity. More species are found on coral reefs than in any other marine environment. They provide food and shelter for many animals, some of which live only in, on, or around reefs.

In addition to offering valuable habitat to fish and other creatures, healthy coral reefs are essential to humans. They are an important food source for millions of people who live near reefs. In addition, compounds now being used in medicines, including some that treat cancer, were initially discovered on coral reefs; many more are waiting to be discovered.

Coral reefs help humans in many other ways too, generating billions of dollars from tourism, and acting as natural barriers against storm events like hurricanes, typhoons, and even tsunamis.

Coral Reefs Need Our Help

Despite their many benefits, coral reefs are in serious decline. As the human population grows and we use more and more resources, we are putting increased pressure on these coastal ecosystems.

Some of the most pressing threats to reefs include:

- Climate change and ocean warming (many corals have a narrow temperature tolerance)
- Ocean acidification (reduces corals’ ability to build reefs)
- Pollution (from wastewater treatment and runoff from development and deforestation)
- Overfishing and destructive fishing (coral reefs need a variety of fish to keep them healthy)
- Unsustainable tourism that damages reefs

Despite these threats, there is hope for coral reefs—because there are people like you. We hope you will consider becoming part of the solution and part of CORAL’s community. [Please Join Us!](#)

About CORAL

Our mission is to unite communities to save coral reefs. We catalyze other conservation organizations, business leaders, fishermen, residents, government officials, tour operators, and others to identify the challenges facing their reefs and find solutions we can implement together.

Specifically, we:

- Reduce local threats to reefs, including overfishing, poor water quality, and unsustainable development
- Help communities benefit socially, culturally, and economically from conservation
- Improve reef management so those responsible for the creation, enforcement, and durability of protected areas have the tools and financial support they need to be successful
- Work directly with the tourism industry to decrease its environmental footprint and educate visitors about the beauty and importance of coral reefs
- Ensure that what we learn within our project sites informs other coral reef conservation leaders

Learn more about us at coral.org.