

NRDC 2.0:

EXPANDING OUR INFLUENCE THROUGH *New Media*

For nearly 30 years NRDC has kept its eye on—and been a driving force behind—the next big thing in environmental advocacy. In a time when people are taking advantage of a dizzying array of technologies and networks to stay connected to the news and their communities, NRDC is bringing its messages and groundbreaking solutions to new corners of the web and the world.

For nearly a decade, NRDC's BioGems program has allowed concerned citizens to take action online to defend irreplaceable natural treasures and the wildlife that depends on them for survival. During that time, BioGems Defenders have sent more than 10 million messages in defense of wildlands in the Americas. In 2008, we rebuilt the BioGems site to better convey the beauty of places many people will never have the privilege of visiting, and to provide more powerful tools for taking action.

In addition to making a splash in the high-profile social networks like Facebook and MySpace, NRDC has built a new online community of its own—Switchboard. Named one of the Internet's best green websites by

Time magazine, NRDC's blog is the place for our experts to plug directly in to key audiences and to comment on fast-breaking news. And in yet another example of mainstream media looking to new media, writers from the *Wall Street Journal* and the *New York Times*—just to name a few—are mining our blog posts for stories.

With technology evolving more quickly than anyone can keep a handle on, NRDC is investing wisely in the cutting-edge technologies that are proven to connect people, opening the environmental debate in new ways and inviting new audiences to plug in.

"One-stop shopping for commentary on far-flung topics... Switchboard is a bullpen of Natural Resources Defense Council specialists monitoring the changes we face within the shadow of a changing climate."

Time magazine, naming **Switchboard** one of the Internet's best green websites



Kelly Cox produces online videos and web content seen by millions of viewers on YouTube.



Apollo Gonzales uses Twitter, Facebook, and other new media tools to bring NRDC's issues to an ever-wider audience.

SWITCHBOARD

THE ENVIRONMENT IS NOW OPEN. **PLUG IN.**

NRDC's Switchboard blog keeps readers plugged in to the center of the nation's most effective environmental group. Since we started the blog last year, traffic has boomed and our message is reaching more readers than ever before.

Switchboard Traffic and Blog Posts Since Launch

