



Gulls fly above Lower American River
Photo by Janice Kelley

Janice Kelley, M.S.

Inspiring Meaningful Connections to the Outdoor World

Accomplished writer and award-winning program manager for both children and adult learning experiences. Works with conservation agencies, recreation & leisure, tourism & visitor services, the arts, health and education. Excellent communications, organizational, creative thinking and presentation skills.

Content Development

Attract interest and build awareness of readers, viewers and visitors.

- Feature Stories, News Items, Marketing Communications
- Edit magazines, catalogs & specialty publications
- Blogs & Websites
- Interpretive Writing & Programs
- Photography & Video
- Social Media

Children & Families

Engage with nature at home, school, park or trail.

- **Nature Detectives**
- Field Trip Curriculum
- Community Science Projects

Research

Justify grants, new programs or reach audiences

- Health Benefits of child/recreation/nature connection
- Tourism & Outdoor Recreation Research

Outreach Activities

Discover fun and engaging ways for community members to get outdoors

- Guided Nature Walks
- Nature Writing & Journals
- Community Outreach Projects
- Presentations & Displays

Grants

Create grant development plans, funder packet & collateral materials, identify funders, tracking and staff support.