

Our Work



Industry: Environmental Justice / Nonprofit Advocacy

Challenge

SELC is the South's most effective environmental advocate, defending clean air, clean water, and a livable climate. They enlisted BrandSavor to elevate visibility for their landmark storytelling project, *Plantations to Pollution: Black Communities, Legacy Pollution, and the Path Forward*, and the launch of *Broken Ground* Season 8.

What We Did

- Built an integrated communications and media relations plan aligned with environmental justice conversations
- Crafted message framework connecting SELC's history-driven advocacy to real-world community impact
- Developed national PR strategy around *Plantations to Pollution* campaign and *Broken Ground* Season 8 launch
- Elevated Chandra Taylor-Sawyer's profile as a leading voice on environmental equity
- Positioned SELC as a pioneering force connecting history to present-day impact

Our Work



Results:

- SELC earned over 30 media placements across national, regional, and trade outlets—showcasing the organization's leadership and mission to new audiences.
- The campaign achieved feature coverage in Ebony Magazine, USA Today and significant awareness for Broken Ground Season 8, expanding SELC's reach and strengthening its reputation as a national voice for environmental justice.

EBONY

MOVING BLACK FORWARD

