

## **“Thank You Ocean” Campaign**

### **California Resources Agency**

The Resources Agency is responsible for administering programs that conserve, preserve, restore and enhance the rich and diverse natural and cultural resources of California. The agency has 15,000 employees in 24 departments, commissions, boards and conservancies related to California's conservation, water, fish and game, forestry, parks, energy, coastal, marine, and landscape issues.

Web: <http://resources.ca.gov> Contact: Brian Baird, Assistant Secretary for Oceans & Coastal Policy (916) 653-9416 [brian@resources.ca.gov](mailto:brian@resources.ca.gov)

### **NOAA National Marine Sanctuary Program**

National marine sanctuaries are our nation's underwater “crown jewels,” much like our treasured national parks. NOAA's National Marine Sanctuary Program serves as the trustee for a system of 14 underwater parks, ranging from Washington to Florida, and Lake Huron to American Samoa. To protect their special natural and cultural features, we conduct research and public education programs, while carefully managing recreational and commercial uses within each sanctuary. With the help of our partners and the public, we are working to preserve America's ocean and Great Lakes treasures now and for the future.

Web: [www.sanctuaries.noaa.gov](http://www.sanctuaries.noaa.gov) Contact: Matt Stout, Communications Branch Chief (301) 713-3125 X 273 [matthew.stout@noaa.gov](mailto:matthew.stout@noaa.gov)

### **The Hive Advertising:** campaign creative

“When you shoot an arrow of truth, dip its point in honey.”

The “Thank You Ocean” campaign idea and strategy were developed by The Hive Advertising in San Francisco. Print advertisements, billboards and television PSAs are part of the campaign.

Web: <http://www.thehiveadvertising.com> Contact: DeeAnn Budney (415) 255-3000 [deeann@thehiveadvertising.com](mailto:deeann@thehiveadvertising.com)

### **The Ocean Channel, Inc.:** [www.thankyouocean.org](http://www.thankyouocean.org) website

is a new-media corporation based in Santa Barbara, CA. Its focus is the aggregation, production and distribution of premium ocean content for an array of media--Broadband Internet, television, and DVD home video. The Ocean Channel, Inc. was founded in April of 2000 and seeks global partnerships with filmmakers, marine institutes, universities, and marine conservation organizations. The Ocean Channel is also the section of Ocean.com dedicated to providing visitors with high quality, educational, and entertaining ocean programming.

Web: [www.ocean.com](http://www.ocean.com) Contact: Michael Hanrahan [Michael@ocean.com](mailto:Michael@ocean.com)

### **Bob Talbot/Uncle Productions:** Public Service Announcement

For over twenty years Bob Talbot's whale and dolphin photographs have inspired wonder in people around the world. He is the recipient of The Environmental Hero Award presented by the United States Department of Commerce as well as the Ark Trust Genesis Award. Talbot's photographs have been published in magazines such as Audubon, Time, Natural History, American Photographer, National Wildlife, Outdoor Photographer, BBC Wildlife and National Geographic, as well as numerous other publications.

A filmmaker as well, Talbot filmed the wildlife sequences for the Warner Bros. series of FREE WILLY feature films and Universal Pictures' FLIPPER. He directed and photographed the IMAX® Ridefilm™ motion simulation system film, DOLPHINS- THE RIDE and acted as director and cinematographer for sequences in the Academy Award nominated MacGillivray Freeman IMAX® film, DOLPHINS.

Web: [www.talbotcollection.com](http://www.talbotcollection.com) Contact: [sea@talbotfilms.com](mailto:sea@talbotfilms.com)