

ThankYouOcean.org

Date Created: 6/14/2007 5:06:23 PM

No. of Respondents: 45

Completed Responses: 25

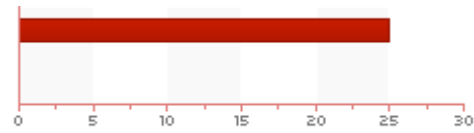
Average Response Time: 3 m 51 secs

Question 1

1. Are you a member of the Ocean Communicators Alliance?

No. of users who responded to this question: **25** (55.56%) - No of users who skipped this question: **20**

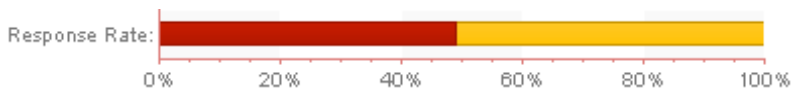
Yes	25	100.00%
No	0	0.00%
Total:	25	



Question 2

2. What do you hope to learn/gain from the communications workshop?

No. of users who responded to this question: **22** (48.89%) - No of users who skipped this question: **23**



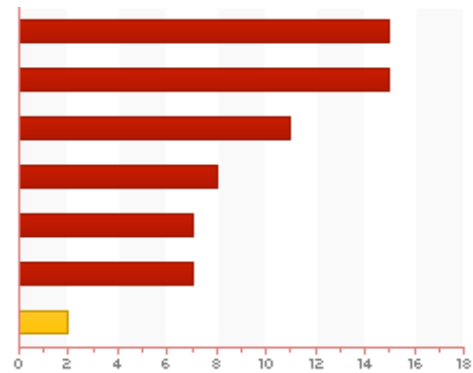
Note: See section 2 of this report to view individual responses.

Question 3

3. Which topic/skill are you most interested in learning about?

No. of users who responded to this question: **23** (51.11%) - No of users who skipped this question: **22**

Effective media interaction	15	23.08%
New media (e.g. Blogs, PodCasts, etc.)	15	23.08%
Web-based materials and outreach	11	16.92%
Broll and video footage	8	12.31%
Radio	7	10.77%
Graphics and visuals	7	10.77%
Other	2	3.08%
Total:	65	



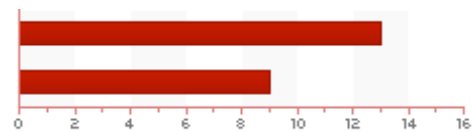
Note: See section 2 of this report for 'other' responses.

Question 4

4. Do the scientists you are affiliated with receive communications training?

No. of users who responded to this question: **22** (48.89%) - No of users who skipped this question: **23**

Yes	13	59.09%
No	9	40.91%
Total:	22	

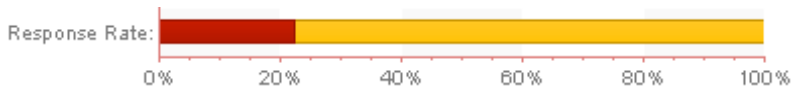


Question 5

If you answered no to the previous question, what is the biggest obstacle to providing communications training for

the scientists?

No. of users who responded to this question: **10** (22.22%) - No of users who skipped this question: **35**



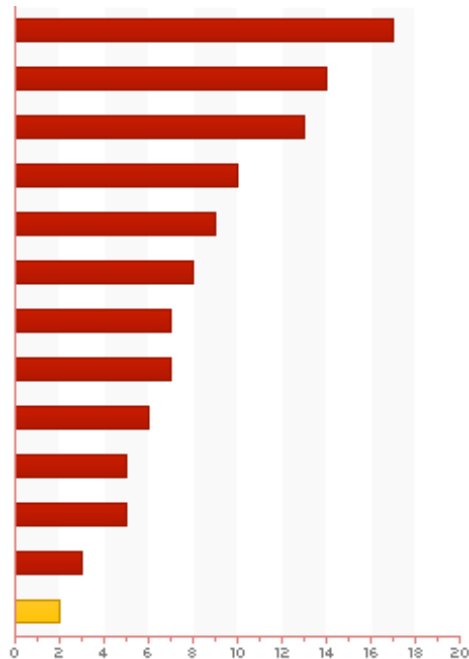
Note: See section 2 of this report to view individual responses.

Question 6

5. Listed below are some marine science issues that are relevant to California. Which issues do you find difficult to communicate? Please pick the top five issues.

No. of users who responded to this question: **23** (51.11%) - No of users who skipped this question: **22**

Oceans and climate (including climate change)	17	16.04%
Marine reserves and marine protected areas	14	13.21%
Ecosystem based management	13	12.26%
Fisheries decline	10	9.43%
Marine biodiversity	9	8.49%
Land-sea connections and watersheds	8	7.55%
Sonar / sound pollution	7	6.60%
Wildlife protection issues	7	6.60%
Invasive species	6	5.66%
Marine debris	5	4.72%
Marine disease	5	4.72%
Ocean exploration	3	2.83%
Other	2	1.89%



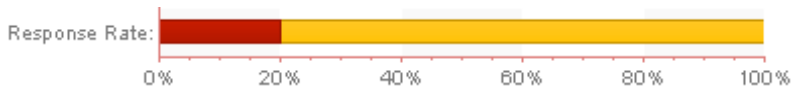
Total: 106

Note: See section 2 of this report for 'other' responses.

Question 7

6. Are there any science communication resources that you believe would be useful for the Ocean Communicators Alliance participants? If so, please list.

No. of users who responded to this question: **9** (20.00%) - No of users who skipped this question: **36**



Note: See section 2 of this report to view individual responses.

Section 2: Detailed Question Report

Question 1

1. Are you a member of the Ocean Communicators Alliance?

No 'Other' responses were collected for this question.

Question 2

2. What do you hope to learn/gain from the communications workshop?

best ways of communicating science/policy to the public

science communication made easy

How different cultures use the ocean, how people are connected to the ocean

tips for writing about science

How to get the media to cover your event, name your organization properly, and get the story right

advanced skills in story writing for features

unsure, since I haven't seen the agenda

How to get people engaged, get past not caring.

how to use media more effectively with limited resources

partnership opportunities

Better communicate complexity of marine reserves to public through film

where we are most needed and how

Some story ideas.

'dumbing down' science for non-science audience while not losing the importance of the message

How to coordinate the message

more effective techniques of 'selling' science-based ocean protection to the media

How to get our most important messages across accurately

Appropriate ways to communicate ocean issues to the media

tools for translating scientific thought into policy arguments

New tools, measuring effectiveness of strategies, networking

skills & techniques for better contact with the media

How educators can collaborate on marine science education

Question 3

3. Which topic/skill are you most interested in learning about?

talking to public

journalism

pitching tips for wonky science/'dumbing down' science

Question 4

4. Do the scientists you are affiliated with receive communications training?

No 'Other' responses were collected for this question.

Question 5

If you answered no to the previous question, what is the biggest obstacle to providing communications training for the scientists?

time

don't think it is priority

identity insecurity and role expectations

They don't think they need training; & geographically dispersed.

resources

time

helping them understand the bigger picture/broad brush strokes, political climate, what really needs to be stressed to get through to the target audience

ivory tower attitude

INTEREST. Need to be able to show them the value of doing!

Agency culture that it isn't important enough

Question 6

5. Listed below are some marine science issues that are relevant to California. Which issues do you find difficult to communicate? Please pick the top five issues.

habitat/species discoveries

DNA/genetics

Question 7

6. Are there any science communication resources that you believe would be useful for the Ocean Communicators Alliance participants? If so, please list.

SeaWeb training

<http://www.journalism.wisc.edu/dsc/>

SeaWeb's Message Box

Natural Resources Institute

Consider a speaker from NAAS or NASW (Natl ASsoc Science Writers)

NASW and Soc. of Env. Journalists

academic institutions

Communicating Ocean Sciences Course developed by the UC Berkeley

Compass group