

Ocean Communicators Alliance Newsletter

Creating a strong voice for the Ocean in California

A network of communications professionals from ocean-related organizations, industries and agencies throughout California

September 2006

OCEAN COMMUNICATORS ALLIANCE

Congratulations to OCA!

September is a big month for the California Ocean Communicators Alliance. Membership in the alliance has now exceeds 200, and the California Public Ocean Awareness Campaign will launch next week at California and the World Ocean Conference in Long Beach September 17-20.

The Ocean Communicators Alliance has come a long way since its formation at the first Ocean Communicators workshop. The enthusiasm and support of the 80 communications professionals who attended the first workshop at Aquarium of the Pacific in 2005 led not only to the formation of the Ocean Communicators Alliance, but also to recommendations on key ocean messages for California and the start of the OCA newsletter. The following workshop at California Academy of Sciences added northern California members to the alliance, and NOAA and the State of California enlisted OCA help in the design of a statewide public awareness campaign.

The third workshop, held at Monterey Bay Aquarium, saw the campaign taking shape helping the formation of working group to help implement portions of the campaign.

CALIFORNIA PUBLIC OCEAN AWARENESS CAMPAIGN:

"THANK YOU OCEAN"

Through the Ocean Communicators Workshops, OCA members agreed on key ocean messages that need to be communicated to all Californians. They were "sustain the ocean, sustain life" and "humans and the ocean are inextricably connected." These messages were looked to as the basis of communication for the California Public Ocean Awareness Campaign. At the

suggestion of many OCA members, NOAA and the State of California engaged a professional advertising agency, The Hive Advertising agency of San Francisco, to develop strategies for the design of the campaign.

After research, analysis and input from OCA workshops, The Hive presented OCA workshop participants in Monterey with concepts for a campaign theme. The popular choice at the workshop and in the OCA email poll was "Turn the Tide," with "70% of the Planet Needs 100% of Your Help" coming in a close second. Both themes indicated a call for action, and a connection with the ocean.

As it turned out, "Turn the Tide" was already being used by other campaigns, and the campaign needed an identification that conveyed the theme concepts in a catch phrase more concise than "70% of the Planet Needs 100% of Your Help."

The Hive went back to the drawing board and later presented the revised campaign themes to NOAA and the State of California and steering committee members. Of the themes presented, the overwhelming favorite was "Thank You Ocean." A phrase from the PSA explains the campaign concept: "The ocean takes care of us. Let's return the favor."

"Thank You Ocean" is the key to a stunning public service announcement filmed by renowned ocean photographer and cinematographer Bob Talbot as well as the colorful and inspirational campaign web site, executed by Michael Hanrahan of The Ocean Channel. The Hive Advertising Agency has created print ads, outdoor advertising, product ads and more.

Launch of "Thank You Ocean"

We're pleased to announce that the California Public Ocean Awareness campaign will be launched during the opening session of CWO 06 with an announcement by California Resources Secretary Mike Chrisman and NOAA

Administrator Vice Admiral Conrad Lautenbacher. During the announcement Secretary Chrisman and Admiral Lautenbacher will unveil the public service announcement and the campaign website. After all the hard work and contributions by OCA members, you won't want to miss it!

OCA at California and the World Ocean Conference 06

Be sure to keep your eyes peeled for "Thank You Ocean" when you check into the conference.....

Many OCA members will be attending CWO 06 in Long Beach September 17-20. This exciting conference is an example of California's leading role in ocean issues, and the OCA has a strong presence this year. Many of the OCA members will be taking part in conference sessions and will host their own booths.

In addition, the OCA will be represented in a session and at a booth. The session, "Creating a Public Ocean Awareness Campaign," will be Tuesday, September 19 at 4:15. The session will include presentations and discussion on the Ocean Communicators Alliance and the California Public Ocean Awareness Campaign. We look forward to OCA members in attendance contributing to the discussion.

The exhibit booth will represent the Ocean Communicators Alliance and the California Public Ocean Awareness Campaign. Both OCA and campaign materials will be available including the most up to date OCA contact booklet and the campaign website, PSA and the print materials developed by The Hive Advertising Agency. **(Note: we can use help manning the booth Monday 18 and Tuesday 19. Please contact Columbine Culberg or Sarah Marquis if you can help out!)**

Next steps

OCA members will benefit greatly from the statewide campaign, and you are also important to the success of the campaign roll-out. Stay tuned

for information on two upcoming OCA workshops, one in San Francisco and one in Southern California. These workshops will be focused on how the "Thank You Ocean" campaign can benefit OCA members, and how to incorporate the campaign into your existing communications. In addition, breakout groups will help design action plans for building the momentum of the statewide campaign.

OTHER NEWS

California Assembly Bill To Help Southern Sea Otter Recovery

The road to recovery for California's southern sea otters has been rocky. While the otter population rebounded from just 50-300 animals in the 1930s, to an average of 2,751 over the last three years, the rate of sea otter recovery has slowed and, in the last decade, has failed to increase in most years. This year, sea otter numbers declined for a second time after a record high in spring 2004.

Oil spills, entanglement in fishing gear, pollution, and lack of available food remain threats to sea otter conservation. However, disease from pollution has become a cause for concern.

The sea otter, which lives within a mile of our coastline, serves as the "canary in the coal mine" for the health of our coastal waters. A recent article in *Bioscience* (June 2006), "Sea Sickness: The Upsurge in Marine Diseases," highlights the increase in marine diseases from pollution into our coastal waters. One such disease – toxoplasmosis – plagues sea otters.

AB 2485 (Jones & Laird) would help with sea otter recovery and clean up our coastal waters through the creation and funding of a sea otter and water quality research program. The bill has made its way to the Governors' desk.

Links:

http://info.sen.ca.gov/pub/bill/as_m/ab_2451-2500/ab_2485_bill_20060223_introduced.html
<http://www.saveseaotters.org>

California Ocean Communicators Alliance:

OCA members are communications professionals from ocean-related organizations and agencies that work daily with ocean messages and communicate those messages to millions of Californians.

The goal of the Ocean Communicators Alliance is to increase public ocean awareness in California by creating common ocean messages, cooperatively communicating those messages, and participating in projects geared towards raising public ocean awareness.

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