

REPORT: 2012 Ocean Communicators Alliance¹ Workshop
**“The world is watching! Communicating the importance of
Southern California's Marine Protected Areas in a global context”**

Wednesday, April 18, 2012
Cabrillo Marine Aquarium, San Pedro, CA

Presented by: NOAA Office of National Marine Sanctuaries (ONMS), California Natural Resources Agency, Ocean Conservancy, Cabrillo Marine Aquarium, and California Department of Fish and Game.

Workshop Goal

The goal of this workshop was to provide a forum for Ocean Communicators Alliance (OCA) members to discuss and help disseminate four key messages about marine protected areas in Southern California developed by a group of aquaria and NGOs. Workshop participants also developed specific strategies for disseminating these messages to particular audiences and through particular media outlets (traditional vs. social media, etc).

Executive Summary

Sixty-five participants attended the workshop, which began with welcome from Mike Schaadt of Cabrillo Marine Aquarium and introduction of the day's activities by Matt Stout, Communications Branch Chief, ONMS. The morning consisted of presentations from One World One Ocean, NOAA National Marine Protected Areas Center, State of California Department of Fish and Game, Channel Islands National Marine Sanctuary and the South Coast Region MPA aquaria and NGO collaboratives. Panel discussion introduced the key messages developed by the aquaria and NGO collaborative to be used throughout afternoon breakout groups:

- Legacy: Marine protected areas ensure our kids and grandkids can enjoy a healthy, productive ocean.
- Fat Old Female Fish: Marine protected areas provide a place where ocean wildlife can feed, breed and thrive, and a home for the big old fat females that replenish our ocean.
- Underwater Parks: Marine protected areas are like underwater parks. They protect the Yosemite's of the sea—special places like (insert local example)
- What about me? You can swim, dive, surf, tidepool, kayak or watch birds and mammals at the MPA (insert local example). Or help study local wildlife and habitats through (X program.)

Specific outcomes of the workshop included:

¹ The California Ocean Communicators Alliance is a group of more than 300 professionals in ocean-related organizations, agencies and businesses who, in the course of their work, reach millions of Californians with ocean messages. NOAA Office of National Marine Sanctuaries, the California Natural Resources Agency and aquarium partners organized and support the California Ocean Communicators Alliance. OCA members collaborate on common ocean messages and promote the Thank You Ocean public awareness campaign.

- **Explore the potential of future MPA workshops in other regions:** Multiple requests have been received to conduct similar workshops in Northern California. Thank You Ocean staff will identify potential funding sources and host location for the next workshop.
- **Explore potential of shared data base of materials/information about MPAs:** An identified potential organization may be able serve as this portal; if so, Thank You Ocean staff will help them with this effort. In addition, OCA members who have web pages dedicated to the issue of MPAs are asked to send links to the Thank You Ocean staff at info@thankyouocean.org. Links will be added to the Thank You Ocean MPA page <http://www.thankyouocean.org/mpas>
- **Reach out to OCA members to develop regional subgroups and/or subgroups based upon MPAs and other topics:** Thank You Ocean staff plans to conduct outreach to OCA members in order to break down OCA members by region and topic interests. Ideally, this will increase regional collaboration and information sharing.

Please find the entire agenda attached to this report as an appendix.

Opening Presentations

The day began with a welcome by Mike Schaadt of Cabrillo Marine Aquarium and introduction of the day's activities by Matt Stout, Communications Branch Chief, ONMS. The morning consisted of several presentations that provided the context about marine protected areas globally and the Marine Life Protection Act planning process in California. The powerpoint presentations from the following speakers can be found at www.thankyouocean.org/ocean/toolkit and are hyperlinked below:

- Mary Jane Dodge, One World One Ocean, "MPAs and the global campaign goals": <http://www.thankyouocean.org/wp-content/uploads/2012/06/Mary-Jane-Dodge.pdf>
- Lauren Wenzel, NOAA National MPA Center, "Marine Protected Areas: What in the world are they? International/National perspective": <http://www.thankyouocean.org/wp-content/uploads/2012/06/Wenzel-Global-MPAs@ONMS-MPA-Campaign-4-18-12.pdf>
- Susan Ashcraft, California Department of Fish and Game, "California MPAs": <http://www.thankyouocean.org/wp-content/uploads/2012/06/Susan-Ashcraft.pdf>
- Julie Bursek, Channel Island National Marine Sanctuary (CINMS), "MPA case history: CINMS": <http://www.thankyouocean.org/wp-content/uploads/2012/06/CIMPA-Outreach-Bursek.pdf>

Panel Discussion #1: MLPA and South Coast Region messagingwww.thankyouocean.org/wp-content/uploads/2012/06/OCA-wkshp-draft-PPT-NL.pdf**Panelists:**

Greg Helms, Ocean Conservancy
Penelope Whitney, Resource Media
Mike Schaadt, Cabrillo Marine Aquarium

In preparation for the implementation of MPAs in the South Coast on January 1, 2012, a group of aquaria and science centers and NGOs, respectively, received funding from a private foundation to develop key MPA messages. These groups worked collaboratively to a certain degree in order to develop key messages, but this workshop provided the first forum at which aquaria/science centers and NGOs could share their messages with each other and with the larger community of professionals who communicate about the ocean in the course of their daily work.

Greg Helms – Early MPA messaging

Greg stated that when the aquaria and NGO groups began developing messages about MPAs, they had multiple messages and were trying to disseminate too many points (ex. ocean wilderness, ocean zoning, biological diversity, fisheries management, crisis management..., etc.). They realized they needed to get more specific and enlisted the help of Resource Media to create these messages. The aquaria representatives helped craft the sentences that went with each key message. The four categories of messaging (included in handouts) include:

1. Legacy: Marine protected areas ensure our kids and grandkids can enjoy a healthy, productive ocean.
2. Fat Old Female Fish: Marine protected areas provide a place where ocean wildlife can feed, breed and thrive, and a home for the big old fat females that replenish our ocean.
3. Underwater Parks: Marine protected areas are like underwater parks. They protect the Yosemite of the sea—special places like (insert local example)
4. What about me? You can swim, dive, surf, tidepool, kayak or watch birds and mammals at the MPA (insert local example). Or help study local wildlife and habitats through (X program.)

Penelope Whitney – Crafting the message

Penelope began by explaining that a key concept in communication is the importance of starting on common ground- connecting with the audience by introducing them to something that they know and love and then add a new concept. Resource Media then looked at previous polls and conducted new polling to gain empirical data in determining these points of “common ground”. Resource Media discovered that Californians strongly support ocean protection, as evidenced by a 2006 poll by the Public Policy Institute of California which found that 7 in 10 people supported MPAs and recognized the ocean as a key driver for our economy. This support for MPAs was consistent, even in counties that are usually considered more politically conservative. Penelope stated that positive messaging about MPAs was much more effective than the defensive position some groups had used in the past.

Resource Media also tested how well certain words resonate with people. Based on their results, people favor words associated with “solutions” (ex. underwater parks, safe havens, healthy, thrive) rather than negative words (ex. declined, depleted, threatened, vanished, at risk). The term “underwater parks” resonated well with people because they have a good idea of what a park is (ex. Yosemite), thus creating this “common ground” discussed above. Focus groups also showed that talking about future generations and outdoor recreation in MPAs as a way of life for Californians resonated well with the audience. The research also showed the importance of highlighting that people can continue to recreate in MPAs.

Penelope then explained that consistency and simplicity are key in MPA messaging. Resource Media’s annual analysis of media coverage shows that messages favorable to MPAs have been picked up by media outlets more than those opposing MPAs. Groups opposing MPAs have focused on two messages—their perception that the MLPA planning process was biased and that the MPAs will result in job losses. In contrast, the media audit showed that MPA supporters’ quotes are not unified, and that quotes on science or fisheries outnumber ones that resonate with people, like job creation, legacy, and access. Penelope believes that MPA advocates can build the support base by speaking to common concerns and unifying messaging in media outreach, descriptions, websites, etc.

Mike Schaadt – How Aquaria promotes MPA messaging

Mike reiterated the importance of aquaria and science centers in disseminating messages about MPAs. Aquaria interact with thousands of people every day and play a major role in connecting them to the ocean. The Southern California Aquarium Collaborative which included Aquarium of the Pacific, Santa Monica Pier Aquarium, and Cabrillo Aquarium, started in 2008 with a goal to identify methods to get the public involved in the MLPA planning process. Currently the Collaborative has grown to include eight Southern California aquariums (the three above plus Ty Warner Sea Center In Santa Barbara, Ocean Institute in Dana Point, SeaLife Carlsbad Aquarium, Birch Aquarium at Scripps and Centers for Ocean Science Education Excellence –West at USC/UCLA).

The aquaria collaborative agreed early in their process that it would be powerful to share the same messages and co-sponsor events such as “underwater parks day” (held on the third Saturday in January for the past several years). The aquaria collaborative promoted the same 4 key messages (listed above) and created promotional materials such as videos, table top exhibits, visitor giveaways, posters, and tote bags. They are currently working to tie science standards into their educational activities and conduct teacher workshops to encourage MPA messages in classrooms.

Greg Helms

Greg returned to summarize the material, saying that these messages are proven successful for a very broad range of speakers addressing almost any audience. They present MPAs in a way people can easily relate to. And, they allow you to determine which aspects of MPAs your listener wishes to dig more deeply into. If they respond to ‘Big Old Fat Females,’ you’ll know

that you should continue to address the science of MPAs. The 'Underwater Parks' message is a clear entry point for discussing the distinct legal categories of MPAs – including how “Park” is actually a type of California marine protected area.

Panel Discussion #2 with facilitated large group discussion: How do we talk about MPAs?Facilitator:

Matt Stout, NOAA Office of National Marine Sanctuaries

Panelists:

Greg Helms, Ocean Conservancy

Penelope Whitney, Resource Media

Mike Schaadt, Cabrillo Marine Aquarium

Susan Ashcraft, California Department of Fish and Game

Julie Bursek, Channel Islands National Marine Sanctuary

Lauren Wenzel, National MPA Center

Q: Is the CA Department of Fish and Game on board with the major key messages for communicating MPAs to the public?

A: Susan Ashcraft, DFG, stated that DFG generally accepts the key messages; however, she raised a DFG concern that the term “underwater parks” may be confusing to the public because under state law there is a particular MPA designation known as a “state marine park”; as well as confusion about the relationship with State Parks. Greg mentioned that using the term “underwater parks” is meant to be a conversation starter rather than as new terminology for MPAs. Susan stated that DFG is working now on drafting some guidance for partnering organizations to use when developing MPA messages but that this guidance is not yet final. In the meantime, she recommends that if anyone is working on developing public outreach and education materials regarding MPAs, that they contact her (SAshcraft@dfg.ca.gov) or Jordan Traverso, Deputy Director of Communications (JTraverso@dfg.ca.gov), so they can provide review and resources and are also aware of materials being disseminated.

Ocean Communicators still need be careful about their messages, because scientists are still learning a great deal about how MPA implementation is impacting biodiversity and California habitats, species, and ecosystems.

Mike stated that timing can be an important factor when delivering messages. For example, sometimes communicators can only bring up one of the four key messages to their audience. For audience members who are more interested in this topic, the Cabrillo Aquarium and other communicators can send individuals to the [DFG](#) and [PISCO](#) websites for further information.

Q: MPAs are not high on the public’s list of concerns, how do we connect the public to MPAs?

A: Californians recognize that an enormous amount of economic activity revolve around the ocean. Because the economy is a major concern among Californians right now, in order for ocean communicators to connect with the public, they should mention that MPAs have the ability to sustain a healthy ocean and economy. A healthy marine ecosystem provides more jobs and tourism, which ultimately leads to an improvement in the economy.

Q: Is there a call to action as part of communicating about MPAs?

A: A call to action is an important component of communicating MPAs. Examples of calls to action include: "Visit your MPAs" and "Volunteer with monitoring efforts." Julie Bursek, Channel Islands National Marine Sanctuary (CINMS) explained that a common misconception when creating MPAs along the coast and at the Channel Islands was that once MPAs were in place, people thought they were no longer able to enjoy recreational activities such as scuba diving, kayaking, surfing, and snorkeling. Therefore, communicators should let people know that in nearly all cases, recreational activity is still allowed in MPAs and that people should be encouraged to visit their local MPAs..

Q : What are effective ways to include the fishing community when communicating MPAs?

A: Greg Helms, Ocean Conservancy, stated that collaborating and working with the fishing community helps build strong relationships between the fishing community, NGOs, and aquaria, and also gives fishermen a sense of ownership. For example, the Ocean Conservancy worked with fishermen to create maps of MPAs to disseminate among their community. Creating strong relationships can be beneficial for communicating MPAs because NGOs and aquaria can work with fishermen to get them to promote MPAs through first-hand tell stories about shifting baselines.

Susan: Developing messages that unites polarized groups such as NGOs and the fishing community were highlighted as important as well. An example of this is the idea that both groups enjoy the ocean and want to be good stewards of the marine environment- MPAs are *one* piece of this stewardship. In contrast, trying to persuade fishermen that MPAs are "for their own good," or make promises for how they will benefit, can result in further polarization and divisiveness. "Shared stewardship and shared enjoyment" is a better angle to show respect for fishermen's interests and efforts, and engage their shared commitment. Discussion ensued that the ocean communicators community is uniquely positioned to develop uniting messaging and communication between the fishing community and the conservation community. A challenge went out to focus creative effort in developing solutions for this need, especially now that progress has been made with engaging the non-consumptive public.

Comment

When communicating MPAs, it is important to talk about why the place chosen for an MPA is special both in the present and in the past. Considering the big picture also helps, such as: how taking care of the ocean impacts our ability to live on this earth. Furthermore, it is important to understand how much we have lost in terms of ocean health and how we are connected to the ocean.

Q: Can we get more information on MPAs in the Arctic and Antarctic in terms of their designation and enforcement?

A: Lauren Wenzel, National MPA Center, replied that MPAs proposals for the Arctic are ongoing. On a related note, the North Pacific Fisheries Management Council has proactively closed fisheries in the Arctic to determine what additional management is needed due to an increase in fishing grounds because of melting sea ice. Talks are in progress on fisheries closures in the Antarctic and enforcement of existing law.

Breakout Groups

Two afternoon breakout sessions covered

1) Messaging strategies for the following particular audiences:

- Non-consumptive users (surfers, tidepoolers, divers)
- Consumptive users (fishers, kelp harvesting, pharmaceuticals)
- Ocean-related businesses (tour operators, surf shops, restaurants)
- Lawmakers (local, state, federal)
- Animal/Nature Enthusiasts (Supporters of seabirds, marine mammals, beach and ocean environment)

Outcomes of this first break out group included: Elevator pitch, tools already in existence

2) Delivery and Opportunities for collaboration

- Traditional & Online Media (Print news, TV, radio, blogs, online news)
- Social Networking/Web sites (Facebook, Twitter, web sites, mobile, apps)
- Informal Education (aquariums, museums, field contact, docents, researchers)
- Film/Video (PSAs, YouTube, Commercial Film)
- Formal Education (K-12, University, Adult Education)

Outcomes of the second break out group included: Ideas for collaboration, how can we measure success?

Breakout Session I: messaging strategies for particular audiences

Non-Consumptive Users

Of the 4 key messages, the most effective messages for this group are:

- legacy (though the group agrees that this needs to be redefined as: “achieving an overall goal of a healthy ocean” – keep it broad and don’t pigeonhole what “legacy” will mean to different user groups)
- underwater parks
- what about me?
- the “fat old female fish” is not a very effective message for this group and does not resonate as well

Elevator message:

- Some general ideas: enhance the ride, keep the surf wild, enhance your recreational experience, MPAs protect the legacy of diving, surfing, etc., wild for the future.
- draft message: “By setting aside this [local area], MPAs preserve the legacy of our great California ocean recreation experience for surfers, divers, kayakers, snorkelers and swimmers, for us and future generations.”

Tools used for messaging:

- social media (ex. Surfrider’s app)
- aquaria

- place-based docents (ex. docents at elephant seal haul-out areas)
- hard-copy, waterproof education materials
- signage with images
- recreational events (ex. Paddleboard race)
- recreational businesses (dive shops)

Consumptive Users

To successfully reach out to consumptive users, the group agreed that having a credible messenger was important. Consumptive users need to feel comfortable and trust this messenger, and old-timer fishermen with personal experience may be a good resource. It is also important to find common ground with consumptive users and include them into the process. Everyone also agreed that face-to-face communication and relationship building was instrumental when communicating MPA messages to consumptive users.

How to make the message local or personal?

- Engage long-time fishermen who are respected in the fishing community to promote MPA messages- identify key liaison.
- Collaborate with consumptive users and bring them into the process, ask about their needs (education, outreach, monitoring, etc.)
- Get out to their events and where they fish
- Empower consumptive users to be stewards and make a difference
- Use MPAs as a segway to broader ocean issues
- Use messages such as “MPAs are like an insurance policy”
- Give empathy, show respect for their way of life

Elevator Pitch

Messages to consider when giving elevator pitch include:

- Correcting misinformation (see more discussion below about correcting misinformation)
- Share stories from those who have seen the resources change (ie shifting baseline problem)
- Show empathy
- Recognize fishing as a way of life, keep it local
- Keep in mind why people fish

Tools

Tools to introduce to consumptive user groups that may be beneficial include:

- Credible information source
- Recent scientific research – on local region or similar species
- Local areas still open to fishing, where other fishermen are

Notes:

Should you correct misinformation?

- Engaging in correcting misinformation may perpetuate and give the author a sense of credibility – it may be better to release factual information on your own. Blogs may be easier to correct. Due to the inability to meet in person and discuss the issue, new media such as Facebook and Twitter is harder to communicate. Face to face and personal relationship building is important.

Ocean Related Business

Messages that Resonate:

- Ocean-related business operators have a role in monitoring and enforcement
- Communicate what this group *can* do in MPAs rather than what they can't do.
- Healthy oceans= a healthy economy
- Healthy oceans=good quality of life
- MPAs are a tool for balancing economic and environmental considerations.

Making the Message Personal

- Use untraditional allies (such as lifestyle magazines, i.e. diving magazines). These publications may provide dissemination of your message, and may potentially be interested in disseminating brochures
- Recreational fishing operators receive clear regulatory information from DFG (this is also a tool)
- Monitoring data from MPAs can be used as an additional communication tool (i.e. wildlife presence) for businesses.

Tools

- Caloceans.org
- Californiampas.org
- DFG website (<http://www.dfg.ca.gov/mlpa/>)
- National Geographic Ocean Website (marine recreation workshop toolkit)
- Wildcoast Brochures
- Adopt-a- business

Elevator Pitch

- MPAs lead to a healthy ocean and a healthy economy.
- MPAs are underwater parks that protect ocean health in (our region). As you know, a healthy, prosperous ocean will support our coastal economy (hotels, restaurants, dive shops, and tour operators etc.) as people come from all over the US and world to enjoy the beaches and recreation.

Lawmakers (Local, state, federal)

Which MPA messages resonate with this audience?

- MPAs build strong local economies
- Term-limited legislators often want short-term results; they need results that can resonate with the public
- MPAs are challenging in the political context because the timeframe necessary to see a change in the ecosystem is longer than what politicians typically expect.
- Good mechanism for persuasion: “being responsive to constituent needs and priorities”

- Politicians often prioritize tourism, so framing MPAs through this priority will get their attention
- Local governments and officials often feel more comfortable if they hear that implementation of MPAs is not their responsibility (e.g. financial, staffing) but is the responsibility of the state (ie those resulting from MLPA process). This helps with making cooperation or support seem less burdensome
- Legacy, credit, and low financial impact are aspects important to lawmakers. When presented with an issue/project that encompasses these aspects, a law-maker can't say "no".
- To consider: do we get at constituent interest through economic prosperity?

How can we make this message feel "local" or "personal"?

- Adapt message to local places, language. For example: to support Laguna's MPAs, groups have adopted the name "Blue Belt" – a clever spin to "green belt," which is a widely recognizable local name for Laguna's wilderness and open areas.
- Politicians want to support local economies. A message can feel local by providing politicians with the opportunities to feel like they are doing so through MPAs.
- Tailor a local message to districts
- Figure out what a politician is going to gain. It is possible to gain support if message resonates with politician's interests.
- Being "first" is appealing. Ex: "Orange County can lead the way" is appealing to various groups that may seek recognition (e.g. politicians, agencies, constituent groups), and want to be leaders
- "Know your politician" (and audience)

Write an example of an elevator pitch (30 second message)*

**Our group did not have a specific message, as seen above, we concur that it needs to be tailored, hence we discussed tips for developing such a message:*

- **Science may be included if it is communicated as a story.** When composing short messages, science is often the first thing to be stricken-out. Science can be incorporated through the discussion of a specific issue/problem resolution that illustrates the use/importance of science.
- **Use numbers.** Law makers tend to be number-oriented. Numbers seem to resonate with them, so utilize them because they tend to help with accountability and messaging to constituents.
- **Make your point stand out.** Law-makers have many issues on their plate, and many to consider, make sure that yours stands out
- **Utilize inter-governmental pressure.** A government or department doesn't want to be the last one to catch-on to something. Messaging example: Tell City "A" officials that adjacent City "B" just passed "X" law... good mechanism for applying a little bit of pressure that stems from a sense of competition.
- **Make sure that aspects of community are incorporated.** Keep in mind that law makers care for and have to answer to their constituents. Also, for messages of this

sort, people, not fish, need to be emphasized (i.e. with this type of messaging, community-oriented messaging wins out over “ecosystem services” type of messages)

- **Make sure to mention economies.** Local economies are important to law-makers. Messaging example: “Healthy ecosystems promote local economies...”
- **Give politicians their talking points** – this should be your elevator pitch

Examples of tools you already use

- Face to face briefings are invaluable
- Intergovernmental letters (from one official/politician to another) are more valuable than letters with tons of signatures
- Press releases are useful because they provide opportunities for public recognition
- Know your politician!
- Help-out a politician: give them their talking points

Animal and Nature Enthusiasts

How to make the message local or personal?

- Develop a sense of multi-generation stewardship
- Take local message to global level
- Needs to point to an open dialogue: what do people care about that relates to themselves?
 - Healthy ocean connection
 - Human life
- A call to action is more empowering
 - Visit, take action, be engaged
- Tide pooling can demonstrate biodiversity without getting wet
- Activities you and your kids can do (ex. Community beach cleanups, guided trips)
 - “Your backyard animals are your neighbors.”
- MPA “Neighborhood Watch”

Elevator Pitch

- Fat Female Fish
- Use terms that the public can understand quickly (ex. underwater parks)
- The ocean belongs to you – YOU CAN take care of it!
- Get to know your backyard
- “Plunge into your MPAs!”
- “Forever neighborhood underwater park”
- **MPAs are your underwater parks** that protect marine life for future generations or are vital for protecting (Just like Yosemite in the ocean that provide safe havens for marine life, pelicans, fish, etc.)

Tools

- Internet
 - Use Google maps to find locations, clans, guilds
- Use terrestrial tools/models (ex. Smokey Bear, Ranger Rick) and adapt

- Incorporate watershed and coast estuaries in MPA “ecosystem”

Breakout Session II: Delivery and Collaboration**Traditional and Online Media**

What is working well?

- “Underwater Parks”
- Blogs and Photos
- Editorials
- Using public relations
- Getting reporters in the water
- This is a very visual story: use photos/video
- Community members as messengers
- Citizen scientists as messengers

What are new ways to reach the media? Amplify the message?

- There are challenges involved with telling positive stories, media outlets are less likely to pick up a story without controversy or a negative/sensational aspect to it
- Find something unique about the story you want to tell
- Looking at trending topics and see if you can related them to ocean protection
- Create a story about fishermen adaptation to MPAs
- Use poaching/enforcement stories
- Get the reporters into the field
- Report on new baseline studies and top findings

Ideas for collaboration

- Statewide one-day monitoring events (like a Christmas “fish count” for MPAs)
- Have an MPA fishing day
- Arrange a dive tour of southern California MPAs
- Create a slide show with photos from each MPA showcasing its ecological assets or have the slide show revolve around a natural phenomenon such as a whale migration or seal pupping
- MPA watch data: get data on MPA visitation and use
- Tell the story of the economic value of MPAs
- MPAs= healthy dive spots
- Call for divers to take photos and create a photo time capsule for MPAs at _____ year. Compare to photos in the same place in 10 years.

Evaluation

- Media audits
- Monitoring volunteer inquires following a news article
- Comments, retweets, and facebook “shares”
- Audit of negative and misinformation
- Public opinion poll

Social Networking/Website(Facebook, Twitter, web sites, mobile, apps)

What is working well in communicating about MPAs? List examples.

- Communicate with other groups, not just individuals (e.g. Wiser Earth, organization with contact to many other groups)
- Ocean Spaces: platform in the making—online community for CA oceans where people can connect, gain information and contribute.

- Communication about MPAs: How is monitoring happening, explain how baseline programs are constructed.
- Social Networking (e.g. Facebook, Twitter, Flickr, YouTube) is useful to disseminate a great range of information, including studies and photos.
- Post to Facebook/Twitter often (e.g. 6xs/day); be a consistent drumbeat of information.
- Remember to post ocean messages in general (not just emphasize MPA-related messages) to grab a wide-range of audiences.
- Work to get followers to develop a strong network; constant information (e.g. Nike has community events, developed connections with social networks, updates ways to interact with the community.
- Share common messages to ensure that they reach people who may repost.
- Having “check-ins” to gain recognition on social networks: e.g. “Sarah was picking-up trash from *this* MPA:
- Re-posting: second generation posting reaches new users (vs. first generation posting which reaches immediate contacts, possibly preaching to the choir).

How can we amplify positive messages with this method? New Ideas?

- Target families as potential stewards of MPAs, look to them for long-term (multigenerational commitments), similar to “Adopt-a-highway” program
- Users may subscribe to Ocean Spaces, sharing tools, develop unity and coordination
- Develop a good communication strategy if you want something to go big. Coordinate communication! It isn’t always helpful to just slap information online and expect it to go viral

Answers to all remaining questions 3) Limitations and Obstacles, 4) Ideas for Collaboration, How can we Work Together? 5) Evaluation: how do we measure success in getting our message out?

- From Ocean Spaces POV: Think, how to add value to what already exists? How can all existing tools and organizations shine together?
- Dedicate time to social media! Get expertise
- There is the challenge of addressing negative messaging.
- Built in tools on FB and Twitter—these are often not very telling, they can provide numbers but nothing on measuring meaningful levels of engagement.

Informal Education

The informal education group saw the most value in increased collaboration and information/resource sharing. By sharing resources that are compatible and adaptable to various needs, this increases the efficiency and reduces the need to create new material. Having a shared message will help increase the ability to disseminate the information.

What’s working well?

- Exhibits
- Programs (classes, public programs, etc.)
- Events (ex. Underwater Parks Day)
- Outreach materials (maps, brochures, etc.)
- Onsite and offsite presence – going into the community
- Active science engagement
- Docent programs
- Bridge between science, research, and enforcement to the public
- Community talks

How can we do better?

- Leverage existing resources and shared messages
- Collaboration on:
 - Training materials
 - Tools
 - Outreach
 - Activities
 - Who's doing what
- Use listservs to share information
- Create website that can serve as a portal for sharing reliable and accurate resources.

Follow up

- Conduct joint meetings/trainings
- Form unified message
- Stay engaged through working groups
 - Form deliverables, objectives, yearly goals, logical model
 - Conduct joint planning session
 - Work within working group and other groups
 - Include various entities outside of informal education group

Evaluation/Measuring Success

- Increase compliance from an agency standpoint
- Assess based on completion of logic model
- Increase MPA knowledge and awareness from audience
- Increase in stewardship, citizen science, and community involvement

Formal Education

What has worked?

- undergraduate students visit MPAs and conduct citizen science based on formal curriculum (Wildcoast)
- digital lab teaches students about various stakeholders – students establish MPAs and hold a mock meeting in which they represent those stakeholder interests (Jason)
- training for adults (NOAA's coastal training program)

- Amplifying positive messages – new ideas?
- teachers have said that they want hands-on, interactive lessons
- NOAA-funded ocean science sequence for grades 1-5
- CINMS MERITO program

Limitations:

- money, time
- proximity to coast
- lack of understanding on the teachers' part
- lack of relevance
- the myths and misconceptions of MPAs
- lack of formal education programs available to teachers

Collaboration:

- aquaria/government/ngo's – share resources, and don't reinvent programs
- ocean guardian schools
- education field trip programs (CIMI)
- open lines of communication among different agencies and organizations
- use OCA as a source – groups based on region and interests to further collaborate after this workshop

Film/Video

What's working well?

- Compass.org
- High quality imagery
- TYO PSAs- simple statements with pretty imagery
- Short (2-3 min) videos on Facebook, Twitter, and YouTube
- Longer videos for difference audiences, could include lesson plans with longer educational videos
- Keep it short and punchy (60 seconds or less)
- Create YouTube shorts
 - Shorts could be used in exhibits too
- Multiple lengths of the same theme
- Longer documentaries (ex. NOVA)
- Artistry is important in films
 - Invokes a sense of beauty and awe, and creates an emotional connection
- Visual strength of images
- Provide images to producers and film schools
- Celebrity/Politician as spokes people, enjoying the ocean
- Collaboration with agencies, NGOs, etc.

How can we do better?

- Need more multi-cultural, multi-lingual media
- One way communication
- Engage audiences who may have a short attention span

- Reduce price prohibitive production
- Increase access to YouTube – most teachers can't get access to YouTube in schools

Create interactive video where “player” chooses options and actions that result in different endings (good, neutral, bad)

Ideas for Collaboration

- Story-telling about other places, partners, and projects
- Celebrity support
- Get film footage to NGOs and schools
- Conduct photo/video contest with kids (ex. Teen video essays)
- Producers make videos for aquaria
- Links to each other's videos
- Restaurants continuously show videos (surf themed, etc.)
- Ocean playlist on various themes (ex. “Oceans Rock” event)

Evaluation/Measuring Success

- Track hits on YouTube, number of pledges taken
 - Keep it brief – see sanctuary ocean acidification pledge
- Send them return cards (reminder messages)
- Try to determine if behaviors are changing
- Easier with kids than adults
- Success as fundraising tool – bringing in more money

Facilitated Discussion: Large Group
--

Matt Stout facilitated a large group discussion leading to action items and suggestions of how this group can help continue dialogue, messaging and communication about California's MPAs and MPAs in general.

Suggestions included:

- Creating and maintaining a database of all existing materials and information sources that assist in communication about MPAs. This includes brochures, posters, letters, materials, and source web sites for MPA regulations.
- Holding more OCA MPA workshops in other regions.

Where do we go from here?

- Central Portal for MPA materials online – TYO
- Vetted by State of CA for accuracy
- Monterey Bay National Marine Sanctuary Foundation collecting resources –access from site and TYO site
- ORGANIZE TO LINK TO KINKOS – MATERIALS reproducible as hard copy
- Search engine optimization
- CAL ocean – MPAs (Posting)
- CONTENT / Honors Roles
- VIRTUAL Breakout sessions

OCA

- Regional leads
- Regional OCA members also categorized by interest
- What is the mission?
- Outreach to communities of color, OCA recruitment effort, broaden & diversity
- Go GALACTIC (Think Big)
- MORE OCA WORKSHOPS
- VIDEOS
- TYO Events

OCA News Splash

- Increase frequency – strengthen message to collaborate with each other

OCEAN SPACES

- Monitoring Enterprise <http://www.monitoringenterprise.org/about.php>
- Online Community being formed, will debut soon
- Collaboration – not competing allows others to join and share

NEXT STEPS

Based on a group discussion during the end of the workshop, the following next steps have been identified. Thank You Ocean staff will circulate documents and update OCA members once these tasks are complete

- **Full report on OCA MPA workshop:** Workshop proceedings including summaries, breakout session notes, PowerPoint presentations, and handouts will be circulated to OCA members.
- **Explore the potential of future MPA workshops in other regions:** Multiple requests have been received to conduct similar workshops in Northern California. Thank You Ocean staff will identify potential funding sources and host location for the next workshop.
- **Explore potential of shared data base of materials/information about MPAs:** An identified potential organization may be able serve as this portal; if so, Thank You Ocean staff will help them with this effort. In addition, OCA members who have web pages dedicated to the issue of MPAs are asked to send links to the Thank You Ocean staff at info@thankyouocean.org. Links will be added to the Thank You Ocean MPA page <http://www.thankyouocean.org/mpas>
- **Reach out to OCA members to develop regional subgroups and/or subgroups based upon MPAs and other topics:** Thank You Ocean staff plans to conduct out reach to OCA members in order to break down OCA members by region and topic interests. Ideally, this will increase regional collaboration and information sharing.

Evaluation

Participants were given evaluation sheets at the end of the day. 23 returned.

Q: How helpful was this workshop? 6 Extremely, 13 Very, 4 Helpful, 0 Not

Q: Please rate the speaker presentations: 7 Excellent, 12 Very Good, 4 Good, 0 Poor

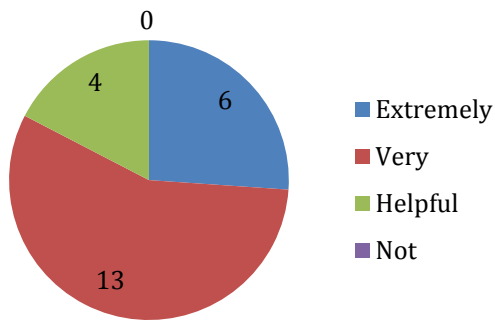
Q: Please rate the panel discussions: 7 Excellent, 14 Very Good, 2 Good, 0 Poor

Q: Do you feel you are better equipped to communicate about MPAs? 22 Yes, 1 NO

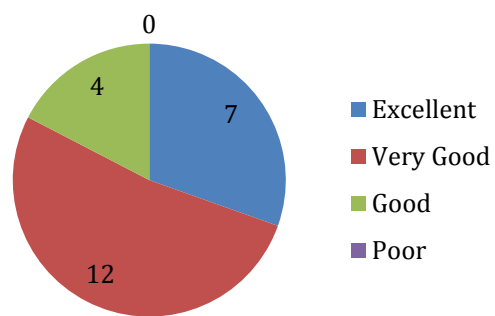
Q: Please rate the breakout sessions: 6 Excellent, 11 Very Good, 5 Good, 1 Poor

Q: Were your expectations for this workshop met? 18 YES, 5 added EXCEEDED 0 NO

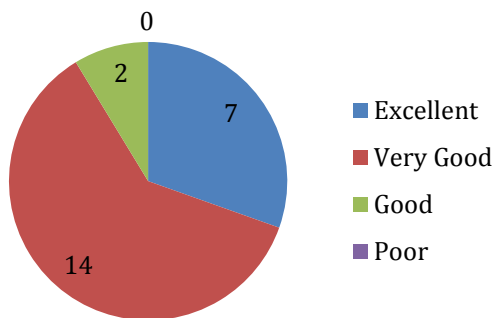
Helpfulness of Workshop



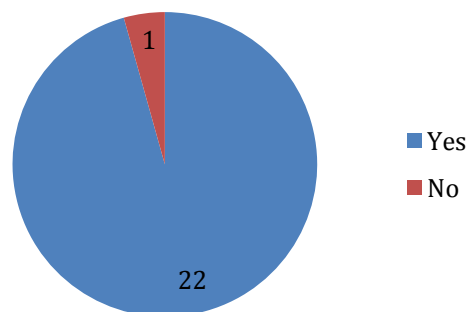
Speaker Presentations



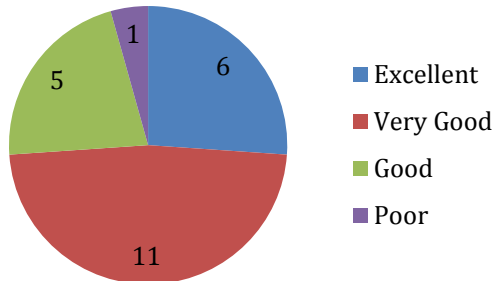
Panel Discussions



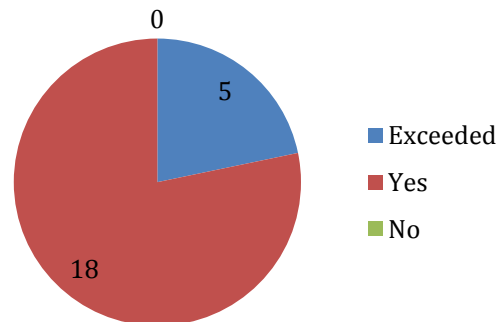
Better Equipped to Communicate MPAs?



Breakout Sessions



Expectations Met?



Comments:

- “My expectations were exceeded. Participants were focused and freely shared all their information.”
- “I really liked the 4 keys to simply communicate MPAs. This was GREAT for networking.”
- “More than I expected! I know what messages to use now. I know more about research that has been done with the public about their feelings about MPAs.”
- “Great ideas for collaboration!”
- “Great workshop!”
- “Good material and resource for follow up.”
- “Like the four categories and some of the new ideas generated today.”
- “Great ideas on how to make messaging more effective. Great ideas on collaboration!”
- “Good ideas about how to tackle issues I’ve faced in communicating MPAs.”
- “Discussion about messaging and breakout sessions helped reframe my MPA messaging.”
- “Need to do in N. California!”
- “Great to get everyone in a room together to brainstorm and learn!”
- “I have a better idea of how to communicate with different audiences.”
- “The focus on positive messages, rather than defensive strategies, was very refreshing and enlightening.”
- “Really great to meet and greet those doing what I am doing! This is something that could be done quarterly!”
- “Palpable energy, connections being made, resources, ideas....”
- “Suggest cross pollination with other CA areas (Central, Northern”
- “Better management of breakout groups. Some participants wanted to ‘take over’.”
- “More science! We need data to support communications.”
- “A lot to cover...perhaps a less ambitious schedule next time?”
- “Wish the demographics of the group had been more reflective of the state. More diverse group.”
- “Work to organize the OCA!”

“(Suggest) breakout session on print material.”

“Develop upon today.”

“(Suggest) how to evaluate conservation behavioral change once you deliver. What are ways we can track that are not too labor or staff intensive.”

“Include a diverse audience ...in OCA meetings.”

“Employ online tools more robustly before, during and after meeting to ensure continuous discussions.”

“(Suggest) bigger! More people need to attend.”

“Smaller breakout groups. Facilitators of breakouts more refined in running groups.”

2012 OCA MPA Workshop Coordination:

Matt Stout, NOAA Office of National Marine Sanctuaries
 Sarah Marquis, NOAA Office of National Marine Sanctuaries
 Greg Helms, Ocean Conservancy
 Mike Schaadt, Cabrillo Marine Aquarium
 Amy Vierra, California Natural Resources Agency
 Nicole Lampe, Resource Media
 Claire Fackler, NOAA Office of National Marine Sanctuaries
 Miho Umezawa, California Natural Resources Agency
 Sarah Flores, Ocean Protection Council
 Sara Hutto, NOAA Channel Islands National Marine Sanctuary
 Holly Wyer, California State Lands Commission

Speakers/presenters:

Susan Ashcraft, *Senior Environmental Scientist Specialist, MPA Program, Marine Region*
 California Department of Fish and Game

Julie Bursek, *Team Leader Education and Outreach* | NOAA Channel Islands National Marine Sanctuary

Mary Jane Dodge, *Director of Marketing & Development* | MacGillivray Freeman Films

Claire Fackler, *National Education Liaison and Ocean for Life Program Director*
 NOAA Office of National Marine Sanctuaries

Greg Helms, *Manager, Pacific Program* | Ocean Conservancy

Sarah Marquis, *West Coast/Pacific Media Coordinator* | NOAA Office of National Marine Sanctuaries

Matthew Stout, *Chief of Staff, Communications Director* | NOAA Office of National Marine Sanctuaries

Amy Vierra, *Interim Manager, Ocean Resources Management* | California Natural Resources Agency

Lauren Wenzel, *Acting Director* | NOAA National Marine Protected Areas Center

Penelope Whitney, *Program Director, Resource Media*

Support:

Others who supported the workshop included Ocean Communicators Alliance, One World One Ocean, NOAA National Marine Protected Areas Center, Resource Media, Channel Islands National Marine Sanctuary, National Marine Sanctuary Foundation, Monterey Bay and Channel Islands Sanctuary Foundation, Resources Legacy Fund Foundation, California Ocean Protection Council, California State Lands Commission, California Sea Grant, MPA Monitoring Enterprise and California State Parks.

The world is watching! Communicating the importance of Southern California's Marine Protected Areas in a global context

Ocean Communicators Alliance Workshop
 Cabrillo Marine Aquarium, San Pedro, CA

April 18, 2012

Time	Topics	Who
8:30-9:00	Registration/Coffee ("Ted Talk: Golden Circle")	Reception
9:00-9:05 9:05-9:15	Welcome to Cabrillo (5 min.) RAPID Around the room introductions: name and affiliation only (10 min)	Mike Schaadt. Cabrillo Marine Aquarium
9:15-9:35	Thank You Ocean PSA (60 sec.) Workshop overview: today's agenda Setting the standard for communicating about MPAs (The world is watching!) (20 min)	Matt Stout, NOAA Office of National Marine Sanctuaries
9:35-9:45	One World One Ocean 4 minute film, MPAs and the global campaign goals (10 min)	Mary Jane Dodge One World One Ocean
9:45-10:00	Marine Protected Areas: What in the world are they? International/National perspective (15 min)	Lauren Wenzel, NOAA National MPA Center
10:00-10:15	California MPAs (15 min)	Susan Ashcraft, California Dept. of Fish and Game
10:15-10:25	MPA case history: Channel Islands National Marine Sanctuary (10 min)	Julie Bursek, CINMS
10:25– 10:35	Break (10 min)	
10:35- 10:40	Inspiring change: Sylvia Earle "Hope Spots" (5 min)	Matt Stout
10:40-11:10	Panel Discussion: MLPA and South Coast Region messaging Panel: Greg Helms, Ocean Conservancy; Penelope Whitney, Resource Media; Mike Schaadt, Cabrillo Marine Aquarium (30 min)	Facilitator: Sarah Marquis, Office of National Marine Sanctuaries

11:10-11:45	Panel with Facilitated large group discussion: How do we talk about MPAs? Panel: Greg Helms, Mike Schaadt, Penelope Whitney, Susan Ashcraft, Julie Bursek, Lauren Wenzel Q&A (35 min)	Facilitator: Matt Stout
11:45-12:00	Summary of morning activity Instructions for breakout sessions after lunch Goals for afternoon (15 min)	Matt Stout/ Sarah Marquis
12:00 – 12:45	Lunch On Veranda – Upstairs (45 min)	
12:45 – 1:30	Breakout Session I Audiences and Messaging Strategies: Which messages for each audience, how to reach them Breakout groups divided by audience (45 min) SEE Breakout instructions/worksheet	Facilitated groups One facilitator, One note taker per group
1:30 – 2:00	Report out from each breakout group One spokesperson each group (30 min)	Facilitator: Claire Fackler, Office of National Marine Sanctuaries
2:00-2:30	Breakout Session II: Delivery and Collaboration How can participants work together to communicate with audiences? Share new ideas, suggest team efforts. Breakout groups divided by tools/channels (30 min) SEE Breakout instructions/worksheet	Facilitated groups One facilitator, One note taker per group
2:30- 2:40	BREAK (10 min)	
2:40-3:00	Report out from each breakout group One spokesperson each group (20 min)	Facilitator: Claire Fackler, Office of National Marine Sanctuaries
3:00-3:30	Facilitated Discussion: Large Group Moving forward: Identify action items (30 min)	Matt Stout
3:30-3:40	Thank You Ocean Update: MPA Page, OCA toolbox OCA membership (10 min)	Amy Vierra, CA Natural Resources Agency
3:40-4:00	Workshop Recap, Next Steps (30 min)	Matt Stout
4:00	ADJOURN	
		DoubleTree

5:00	NETWORKING RECEPTION (No Host)	Hilton Hotel
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WORKSHOP PARTICIPANTS

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|---|---|
| <p>Sarah Abramson-Sikich, Heal the Bay
 Calla Allison, Orange County MPA Council
 Sara Aminzadeh, California Coastkeeper Alliance
 Tina Anjozian, Anjozian Art
 Lisa-Natalie Anjozian, Science/Nature Writer
 Carol Archibald, La Jolla Friends of the Seals
 Susan Ashcraft, California Department of Fish and Game
 Claire Atkinson, Aquarium of the Pacific
 Brian Baird, Aquarium of the Bay/ The Bay Institute
 Rick Baker, Ocean Institute
 Shauna Bingham, NOAA Channel Islands National Marine Sanctuary
 Kristi Birney, Environmental Defense Center
 Julie Bursek, NOAA Channel Islands National Marine Sanctuary
 Diane Castaneda, WiLDCOAST
 Linda Chilton, COSEE-WEST/ USC Sea Grant
 Madhavi Colton, MPA Monitoring Enterprise
 Roberta Cordero, Interpersonal to Intercultural Communication
 Mary Jane Dodge, One World One Ocean
 Kristin Evans, Birch Aquarium
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 Sarah Flores, Ocean Protection Council
 Laura Francis, NOAA Channel Islands National Marine Sanctuary
 Dylan Gasperik, Natural Resources Defense Council
 Joe Geever, Surfrider Foundation
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 Kristen Goodrich, Tijuana River National Estuarine Research Reserve
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 Tony Hale, MPA Monitoring Enterprise
 Greg Helms, Ocean Conservancy
 Sara Hutto, NOAA Channel Islands National Marine Sanctuary
 Crystal Kranz, SEA LIFE Carlsbad Aquarium at LEGOLAND® California Resort
 Alie Labeau, Aquarium of the Pacific
 Dennis Long, Monterey Bay and Channel Islands Sanctuary Foundation
 Sarah Marquis, NOAA Office of National Marine Sanctuaries
 Wes Martin, Photography
 Ed Mastro, Cabrillo Marine Aquarium</p> | <p>Yvonne Menard, Channel Islands National Park

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 Lia Protopapadakis, Santa Monica Bay Restoration Commission
 Michael Quill, Santa Monica Baykeeper
 Dana Roeber Murray, Heal the Bay
 Jeff Rosaler, City of Dana Point
 Kelly Sayce, Strategic Earth Consulting
 Charles Saylan, Ocean Conservation Society
 Mike Schaadt, Cabrillo Marine Aquarium
 A.J. Schneller, WiLDCOAST
 Mary Jane Schramm, Gulf of the Farallones National Marine Sanctuary
 Michael Sheehy, Santa Barbara Channelkeeper
 Ellen Shively, La Jolla Friends of the Seals
 Matt Stout, NOAA Office of National Marine Sanctuaries
 Louise Thornton, Laguna Ocean Foundation/ OC MPA Council
 Miho Umezawa, California Natural Resources Agency
 Amy Vierra, California Natural Resources Agency
 Lori Walsh, SEA LIFE Carlsbad Aquarium at LEGOLAND® California Resort
 Lauren Wenzel, NOAA National Marine Protected Areas Center
 Lynn Whitley, Wrigley Institute for Environmental Studies, COSEE-WEST
 Penelope Whitney, Resource Media
 Carrie Wilson, California Department of Fish and Game
 Sarah Wilson, One World One Ocean
 Jonathan Witt, Ocean Institute
 Holly Wyer, California State Lands Commission</p> |
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