

COMMUNICATING THE IMPORTANCE OF NORTH- CENTRAL CALIFORNIA'S MARINE PROTECTED AREAS

Sarah Marquis

NOAA Office of National Marine
Sanctuaries

April 3, 2013



THANKS!

“From the beginning of the MLPA planning processes, the State of California realized that this effort wouldn't be successful without the involvement of many different stakeholders and the general public. And now that the State is moving from planning to implementation, we need and really appreciate all of your work in getting the message out about these MPAs”

Amy Vierra
California Natural Resources Agency
Interim Co-Chair,
Thank You Ocean Campaign

Workshop GOAL:

1. To provide a forum for Ocean Communicator Alliance members to discuss communicating about MPAs
2. Identify what key messages resonate with audiences
3. Delivery and collaboration

Workshop RESULTS:

- Full report posted on www.thankyouocean.org and distributed to OCA members
- Opportunities for collaboration and targeted outreach identified in “next steps”

Review of the Agenda: Morning

| Time | Topic |
|-------------|----------------------------------|
| 9:00-9:10 | Sylvia Earle's "Hope Spots" |
| 9:10-9:25 | California MPAs |
| 9:25-9:45 | MLPA and North-Central messaging |
| 9:45-10:30 | Panel discussion |
| 10:30-10:40 | Break |
| 10:40-11:00 | OceanSpaces |
| 11:15-12:00 | Breakout Session I |
| 12:00-12:45 | Lunch |

Review of the Agenda: Afternoon

| Time | Topic |
|------------|-------------------------------------|
| 12:45-1:10 | Report out from Breakout Session I |
| 1:10-2:20 | Breakout Session II and report out |
| 2:20-2:30 | Identifying action items |
| 2:30-2:40 | Thank You Ocean update |
| 2:40-3:00 | Wrap up and additional action items |
| 3:00 | Adjourn |

Please join us for a no-host reception following the workshop at Neptune's Waterfront Grill and Bar on Pier 39