

COMMUNICATING THE IMPORTANCE OF CENTRAL CALIFORNIA'S MARINE PROTECTED AREAS

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Workshop GOAL:

1. To provide a forum for Ocean Communicator Alliance members to discuss communicating about MPAs
2. Identify what key messages resonate with which audiences
3. Identify the best way to deliver the messages (ie. traditional vs. social media)

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

Time	Topic
9:35-9:40	Sylvia Earle's "Hope Spots"
9:40-10:00	California MPAs
10:00-10:20	MLPA and Central Coast messaging
10:20-10:30	Break
10:30-11:15	Panel discussion
11:15-11:35	OceanSpaces
11:45-12:45	Lunch
12:45-1:50	Breakout Session I (come back to this room) and report out

Review of the Agenda

Time	Topic
1:50-2:35	Breakout Session II
2:35-2:45	Break
2:45-3:05	Breakout Session II report out
3:05-3:15	Identifying action items
3:15-3:30	Thank You Ocean update
3:30-3:45	Wrap up & next steps
3:45	Adjourn

Please join us for a no-host reception following at the Clement Hotel