

COMMUNICATING THE IMPORTANCE OF NORTHERN CALIFORNIA'S MARINE PROTECTED AREAS

Sarah Marquis

NOAA Office of National Marine Sanctuaries
for Ocean Communicators Alliance

July 12, 2013

THANK YOU!

“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 stewards and the general public.”

THANK YOU!

“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, Deputy Director
California Ocean Protection Council
Co-Chair,
Thank You Ocean Campaign

Challenge:

**How do we talk about
Marine Protected Areas?**

Forum:

Ocean Communicators Alliance Workshops

April, 2012: Southern CA

April, 2013: N. Central CA

May, 2013: Central CA

Ocean Communicators Alliance

“Creating a strong voice for the ocean in California”

Established in 2005

More than 300 members from ocean-related agencies, organizations, businesses

Ocean Communicators Alliance

Supported by California Natural Resources Agency and NOAA Office of National Marine Sanctuaries

Ocean communications network

Members reach millions with ocean messages in their daily work

Ocean Communicators Alliance

Collaborate on ocean messages

Support Thank You Ocean Campaign

Thankyouocean.org

“The ocean takes care of us. Let’s return the favor.”

Workshop GOALS:

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

Workshop RESULTS:

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

Review of the Agenda

Time	Topic
9:20-9:25	Sylvia Earle's "Hope Spots"
9:25-9:45	California MPAs
9:45-10:05	MLPA and North Coast messaging
10:05-10:50	Tribal Leadership and MPA Stewardship
10:50-11:00	BREAK
11:00-11:45	Panel with Large Group Q&A
11:45-12:05	OceanSpaces
12:05-12:15	Summary of presentations/Breakout instructions

Review of the Agenda

Time	Topic
12:15-1:15	LUNCH
1:15-2:15	Breakout Session I and report out
2:15-3:00	Breakout Session II
3:00-3:10	BREAK
3:10-3:25	Breakout Session II report out
3:25-3:45	Wrap up & Thank You Ocean update
3:45-4:00	Next steps and Adjourn

Please join us for a no-host reception following at the Bayfront Restaurant