



UNITED STATES DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
NATIONAL OCEAN SERVICE
Silver Spring, Maryland 20910

MAY 24 2006

The Honorable Mike Chrisman
Chairman
California Ocean Protection Council
1330 Broadway Street
Oakland, California 94612

Dear Chairman;

I am writing on behalf of the National Oceanic and Atmospheric Administration's National Marine Sanctuary Program to express my strong support for the California Public Ocean Awareness Campaign. As the State of California's partner in this effort, our joint vision is to create and launch a successful ocean stewardship campaign as identified in the Governor's Ocean Action Plan. Through our efforts to create and engage the California Ocean Communicators Alliance, the Ocean Protection Council can effectively reach out to citizens across the state, encouraging ocean stewardship with a consistent and targeted message. The proposed campaign launch is timely. Taking advantage of publicity associated with the international California and the World Ocean Conference is a resourceful approach.

As a result of this investment, I believe that you will see the continued growth of a movement in California toward ocean stewardship and literacy. The beginning of a groundswell for change is being heard, and this effort will continue that momentum.

I encourage the Ocean Protection Council to find that this project is a high priority for funding at its next public meeting. Please contact me if you have any questions at (301) 713-7273.

Sincerely,

Matthew Stout
Chief
Communications Division
NOAA's National Marine Sanctuary Program





UNITED STATES DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
NATIONAL OCEAN SERVICE
Silver Spring, Maryland 20910

JUN - 7 2006

The Honorable Mike Chrisman
Chairman
California Ocean Protection Council
1330 Broadway Street
Oakland, California 94612

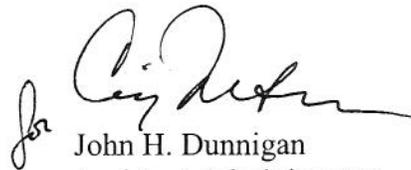
Dear Mr. Chairman:

I am writing on behalf of the National Oceanic and Atmospheric Administration's National Ocean Service to express my support for the California Public Ocean Awareness Campaign. As the State of California's partner through the National Marine Sanctuary Program, our joint vision is to create and launch a successful ocean stewardship campaign, as identified in the Governor's Ocean Action Plan.

Through the support of the California Public Ocean Awareness Campaign, the Ocean Protection Council can effectively reach out to citizens across the state and encourage ocean stewardship with a consistent and targeted message. Your support of the campaign would be timely as it will be launched at the California and the World Ocean Conference, which will take place September 17-20, 2006.

I am prepared to support this campaign up to \$95,000. I encourage the Ocean Protection Council to find this project a high priority for funding at its next public meeting.

Sincerely,



John H. Dunnigan
Assistant Administrator



University of Southern California Sea Grant Program
Wrigley Institute of Environmental Studies • University of Southern California
Los Angeles, CA 90089-0373 • (213) 740-1961 Fax (213) 740-5936
e-mail: seagrant@usc.edu • <http://www.usc.edu/org/seagrant/>

May 30, 2006

The Honorable Mike Chrisman
Chair, California Ocean Protection Council
1330 Broadway, Suite 1100
Oakland, CA 94612
c/o Rebecca Pollock, Project Manager

RE: Support for the California Public Ocean Awareness Campaign

Dear Mr. Chrisman;

I am writing to express my strong and enthusiastic support for the California Public Ocean Awareness Campaign. This project is the first component of a campaign designed to launch an ocean stewardship ethic in California. The Governor's Ocean Action Plan specifically identified the need for such an initiative – the public component of the overall state strategy to protect and conserve California's precious coastal and ocean resources.

The Ocean Communicators Alliance is a partnership of the National Oceanic and Atmospheric Administration (NOAA) National Marine Sanctuary Program, and a host of ocean communicators from academia, informal learning centers such as marine aquariums, non-governmental organizations, and private industry. By engaging the California Ocean Communicators Alliance, the Ocean Protection Council can effectively reach citizens across the state, with an effective and consistent message of ocean stewardship. The proposed campaign launch is timely; taking advantage of publicity associated with the international California and the World Ocean conference is a resourceful approach.

As the Associate Director of the Sea Grant Program at the University of Southern California, I have been a member of the Ocean Communicators Alliance since the project's inception. I am working with the Alliance to help develop and deliver to the citizens of California the message of ocean and coastal stewardship, and to help them discover the wonders and values of the coastal resources they share in our state. Sea Grant is already committed to these goals as a member of the Steering Committee, and as a leader in pre- and post-campaign evaluation of the effectiveness of the project.

This project is an integral part of the work of the Ocean Protection Council's charge. Sea Grant is proud to help California move toward achieving the goals of the Ocean Action Plan by soliciting and reviewing proposals for the best possible marine science research projects, and for developing the knowledge base to support ecosystem-based research. That is one part of the

strategy. An equally important avenue toward reaching the goals of the Governor's plan is to educate and inspire California's citizenry with knowledge and respect for our ocean and coastal resources.

I urge you to support the California Public Ocean Awareness Campaign proposed by the Ocean Communicators Alliance. I encourage the Ocean Protection Council, at its next public meeting, to make funding for this project a high priority.

Sincerely,

A handwritten signature in blue ink, appearing to read "Phyllis M. Grifman", with a long horizontal flourish extending to the right.

Phyllis Grifman
Associate Director



May 24th, 2005

The Honorable Mike Chrisman
Chair, California Ocean Protection Council
1330 Broadway, Suite 1100
Oakland, CA 94612

RE: Support for the California Public Ocean Awareness Campaign

Dear Mr. Chrisman;

I am writing to express my strong support for the California Public Ocean Awareness Campaign (CPOAC). The proposed project addresses the first stages necessary for creating and launching a successful ocean stewardship campaign, a need identified in the Governor's Ocean Action Plan. By partnering with the National Oceanic and Atmospheric Administration (NOAA) National Marine Sanctuary Program and engaging the California Ocean Communicators Alliance, the Ocean Protection Council can effectively reach out to citizens across the state, encouraging ocean stewardship with a consistent and targeted message. The proposed campaign launch is timely; taking advantage of publicity associated with the international California and the World Ocean conference is a resourceful approach.

The Ocean Channel (www.ocean.com) has committed to this important campaign in both the development of the messaging as well as the distribution of the campaign itself via its online ocean portal web site. I have been an active participant in each of the workshops where the Ocean Awareness campaign has been crafted and remain impressed with the dedication of all parties involved—especially the project leads, Columbine Culberg and Sarah Marquis.

Ocean.com reaches over 120,000 unique ocean users each month via the Web, providing our audience with the latest news, information, and engaging video programming from the global ocean. Through this important resource, we will gladly provide the CPOAC with a significant footprint on the front pages of this highly trafficked ocean web site. It is imperative that we communicate a strong message of education and protection for California's coast and ocean.

I encourage the Ocean Protection Council to find that this project is a high priority for funding at its next public meeting.

Sincerely,

Michael Hanrahan
President, The Ocean Channel, Inc.



May 23, 2006

The Honorable Mike Chrisman
Chairman, California Ocean Protection Council
1330 Broadway, Suite 1100
Oakland, CA 94612
C/O Rebecca Pollock, Project Manager

RE: Support for the California Public Ocean Awareness Campaign

Dear Chairman Chrisman;

I am writing on behalf of SeafLOW to encourage priority funding for the California Public Ocean Awareness Campaign. I am heartened by the broad-based collaboration of NOAA, National Marine Sanctuary Program, Ocean Protection Council and California Ocean Communicators to craft messaging for ocean stewardship in California. I applaud the timing of the campaign launch to capitalize on the scheduled international California and the World Ocean Conference, which will afford the opportunity for maximizing public education and media exposure.

SeafLOW's Program Director, Ingrid Overgard, is honored to be part of the steering committee for the project. She is working to ensure that ocean noise pollution awareness is included in the ocean literacy campaign goals. As an educational non-profit organization, SeafLOW commits to carry the messaging that is developed by the Committee to our audiences with high school and university students, various ocean stakeholder groups, decision-makers, media professionals and the public.

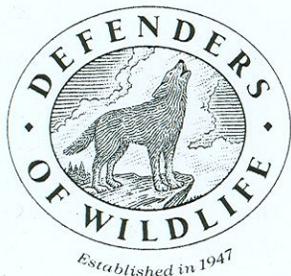
Education builds appreciation, which fosters stewardship. Protecting the oceanic web of life has never been a more burning issue. SeafLOW thanks the California Ocean Protection Council for tremendous work in forwarding ocean conservation in the state, and we urge highest priority status for funding the CA Public Ocean Awareness Campaign.

Sincerely,

A handwritten signature in black ink that reads "Mary Jo Rice". The signature is written in a cursive, flowing style.

Mary Jo Rice
Executive Director

May 30, 2006



The Honorable Mike Chrisman
Chair, California Ocean Protection Council
1330 Broadway, Suite 1100
Oakland, CA 94612
c/o Rebecca Pollock, Project Manager

RE: Support for the California Public Ocean Awareness Campaign

Dear Secretary Chrisman:

Defenders of Wildlife ("Defenders") is writing to express our strong support for the California Public Ocean Awareness Campaign. The proposed project addresses the first stages necessary for creating and launching a successful ocean stewardship campaign, a need identified in the Governor's Ocean Action Plan.

We are certainly aware that the world's oceans are in crisis. From our coastal wetlands to the ocean depths, marine species and ecosystems face a staggering array of threats, including overfishing, habitat loss, pollution and global climate change. No single group can address all of these threats, but Defenders and, specifically, our California marine program is playing an increasingly important role in specific efforts to stem the tide of extinction in the world's seas.

By partnering with the National Oceanic and Atmospheric Administration National Marine Sanctuary Program and engaging the California Ocean Communicators Alliance, the Ocean Protection Council can effectively reach out to citizens across the state, encouraging ocean stewardship with a consistent and targeted message. In addition, we intend to share the messages of California Public Ocean Awareness Campaign with our members, now more than 490,000 strong nationwide, with more than 120,000 members here in California, and an additional 200,000 e-activists that advocate on marine issues.

The proposed campaign launch is especially timely; taking advantage of publicity associated with the international California and the World Ocean conference that will be held in September is a resourceful approach.

We encourage the Ocean Protection Council to make the decision that this is a high priority project for funding at its next public meeting.

Sincerely,

A handwritten signature in blue ink that reads "Jim Curland".

Jim Curland
Marine Program Associate

A handwritten signature in blue ink that reads "Pamela Flick".

Pamela Flick
California Program Coordinator

California Marine Office
P.O. Box 959
Moss Landing, CA 95039
Telephone 831-726-9010
Fax 831-726-9020

California Program Office
1303 J Street, Suite 270
Sacramento, CA 95814
Telephone 916-313-5800
Fax 916-313-5812
www.defenders.org/california



Santa Barbara Field Office

714 Bond Avenue ~ Santa Barbara, CA 93101

805.687-2322 ph

805.687-5635 f

www.oceanconservancy.org

May 31, 2006

The Honorable Mike Chrisman
Chair, California Ocean Protection Council
1330 Broadway, Suite 1100
Oakland, CA 94612
c/o Rebecca Pollock, Project Manager

RE: Support for the California Public Ocean Awareness Campaign

Dear Mr. Chrisman;

I am writing to express my strong support for the California Public Ocean Awareness Campaign. The proposed project addresses the first stages necessary for creating and launching a successful ocean stewardship campaign, a need identified in the Governor's Ocean Action Plan. By partnering with the National Oceanic and Atmospheric Administration (NOAA) National Marine Sanctuary Program and engaging the California Ocean Communicators Alliance, the Ocean Protection Council can effectively reach out to citizens across the state, encouraging ocean stewardship with a consistent and targeted message. The proposed campaign launch is timely; taking advantage of publicity associated with the international California and the World Ocean conference is a resourceful approach.

I encourage the Ocean Protection Council to find that this project is a high priority for funding at its next public meeting.

Sincerely

Gregory Helms
Santa Barbara Field Office

CALIFORNIA COASTAL COMMISSION

45 FREMONT, SUITE 2000
SAN FRANCISCO, CA 94105-2219
VOICE AND TDD (415) 904-5200
FAX (415) 904-5400



May 31, 2006

The Honorable Mike Chrisman
Chair, California Ocean Protection Council
1330 Broadway, Suite 1100
Oakland, CA 94612
c/o Rebecca Pollock, Project Manager

RE: Support for the California Public Ocean Awareness Campaign

Dear Mr. Chrisman;

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The proposed campaign launch is timely; taking advantage of publicity associated with the international California and the World Ocean conference. In addition, the campaign launch coincides with the International Coastal Cleanup and Coastweeks. The Coastal Commission coordinates both of these programs in California. California Coastal Cleanup Day attracts about 50,000 volunteers throughout the State, and receives extensive media coverage – last year there were over 300 articles in 40 newspapers and magazines about the event. We hope to help support the Ocean Awareness Campaign through this network of contacts and media exposure.

I encourage the Ocean Protection Council to find that this project is a high priority for funding at its next public meeting.

Sincerely;

Christiane Parry
Public Education Program Manager

Sea Studios Foundation

810 Cannery Row
Monterey, CA 93940
Tel 831-649-5152 Fax 831-649-1380

May 31, 2006

The Honorable Mike Chrisman
Chair, California Ocean Protection Council
1330 Broadway, Suite 1100
Oakland, CA 94612
c/o Rebecca Pollock, Project Manager

RE: Support for the California Public Ocean Awareness Campaign

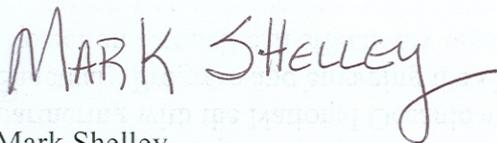
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Sea Studios Foundation is a nonprofit team of award-winning filmmakers, world-renowned scientists and global thought leaders who are dedicated to increasing public awareness, understanding and action regarding issues of importance.

I encourage the Ocean Protection Council to find that this project is a high priority for funding at its next public meeting.

Sincerely;

A handwritten signature in dark ink that reads "MARK Shelley". The signature is written in a cursive style with a long, sweeping underline that extends to the right.

Mark Shelley
Executive Director
Sea Studios Foundation

May 30, 2006

The Honorable Mike Chrisman
Chair, California Ocean Protection Council
1330 Broadway, Suite 1100
Oakland, CA 94612
c/o Rebecca Pollock, Project Manager

RE: Support for the California Public Ocean Awareness Campaign

Dear Mr. Chrisman,

I am writing to express my strong support for the California Public Ocean Awareness Campaign. The proposed project addresses the first stages necessary for creating and launching a successful ocean stewardship campaign, a need identified in the Governor's Ocean Action Plan.

Equally important, the broad public sentiment for protecting and conserving our ocean lends itself to fully supporting the California Public Ocean Awareness Campaign and reflects the will of the people of California. For more than six years, I have engaged and educated thousands of people -- of all ages and demographics from within coastal and inland communities -- in ocean stewardship at a grassroots community-based level. My on-the-ground experience allows me to confidently state that the citizens of California and visitors alike are concerned about the health and the future of our ocean. They are deeply connected to our ocean and regard it as vitally important part of their lives. The Ocean Awareness Campaign is the next step to effectively reach out to citizens across the state, encouraging ocean stewardship with a consistent and targeted message.

I strongly encourage the Ocean Protection Council to place the Ocean Awareness Campaign as a highest priority for funding at its next public meeting.

Sincerely,



Susan Danielson
1119 Rosita Road
Pacifica, CA 94044
(650) 738-5871
sdanielson@sbcglobal.net

RECEIVED

JUN 05 2006

COASTAL CONSERVANCY
OAKLAND, CALIF.