

Ocean Communicators Alliance

Newsletter

Creating a strong voice for the Ocean In California

A network of communications professionals from ocean-related organizations, industries and agencies throughout California

May/June 2006

OCEAN **COMMUNICATORS** **ALLIANCE**

You are the California Ocean Communicators Alliance.

You represent 100 organizations and almost 200 communications professionals from ocean-related industries, organizations and agencies that work daily with ocean messages and communicate those messages to millions of Californians.

The goal of the Ocean Communicators Alliance is to increase public ocean awareness in California by working together on message agreement, cooperation in communicating those messages, and coordinated projects geared towards raising public ocean awareness.

The tools for bringing the Alliance together are the California Ocean Communicators Workshops, the California Ocean Communicators Newsletter, and the California Ocean Communicators Steering Committee.

The California Ocean Communicators Workshops are sponsored by NOAA National Marine Sanctuary Program, the State of California Resources Agency, and other partners. The one-day workshops bring together California Ocean Communicators for networking, messaging and public awareness projects.

The California Ocean Communicators Newsletter is a bimonthly newsletter that keeps Ocean Communicators up to date on developments with Ocean Communicator projects and topical ocean news. While this newsletter is focused on identifying Ocean Communicators and the California Public Ocean Awareness Campaign, future newsletters will focus on topical ocean information. If you would like to contribute to future issues, please contact the Ocean Communicators coordinators, Sarah Marquis and Columbine Culberg.

The California Ocean Communicators Alliance Steering Committee

members provide support and expertise for ongoing projects including the Ocean Communicators workshops and newsletters.

OCEAN **COMMUNICATORS** **WORKSHOPS**

The California Ocean Communicators have gathered for three different workshops: The first pulled together Ocean Communicators from Southern California, another brought Ocean Communicators from Northern California together, and the third brought Ocean Communicators together from across the state.

The Southern California Ocean Communicators Workshop was held in Long Beach, April 28, 2005 at the Aquarium of the Pacific. The southern California participants identified ocean messages and formed the California Ocean Communicators Alliance and Steering Committee. Shortly following the workshop, the Steering Committee decided to move forward with the workshop suggestion of a newsletter to maintain contact on ocean issues, messages, and events throughout the state.

The Northern California Ocean Communicators Workshop was held in San Francisco February 10, 2006 at the California Academy of Sciences. The northern California participants refined ocean messages developed in Southern California, identified ocean issues of concern, and recommended elements for the California Public Ocean Awareness Campaign.

The California Ocean Communicators Workshop was held on April 28, 2006 at the Monterey Bay Aquarium. The workshop brought together Ocean Communicators from across the state to discuss campaign themes identified from key ocean messages that were refined in the Northern California Workshop, the design of campaign elements, and to initiate element workplans for implementation

leading up to the campaign launch at California and the World Ocean 2006. The report from this workshop will be released next week. Stay tuned!

CALIFORNIA **PUBLIC OCEAN** **AWARENESS** **CAMPAIGN**

How the campaign started

NOAA National Marine Sanctuary Program and the State of California Resources Agency both recognized a need for a statewide public awareness campaign on ocean issues and identified the Ocean Communicators Alliance as the lead resource for helping design and launch the campaign. Through the California Public Ocean Awareness Campaign, the State of California and California Ocean Communicators will be at the forefront of the nation's interest in focusing on ocean issues.

You make the difference

The goal of the campaign is to raise awareness of ocean issues throughout the State of California and drive Californians to a central web site. The target audience is all Californians, initially those with Internet access.

The key to the California Public Ocean Awareness Campaign is you, the California Ocean Communicators Alliance. Each Ocean Communicator brings their unique audience to the campaign. In turn, the campaign will bring new audiences to you. (Keep in mind that collectively we represent and talk to millions of Californians!)

How It works

We'll kick off the campaign with a press conference and press releases in statewide media. We will spread the news through newspapers, magazines, television, radio and on the Internet. In addition, we'll seek out opportunities for donated ad space on television, radio and in magazines, newspapers and on billboards.

The campaign will bring attention to the ocean as a topic of interest, and will direct Californians to a central web site. There, they can find out more about their area of interest, whether it be marine mammals, beaches, pollution, oil drilling, recreation, fishing, etc.

And, they will find out what they can do to make a difference. How? Through information on your existing web sites. The campaign web site will be designed to direct visitors to the Ocean Communicators websites that best fit their area of interest.

In addition, the campaign site will have special sections such as "10 things you can do..." links to Ocean Literacy information, and information on how to communicate with lawmakers.

You will also be able to host materials and messages from the campaign and a link to the campaign web site on your web site.

California and the World Ocean Conference Campaign Launch

The California Public Ocean Awareness Campaign will launch at California and the World Ocean Conference 2006, September 17-20 in Long Beach, incorporating key ocean messages that came out of the Ocean Communicators Workshops.

Elements of the campaign will include:

- Campaign logo, tag line, artwork
- Website with links to all Ocean Communicator web sites
- Press conference and media outreach
- An education component
- Film public service announcement
- Artwork for ads, posters and billboards
- Other elements to be developed by the Ocean Communicators Alliance campaign working groups.
- Evaluation methods and reporting considerations will be built in to the campaign.

Look for more announcements with details of the launch!

NOAA and the State of California are sponsoring the initial launch of the campaign and will be exploring ways to continue and expand the funding of the campaign

through grants and sponsorships.

What Ocean Communicators Can Do

Working groups

Working groups have been established, made up of Ocean Communicators who will make recommendations for the various elements of the Public Ocean Awareness Campaign, help keep the campaign on track and help execute different parts of the campaign.

These include:

Media: Rachel Saunders, co-lead
 Evaluation: Jessica Brown and Phyllis Grifman, co-leads
 Web: Michael Hanrahan, lead
 Education: Tim Zimmerman, lead

In addition, a working group will focus on the Ocean Communicators Alliance: building membership and partnerships throughout California: Sarah Dunsford, lead.

If you are interested in participating on a campaign working group, please contact Sarah Marquis and Columbine Culberg.

Funding

Please let us know if you have ideas for approaching funding sources, corporate sponsors or grant opportunities for potential funding of the California Public Ocean Awareness Campaign. You are not committed to following up, just forward any ideas or thoughts you might have.

Stay tuned for more!

In the next few weeks, you'll be seeing emails from the Ocean Communicators Alliance that will keep you up on developments and seek your input. The first email you'll get will be a poll to get feedback on some proposed themes for the California Public Ocean Awareness Campaign. Soon after that, look for a questionnaire from the media working group that will help us in the public relations aspect of the campaign. And very soon, you'll be sent the full report on the April 28 Ocean Communicators Workshop in Monterey.

If you have any questions, please contact Sarah Marquis and Columbine Culberg, Ocean Communicators Alliance/ California Public Ocean Awareness Campaign coordinators.

Contact:

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California Public Ocean Awareness Campaign Team

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