

California Ocean Communicators Workshop
April 28, 2008
Results Report

The California Ocean Communicators Workshop held on April 28th, 2006 at the Monterey Bay Aquarium successfully brought together 75 Ocean Communicators representing ocean-related agencies, organizations and businesses in California to specifically address development of an Ocean Communicators Alliance project, the California Public Ocean Awareness Campaign.

Summary

The workshop reached the goal of engaging California Ocean Communicators in the development of the California Public Ocean Awareness Campaign that will be launched September 17-20 at California and the World Ocean Conference in Long Beach. This workshop followed two previous workshops that brought Ocean Communicators together in both Southern and Northern California for networking and development of common messages and projects. During the April 28th workshop, the results from the previous two workshops were used to develop ideas for campaign themes, elements, and workplans.

The Hive Advertising Agency, who gave a presentation on campaign design at the Northern California Ocean Communicators workshop on February 10th, presented the Ocean Communicators with a background, outline and theme ideas for the California Public Ocean Awareness Campaign.

Through exercises and breakout groups, workshop participants were able to explore ideas for the campaign including campaign elements such as media, web, and evaluation, and themes. The Ocean Communicator participants were able to provide the campaign core team with valuable information and ideas for moving forward with the campaign.

Results: The Hive Advertising Agency's suggested campaign approach

The Hive Advertising Agency presented Ocean Communicators with the foundation necessary for developing campaign element workplans. This included identifying the campaign mission, background for identifying campaign messages, research for determining the target audience, and strategy for communicating and launching the campaign.

The mission of the Ocean Communicators and the campaign was identified as:

To improve public understanding and involvement in the stewardship of coastal and marine ecosystems, initiate a platform for promoting public ocean literacy,

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and develop and launch a Public Ocean Awareness Campaign at the "California and the World Ocean 2006 Conference" in September.

The themes/messages for the campaign were concepts that The Hive culled from past work that has been done to identify common ocean messages. The common ocean messages that the Hive used to reach the campaign themes were the Ocean Communicator messages that were developed and further refined at the two previous Ocean Communicator Workshops, and the Ocean Literacy Concepts developed by the Centers for Ocean Sciences Education Excellence (COSEE), National Geographic and other ocean scientists and science educators.

The studies The Hive examined to determine the target audience for the campaign included research looked at what people think of the ocean, public opinion about environmental issues and the ocean, past environmental campaigns, and demographics (see Exhibit 1).

The strategy for the campaign included a positioning statement, identifying the essence of the campaign, four possible campaign themes, and campaign objectives. The positioning statement is:

To the growing community of socially and environmentally aware citizens of California, the Ocean is the number one environmental concern because it's critical to our human survival and sustains our physical, emotional and economic well being.

The essence or truth of the campaign is:

The Ocean Touches Everyone and Everything.

The four potential campaign themes initially created are:

- 1) The Ocean. We all live by it.
- 2) Turn the Tide
- 3) Code Blue
- 4) The ocean. 71% of the planet needs 100 % of your help.

The campaign objectives are to:

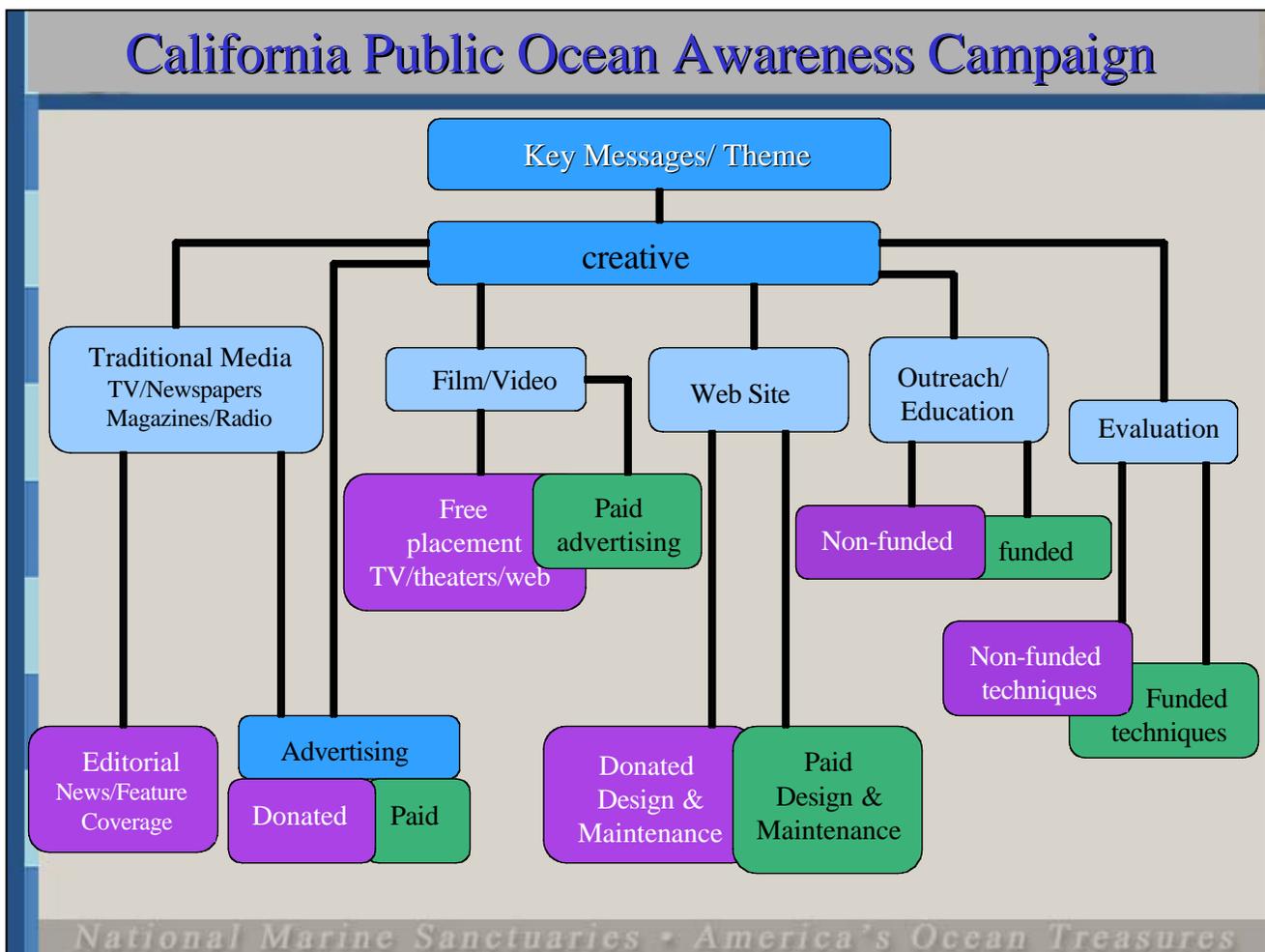
- Raise awareness of the threats to the Ocean as the number one environmental issue (for example, increase from 24% to 35% by 2008)
- Increase consideration of ocean related issues by giving people personal and tangible, reasons to care
- Drive traffic to the Ocean Awareness website and provide ways for them to become involved

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Results: Designing the California Ocean Communicators Public Ocean Awareness Campaign

The overall design for the launch of the campaign and the roles Ocean Communicators have in developing the elements was presented. The diagram below (Figure 1) illustrates the campaign design and the different components. The elements in turquoise indicate what is necessary for the campaign. The pale blue items indicate the campaign elements. Purple indicates campaign elements that the Ocean Communicators can engage in without funding, while those in green represent the portion of the campaign that requires funding.

Figure 1



The benefit and role the Ocean Communicators have in participating in the campaign were identified:

- California Public Ocean Awareness Campaign raises interest in the ocean, calls attention to ocean issues, makes the public more receptive individual Ocean Communicator messages

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- The campaign web site will be directly linked to Ocean Communicator web sites
- Media outreach will be organized and directed to Ocean Communicator media contacts as sources for news and feature articles
- Ocean Communicators have the opportunity to be listed as spokespeople on media outreach for specific subjects

The ways the Ocean Communicators can contribute to the campaign were also identified:

- Incorporate key ocean messages into communications
- Link the campaign website Ocean Communicator websites
- Take part in campaign working groups to complete campaign elements by September 17, 2006
- Distribute campaign materials and information
- Participate as spokespeople for media interviews

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Results: Ocean Communicators breakout groups

Ocean communicators spent the afternoon in element theme breakout groups identifying workplan components. Results from the breakout groups can be found in the table below (Table 1).

Table 1

Campaign Element Breakout Groups					
	Web	Media	Outreach and Education	Evaluation	Film/Video
Goal	Raise California public ocean awareness: that the ocean is an environmental concern and to inspire behavioral change	Affect human behavior in the context of ocean awareness and ACTION (translates into votes and policy)	Form communities' connection to the ocean	Note change in behavior: People identify the ocean as one of the most important environmental concerns (if not #1)	Present ocean problems and solutions for the audience
Audience	Web users	All of California	See the Hive's suggestion	Young families 29-45	Families/kids
	Everybody	The Hive: 29-49, families, educated, active, close to ocean...Is this audience too narrow?		Latino families (?)	Need to better define audience
	Who are we ruling out by using the web?				
	Need to limit audience to succeed and find funding				

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	Web	Media	Outreach and Education	Evaluation	Film/Video
Major benefits to campaign	Easiest and most cost effective way to get campaign information out. Includes facts, action, OCA info, education, etc.	News coverage drives media or amplifies message	Gives knowledge to enable people to make decisions and act as stewards of their ocean	Determine whether or not the campaign is on the mark.	Informative
		Seen as more credible	Provides elaboration on the Ocean Literacy messages and 7 concepts	Determine effectiveness of campaign	Inspirational
		Seen as 3 rd party endorsement	Forms a personal relationship with the ocean	Help define campaign goals	Educational
		Maximizes budget	Can instill a sense of personal responsibility	Provide feedback loop	Reach
			Provides the public with opportunities to act as ocean stewards	Help with future funding	
				Demonstrate tangible results	
Campaign Launch	OCA email members URL at launch.	Media event that includes involving bi-partisan members	Pool of curricula from all alliance members	Contact universities/ school systems	PSA

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	Web	Media	Outreach and Education	Evaluation	Film/Video
	All products designed with web in mind	Bring in celebrities	Bookmarks highlighting the website	World Ocean Day events	Podcasts
	Phased implementation	Bring in visuals	Guide to constituents of the Ocean (for policy makers/politicians)	Corporate funding	Competitions /contests
	Solicit content at California and the World Ocean	Keep schedules and timing in mind		Collaborate among institutions (coast week, coastal clean up)	Web
	PC's in exhibit hall for viewing website	Media pack		Religious establishments, spokesperson	Theatrical
	Print up bookmarks to hand out with URL	Street event in Long beach			
	Soft launch one month ahead	Media boat tour			
Next Steps	Develop outline with links, etc. in text form	Create media plan	Create deliverables for launch	Master campaign plan/plans for media/pr/outreach and goals of each	Identify funding
	Soft launch august 15	Coordinate with Governor's office	Arrange for a booth display at California and the World Ocean Conference	Master evaluation plan-establish baseline and/or determine what already exists	Identify who the target audience is and the best bang for the buck

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	Web	Media	Outreach and Education	Evaluation	Film/Video
	Find project manager	Write questionnaire to OCA regarding media reach	Establish website	Calendar of events	Define the primary roll out device
	Determine who will maintain site	Develop website		Support for adding content to website	Define when is the best time to find a receptive audience
		Identify funding sources		Who will manage master plan appt. head research	
		Put together a sponsorship package		Money	
				Find company or university to do pro bono	

Next Steps

Many of the Ocean Communicators who participated in the breakout groups will continue providing expert advice in the individual element theme working groups. The Ocean Communicators efforts and suggestions for the campaign that came out of the breakout groups will continue to provide information and will be considered while the working groups further develop element work plans and the campaign launch. Many of the next steps suggested by the Ocean Communicators have already been initiated by working group participants. As campaign development continues, Ocean Communicators will be kept apprised of important dates and invited to participate in campaign related activities.



Exhibit 1

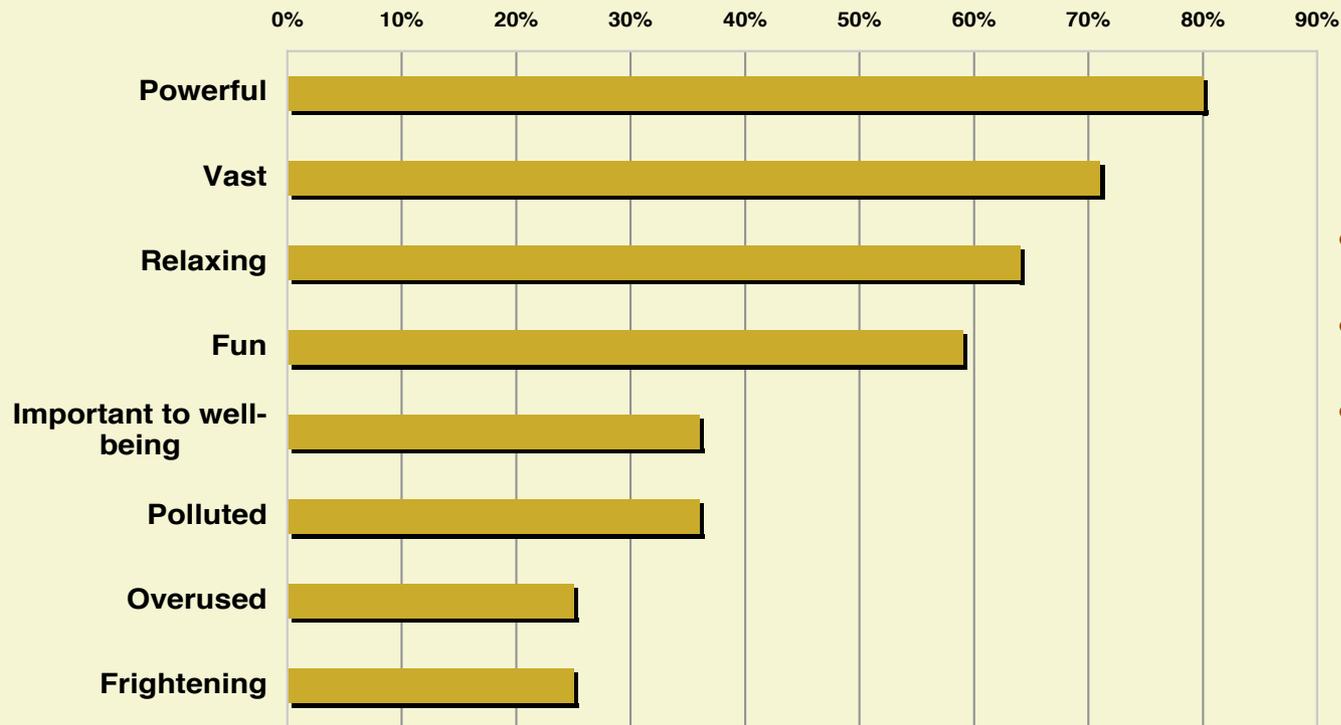
Slides from The Hive's Presentation

Sources

- Ocean Communicator workshops (2005-2006)
- Public Policy Institute of California, (2-2006) Statewide Survey *Californians and the Environment*
- Belden Russonello & Stewart and American Viewpoint (1999) *The Ocean Project*
- The Pew Research Center (2005) *Beyond Red vs. Blue*
- Kollman & Agyeman (2002) *Mind the Gap: Why do people act environmentally and what are the barriers to pro-environment behavior*
- The Ad Council, Millward-Brown Study on Social Issues
- Harvard Business School (8-2005) *Beyond the Truth Campaign*
- Gfk NOP (2004) *Global Consumer Values Study*
- Hines, Hungerford, Tomera (1986) *Model of Environmental Behavior*
- Interviews with Individuals from PPIC, Coastal Conservancy and other organizations.



What people think of the ocean

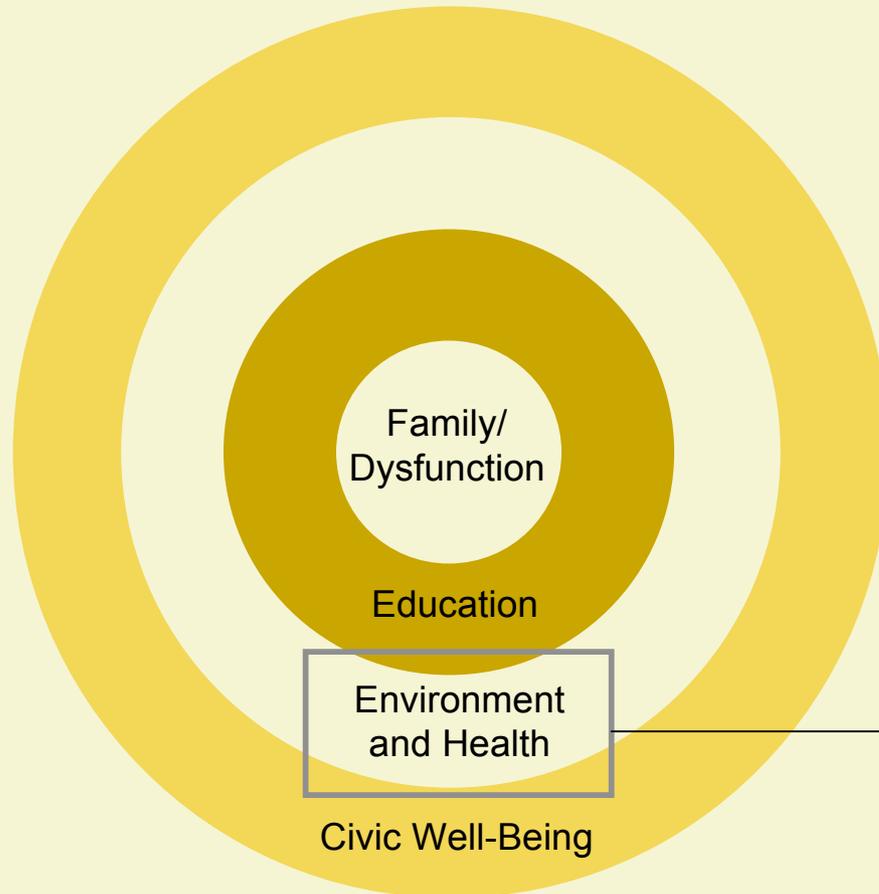


- Power and scale
- Recreation
- Only a small percentage associate with health and wellbeing

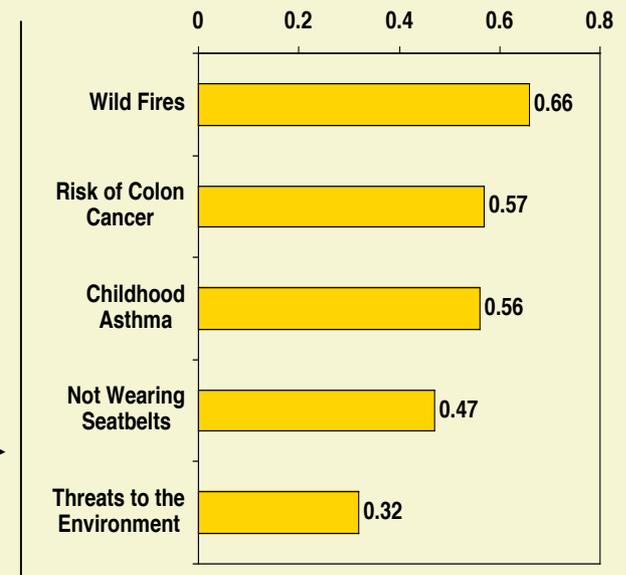
Source: The Ocean Project 1999



We're competing against social issues



“Threats to the Environment” ranked last among 30 social issues.

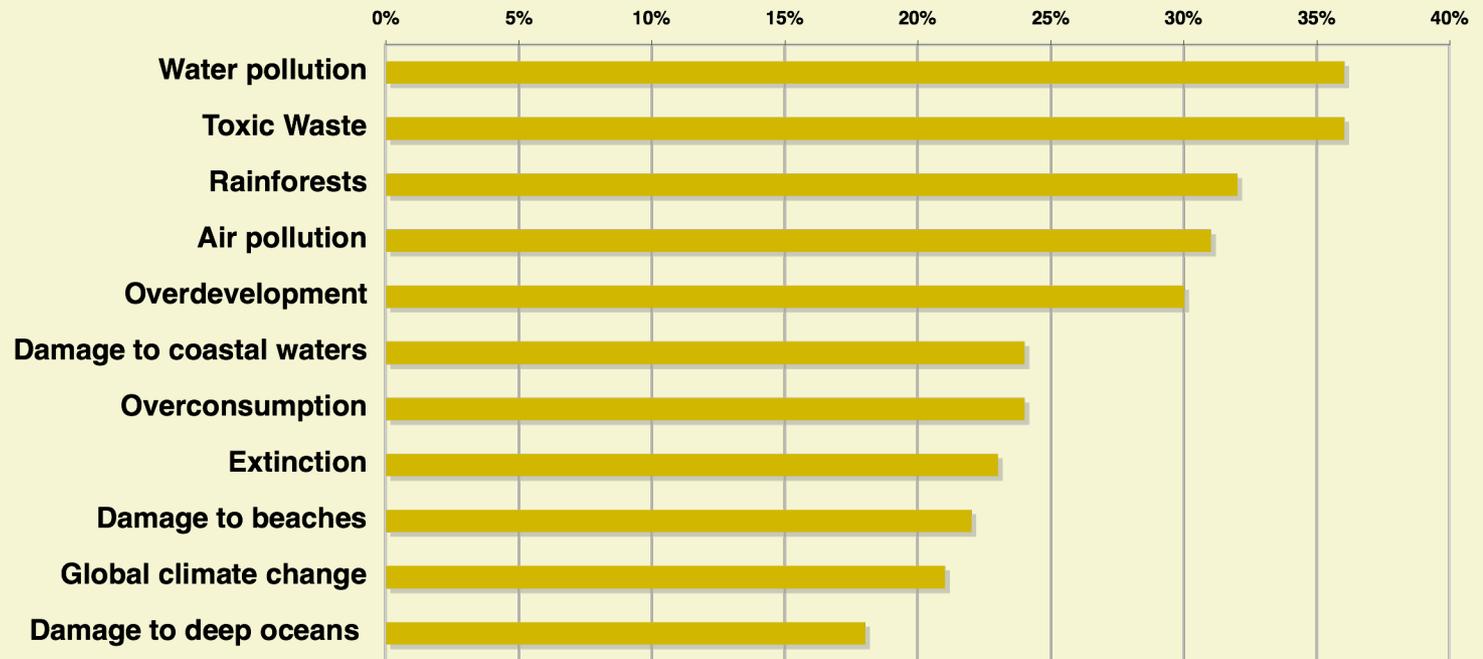


Source: Millward Brown for the Ad Council



And other environmental issues

What are the most serious environmental issues?



Source: The Ocean Project 1999



Most important ocean issues

RANK	ISSUE	PROBLEM	NOT PROBLEM/ DON'T KNOW
1.	Ocean/beach pollution	87%	13%
2.	Contamination of seafood	80%	20%
3.	Overdevelopment of coast	74%	26%
4.	Declining number of fish due to recreational activities	66%	34%
5.	Overfishing by commercial fisheries	65%	35%
6.	Limited public access to coast/beaches	53%	47%

Source: PPIC 2-2006



Can we find a demographic target?

When asked if they thought ocean pollution is a problem in California today, a vast majority of every group said yes.

By Region	North Coast	82%	Increases with proximity, South greater than North
	South Coast	90%	
	Inland	78%	
By Gender	Male	80%	Women tend to care more than men
	Female	90%	
By Age	18-34	85%	Level of concern decreases with age
	35-54	86%	
	55+	83%	
By Race	Latinos	88%	Strong support by Latinos
	Whites	84%	
By Party	Democrat	90%	Even the parties agree, although fewer Republicans think it is very important
	Republican	81%	
	Independent	89%	
By In-water activity	Yes	86%	Only slight increase with activity
	No	83%	