

National Marine Sanctuaries
National Oceanic and Atmospheric Administration



NATIONAL MARINE
SANCTUARIES

FLORIDA KEYS



Marine Zoning & Regulatory Review Media & Community Outreach

Karrie Carnes
Communications Coordinator, FKNMS

How does FKNMS reach out?



Pre-Scoping Media Outreach

14 Citizen/Keynoter zone/reg stories since Aug. 2011

“Sanctuary seeks input on rules” 2/18 Citizen

“Marine Sanctuary regulations up for review” 2/18 Keynoter

More than 45 radio shows since Jan. 2012

Weekly Morning Magazine 104.1 FM

Monthly Morning Magazine 104.1 FM

Weekly Island Outdoors “Sanctuary Wednesdays” AM1600

Bi-weekly Morning Mix 94.3

Bi-weekly KONK AM news hour

Scoping Press Release Distribution

More than 200 Reporters (Florida + National)

- The Citizen
- Keynoter
- Miami Herald
- Associated Press
- Reuters
- Free Press
- The Reporter
- Keys Weekly
- News Barometer
- Palm Beach Post
- US 1 Radio
- Clear Channel Radio
- Daytona News Journal
- St Petersburg Times
- Tampa Tribune
- Orlando Sentinel
- Ft. Myers News Press
- Ft. Lauderdale Sun Sentinel
- Jacksonville Times Union
- Key Biscayne Islander News
- Marco Island Sun Times
- El Nuevo Herald
- Naples Daily News
- Jacksonville Beaches Leader
- Scuba News
- Dive Training
- Alert Diver
- Florida Sportfishing
- Florida Sportsman
- Diver
- Sports Diver
- Diver Wire
- Hernando Today
- Marco Island Eagle
- Coastal Angler

Radio Shows during Scoping Period

Between today and June 29:

- 50 radio shows
- Half of which we're scheduling for SAC members
- Sign up today!

Buzzards Roost – Key Largo

Ibis Bay – Key West

Snapper's Turtle Club – Key Largo

Wahoo's – Islamorada

Zane Gray Lounge – Islamorada

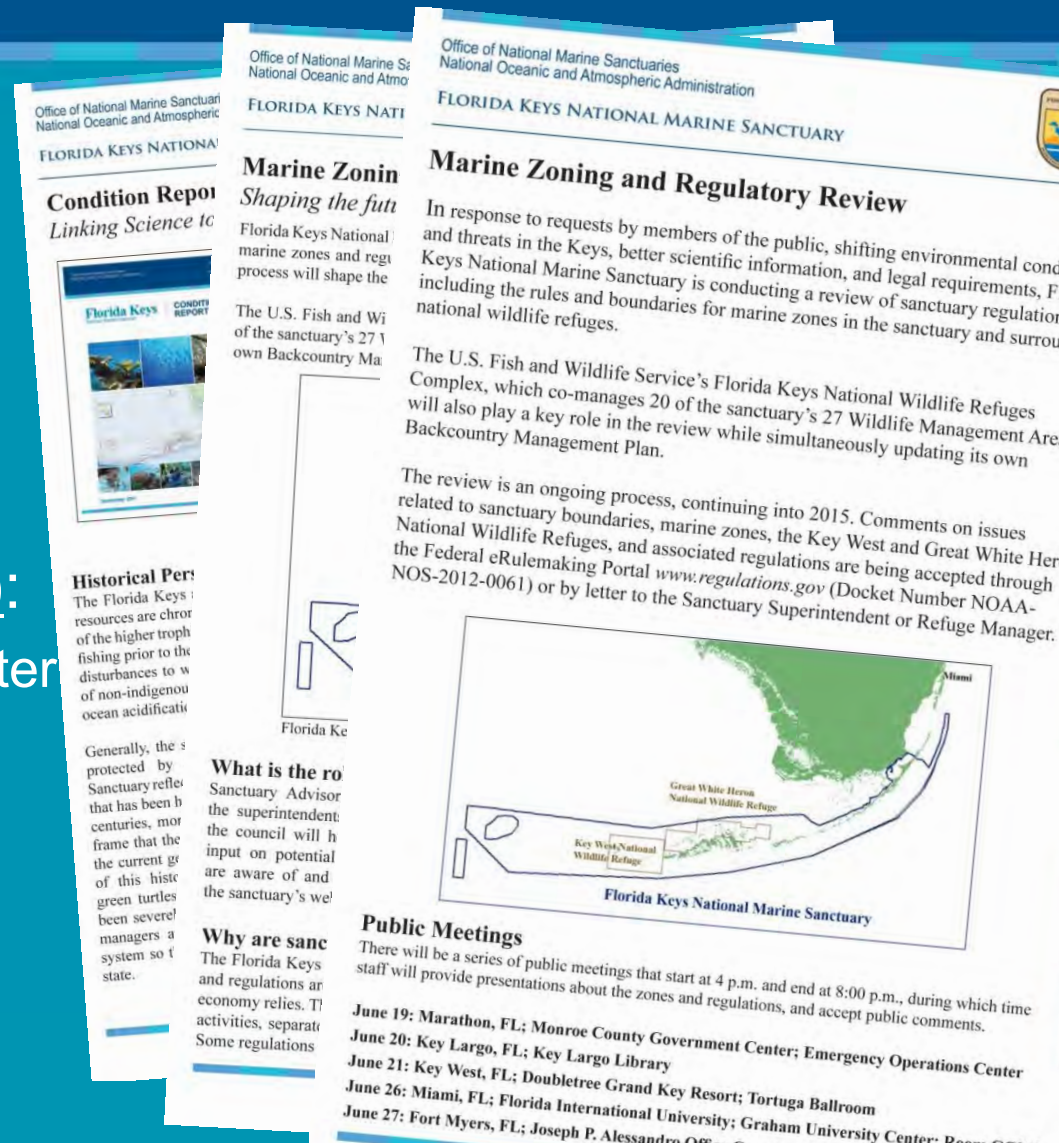
Outreach Products

Handouts:

- on website
- at events
- distribution route

Plexiglas poster display (4):

- Key Deer Refuge Visitor Center
- Pennekamp Visitor Center
- Eco-Discovery Center
- TBD / "floater"



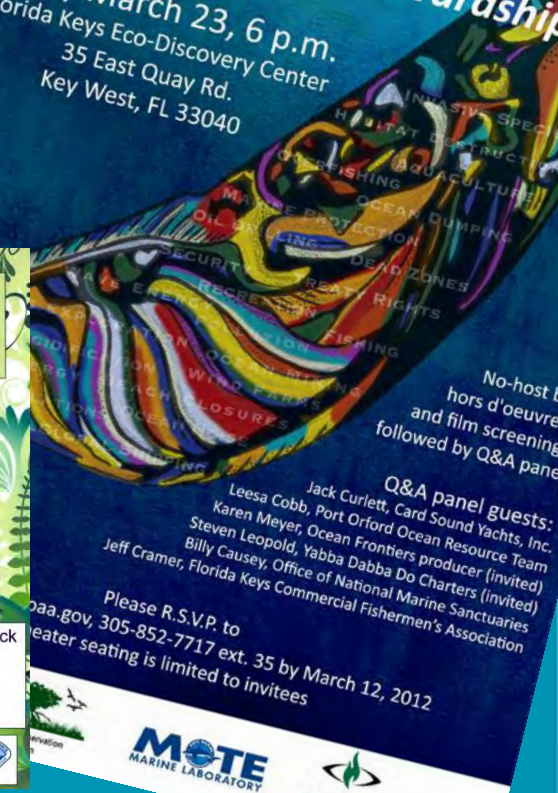
Community Events



Florida Keys National Marine Sanctuary,
 Ocean Reef Conservation Association,
 Mote Marine Laboratory & Greenfire Productions
 invite you to attend
 the Florida film premier of

Ocean Frontiers: The Dawn of Era in Ocean Stewardship

Friday March 23, 6 p.m.
 Florida Keys Eco-Discovery Center
 35 East Quay Rd.
 Key West, FL 33040



UPPER KEYS ROTARY CLUB 17TH ANNUAL

Gigantic Nautical FLEA MARKET

FEB. 25 & 26
 SAT. 8AM - 5PM • SUN. 9AM - 3PM

FOUNDER'S PARK • US 1 - MM 87 BAYSIDE • ISLANDHADA, FLORIDA KEYS

- New & Used Boats • Marine Equipment
- Dive Gear • Marine Products • Clothing
- Electronics • Dock Equipment • Antiques
- Fishing Gear • Nautical Arts & Crafts

and so much more!

Admission: \$5.00 (includes parking) \$10.00 (includes parking & refreshments) \$15.00 (includes parking, refreshments & lunch)

Sponsored by: The Reporter, Progressive, and others.

FOR MORE INFORMATION: 305-742-0254 www.GiganticNauticalFleaMarket.org

John Pennekamp Coral Reef State Park

Key Largo, Florida Keys

50TH Anniversary

1960-2010

Native Plant Day: An Earth Day Event

Saturday, March 24
 9 a.m. to 2 p.m.
 at John Pennekamp Coral Reef State Park,
 Mile Marker 102.5 Oceanside
 (Entrance fee waived for event attendees)

Native Plant Giveaway, Talks, Nature Walks, Children's Activities, & more!

Sponsored by Dagny Johnson Key Largo Hammock Botanical State Park & John Pennekamp Coral Reef State Park

For more information, call Elena Muratori at 305-451-1202

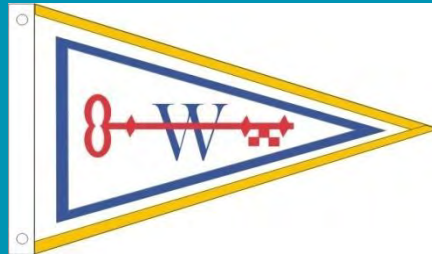
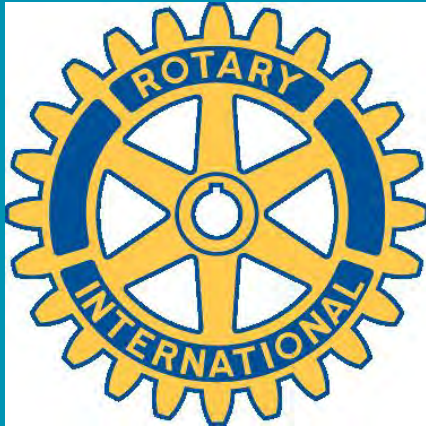
No-host hors d'oeuvre and film screening followed by Q&A panel

Q&A panel guests:
 Leesa Cobb, Port Orford Ocean Yachts, Inc.
 Karen Meyer, Ocean Resource Team
 Steven Leopold, Yabba Dabba Do Charters (invited)
 Billy Causey, Office of National Marine Sanctuaries
 Jeff Cramer, Florida Keys Commercial Fishermen's Association

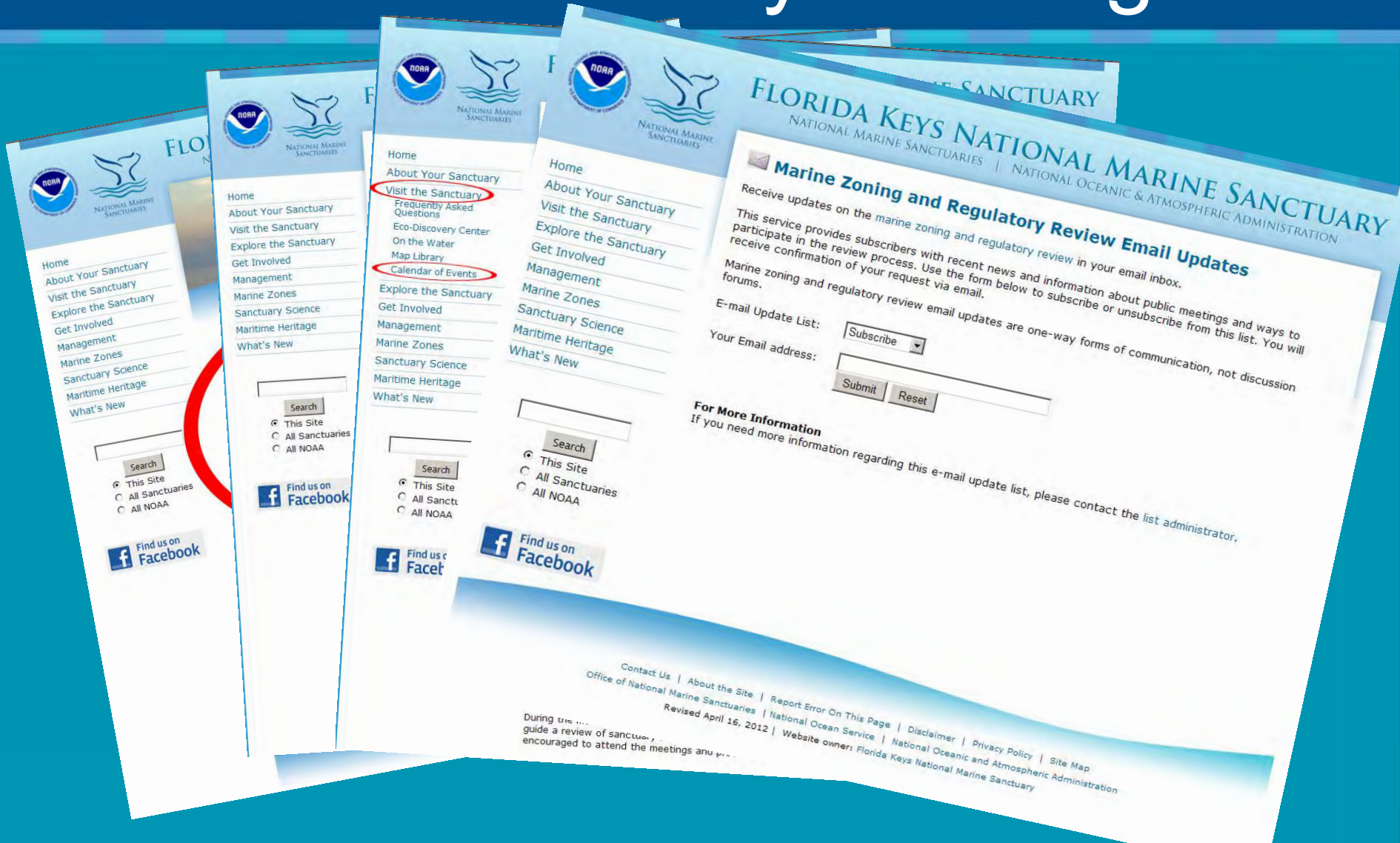
Please R.S.V.P. to oaa.gov, 305-852-7717 ext. 35 by March 12, 2012
 Greater seating is limited to invitees



Presentations to Clubs & Groups



Web – floridakeys.noaa.gov



Mass emailings & mailings

Email:

FKNMS and national constituents

FKNMS/Refuges/ONMS volunteers and staff

SAC

SEFCRI

Coral-List Listserv (6,800 members)

= 9,000+

Postcard Mailing:

NOAA Fisheries commercial licensees (certain counties)

FWC recreational saltwater licensees (certain counties)

FKNMS constituent list

= 2,000+

Social Media - **facebook**

| | |
|------------------------------------|---------|
| NOAA | 79,000 |
| USFWS, Refuge System, Keys Complex | 38,000 |
| NOAA's Ocean Service | 7,500 |
| Office of NMS | 4,700 |
| Florida Keys NMS | 3,700 |
| NMS Foundation | 2,700 |
| | <hr/> |
| | 135,600 |

facebook.com/floridakeysnoaa.gov

Social Media - **twitter**

| | |
|----------------------|--------|
| NOAA | 54,000 |
| NOAA's Ocean Service | 41,000 |
| USFWS + Refuges | 20,000 |
| Office of NMS | 8,600 |
| NMS Foundation | 3,000 |
| FL DEP | 2,500 |
| USFWS Refuges | 2,000 |

131,100



Karrie Carnes

Florida Keys National Marine Sanctuary

Phone: 305-809-4700 ext. 236

Email: karrie.carnes@noaa.gov

[facebook.com/floridakeysnoaagov](https://www.facebook.com/floridakeysnoaagov)

<http://floridakeys.noaa.gov>



Questions?

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