



California's Thank You Ocean Campaign





*Building Common Outreach
Messages and Strategies
through the California Ocean
Communicators Alliance*





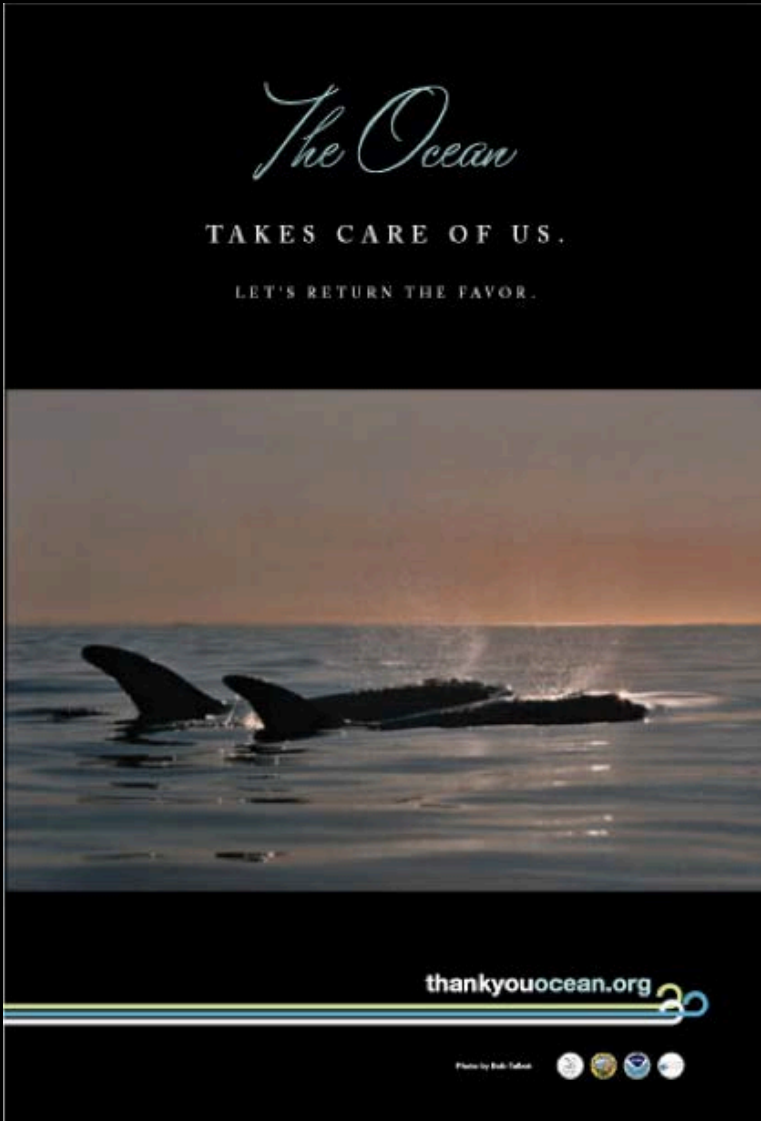
Sarah Marquis

West Coast/Pacific Media Coordinator

*NOAA Office of National Marine
Sanctuaries*

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- NOAA Office of National Marine Sanctuaries
- State of California Natural Resources Agency



Challenges

- Limited budgets and staffing
- Culture of “noise”: numerous messages competing every day
- Many diverse ocean messages



Solution

- Work with those who already communicate ocean messages
- Strength in numbers and common voice



Common Ocean Messages



- Workshops
- Ocean Communicators Alliance



Common Ocean Messages

- “Sustain the ocean, sustain life”
- “Humans and the ocean are inextricably connected”



Hire A Professional

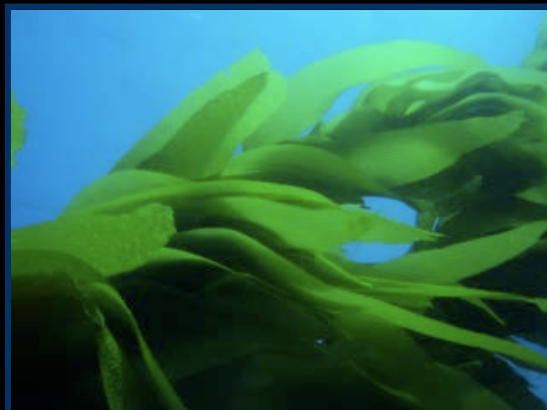


- The Hive Advertising
- NOT like Mad Men



RESEARCH

- Ocean Communicators Alliance Workshops
- 2006 PPIC Statewide Survey “Special Survey on Californians and the Environment” (Public Policy Institute of California.)
- 1999 The Ocean Project
- Kollman & Agyeman (2002) “Why do people act environmentally and what are the barriers to pro-environmental behavior?”
- The Ad Council Milward Brown Study
- (2004) Global Consumer Values Study
- (1986) Model of Environmental Behavior
- Interviews: PPIC, SeaWeb, Coastal Conservancy, others



- Interest in ocean
- Lack knowledge to address issues
- Wonder how to participate



- 9 out of 10 feel quality of beach is important
- 8 out of 10 interested in learning more



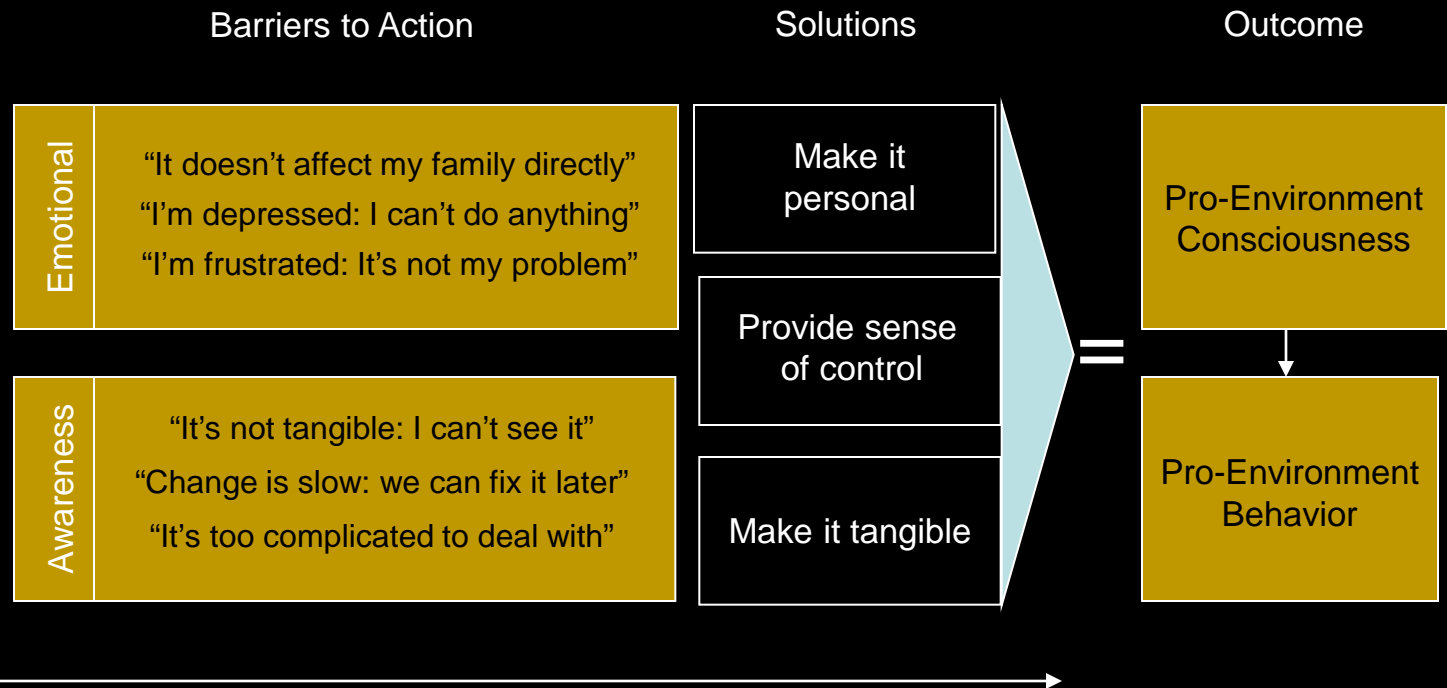


Knowledge doesn't
necessarily translate
Into behavior



What are the barriers to action?

"I know there's a problem, but..."





It requires changing attitudes

The ocean is important
to human survival



The ocean is critical
to human survival

A vague connection
to the ocean



A strong, personal
connection to the ocean

Protecting the
Ocean hurts
the economy



Protecting the
Ocean helps
the economy

One person can't
make a difference



Everyone can make
a difference



Campaign Theme

- The TRUTH: The Ocean Touches Everyone
- Three options: humor, fear, gratitude
 - Talking fish
 - Fouled water from faucets, rain
 - Thank You Ocean



Campaign Theme

- The TRUTH: The Ocean Touches Everyone
- Gratitude connects
- Gratitude connects us with the ocean and with each other



Campaign Theme

The CHOICE:

Thank You Ocean



The ocean takes care of us.
Let's return the favor.





Who's Involved Every Day?

NOAA Office of National Marine Sanctuaries

California Natural Resources Agency

National Marine Sanctuary Foundation

300+ Ocean Communicators Alliance Members

Crack Team of Sea Grant Fellows

11,750+ Facebook Fans

5700+ Twitter Followers



Engage/ Evolve

Campaign elements:

PSA

Ads

Web site

Thank You Ocean Report podcasts

Facebook, Twitter

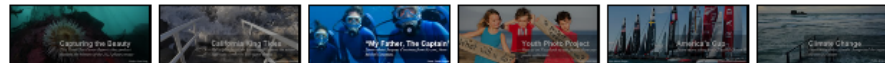


The Ocean Takes Care of Us, Let's Return the Favor ...

The ocean is a vital resource that provides food, water, commerce, recreation, medicine and even the air we breathe. Today, our ocean faces unprecedented threats from pollution, trash, declining fisheries and multiple impacts from climate change.



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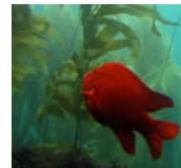
THE MANY THREATS TO THE OCEAN

Unfortunately, our ocean faces unprecedented threats from pollution, trash in our oceans, declining fisheries and multiple impacts from climate change.



YOU CAN MAKE A DIFFERENCE

Join the Thank You Ocean Campaign! The ocean needs our help and you can make a difference by committing to take action in your everyday life. Join us today in saying, "Thank You, Ocean!"



PODCAST

latest ocean news

Subscribe



JOIN

join our social networks



PLEDGE

sign the petition



ENGAGE

enter contests



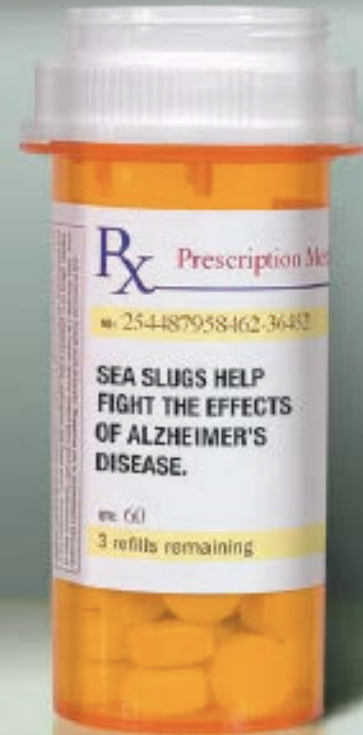


The ocean produces more oxygen
than all the rainforests combined.

thankyouocean.org



Magazine and
Newspaper Print



The sea urchin helped us perfect in-vitro fertilization. The horseshoe crab gave us a test for bacterial infection. And that's just scratching the ocean's surface. The ocean heals us. Let's return the favor. Go to thankyouocean.org to find out how you can help.

thankyouocean.org





Without the millions of tourists who flock to the ocean every year, California's economy would be, well, sunk. The ocean supports us. Let's return the favor. Go to thankyouocean.org to find out how you can help.



The ocean provides 408,000 jobs in California.



Spreading the word through signage and posters



Beach visitors spent \$10 billion
in California last year.

thankyouocean.org



Billboards and
Bus Shelters



Thank You Ocean Report

The Thank You Ocean Report focuses on interesting and exciting California ocean topics such as marine mammals, the latest news on ocean health, timely ocean issues and fascinating ocean facts. Stories feature interviews with ocean experts, explorers, scientists, conservationists, government and business leaders. Listeners learn about ocean activities and recreation, surfing, fishing, boating, and the many ways we all can thank the ocean through conservation and stewardship.

Capturing the Beauty of California's Ocean and Coast

February 4th, 2013



Capturing the Beauty of California's Ocean and Coast: Play Now | Download (58)



The beauty, mystery, excitement, wildlife and lifestyle of California's Ocean and Coast are captured in this montage of spectacular photos representing some of the winning images from the 14th Annual California Ocean and Coast Amateur Photography Contest. We talk with Sylvie Lee of the California Coastal Commission about the contest, sponsored by the California Coastal Commission, and Fairmont Hotels and Resorts of California.

Twice-monthly podcasts
on current issues



facebook

Search for people, places and things



Thank You Ocean Home



Thank You Ocean

Timeline

Now

Status

Photo / Video

Event, Milestone +

Ads Manager



Thank You Ocean

11,694 likes · 7,147 talking about this



Community [?]

The ocean takes care of us. Let's return the favor.



11,694



1

About

Photos

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Likes

Twitter

Highlights

Status

Photo / Video

Event, Milestone +

What's on your mind?



Promote

Post



Thank You Ocean shared a link.

22 minutes ago

Recent Posts by Others on Thank You Ocean

See All



Steve Ellzey

An Amazing Organization With An Inspirational Message...T...

1 · Yesterday at 9:08am



ReefCI

Wish this was you?? Up close and personal with a whale s...

Wednesday at 8:27am



Chelsea Jeane Robinson

Thank you, Thank You Ocean <3

See Your Ad Here

Thank You Ocean



The ocean takes care of us. Let's return the favor.

Like · Thank You Ocean likes this.

Get More Likes



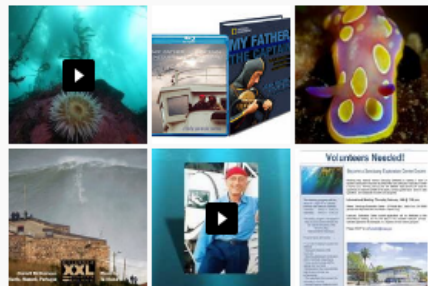
Tweets

Following

Followers

Favorites

Lists



Who to follow · Refresh · View all



Blue Ocean Institute @BlueOcea... Follow



Bonnie Monteleone @ThePlastic... Follow



Ecosaveology @Ecosaveology Followed by eco_friendly and others Follow

Browse categories · Find friends

Trends · Change

#BestWeekEver Promoted

#CornyPickUpLines

#LAPD

Nemo

#Scandal



ThankYouOcean
@ThankYouOcean

The ocean takes care of us, let's return the favor...
California · <http://www.thankyouocean.org/>

3,351 TWEETS

462 FOLLOWING

5,656 FOLLOWERS



Tweets



ThankYouOcean @ThankYouOcean 1h
Discovery news article about king tides. Surfs up everyone! bit.ly/UUynsM
Expand



ThankYouOcean @ThankYouOcean 3h
Today is the last day of king tide season! Snap a picture of a king tide in your area and share it with the world here! bit.ly/Z6eaSA
Expand



ThankYouOcean @ThankYouOcean 22h
A great Huffington Post article about King Tides and sea level rise: huff.to/TTDFV8. Last king tide event of the season starts today!
[View summary](#)



ThankYouOcean @ThankYouOcean
Do you have a picture of a king tide? Share it! Upload to the California King Tides Initiative's website: bit.ly/Z6eaSA
Expand



ThankYouOcean @ThankYouOcean 7 Feb
Holy high tide! Check out our awesome King Tides podcast bit.ly/



OCA News Splash!

February, 2013

Your Thank You Ocean Campaign

Thank You Ocean to be Featured in MPA Networks Webinar Series

On February 14 from 1-2 EST, Thank You Ocean will be featured in the MPA Networks Webinar Series hosted by the National Marine Protected Areas Center, EBM Tools and Open Channels. Sarah Marquis will talk about building common outreach messages and strategies through the California Ocean Communicators Alliance. The webinar series shares expertise and lessons learned about MPA science and management both nationally and internationally. Ideas for future webinar topics should be sent to mpainfo@noaa.gov. Lauren Wenzel Lauren.wenzel@noaa.gov

Calling all Ocean Communicators!

Are You Going? Central Coast MPA Symposium Feb. 27 – Mar 1

California Secretary for Natural Resources John Laird will open the State of the California Central Coast symposium on February 27 in Monterey. Invited speakers will share ecological and socioeconomic benchmark results from the first five years of monitoring the regional network of MPAs. The symposium will also explore the importance of engaging communities, building relationships between science and management, and realizing the value and application of MPA monitoring data to broader ocean policy. Interest in the symposium continues to grow with more than 250 people already registered. Visit <http://www.stateofthecacoast.org/> to register and view the agenda. Holly Rindge holly.rindge@calost.org

Proposed Sanctuary Northern California Expansion Meetings in February!

There's still some misunderstanding (even among OCA members) that national marine sanctuary expansion to the north is a "done deal." It's still in process, and your help is needed! NOAA's Office of National Marine Sanctuaries has begun a public process to review the boundaries for Gulf of the Farallones and Cordell Bank national marine sanctuaries. The proposed northward expansion extends from Bodega Bay in Sonoma County to Alder Creek near Pt. Arena, Mendocino County. This is a public process with opportunities to participate, and many voices are being heard. Two more scoping meetings are planned February 12 (Pt. Arena) and 13 (Gualala). More info: http://farallones.noaa.gov/manage/northern_area.html Comments are accepted through March 1, 2013. Sarah Marquis sarah.marquis@noaa.gov

OCA Workshops





Edward James
Olmos

Marine debris
campaign







Thank You Ocean

No institutional ID

Belongs to everyone

<http://thankyouocean.org>

A dramatic sunset over the ocean. The sun is low on the horizon, creating a bright orange and yellow glow that filters through a layer of dark, heavy clouds. Above this layer, more scattered clouds are illuminated from below, showing shades of orange and purple. In the upper left quadrant, a dark silhouette of a bird is captured in flight against the lighter sky. The bottom of the image shows the dark, textured surface of the ocean.

Thank You Ocean!