

Stakeholder Engagement Sub-committee

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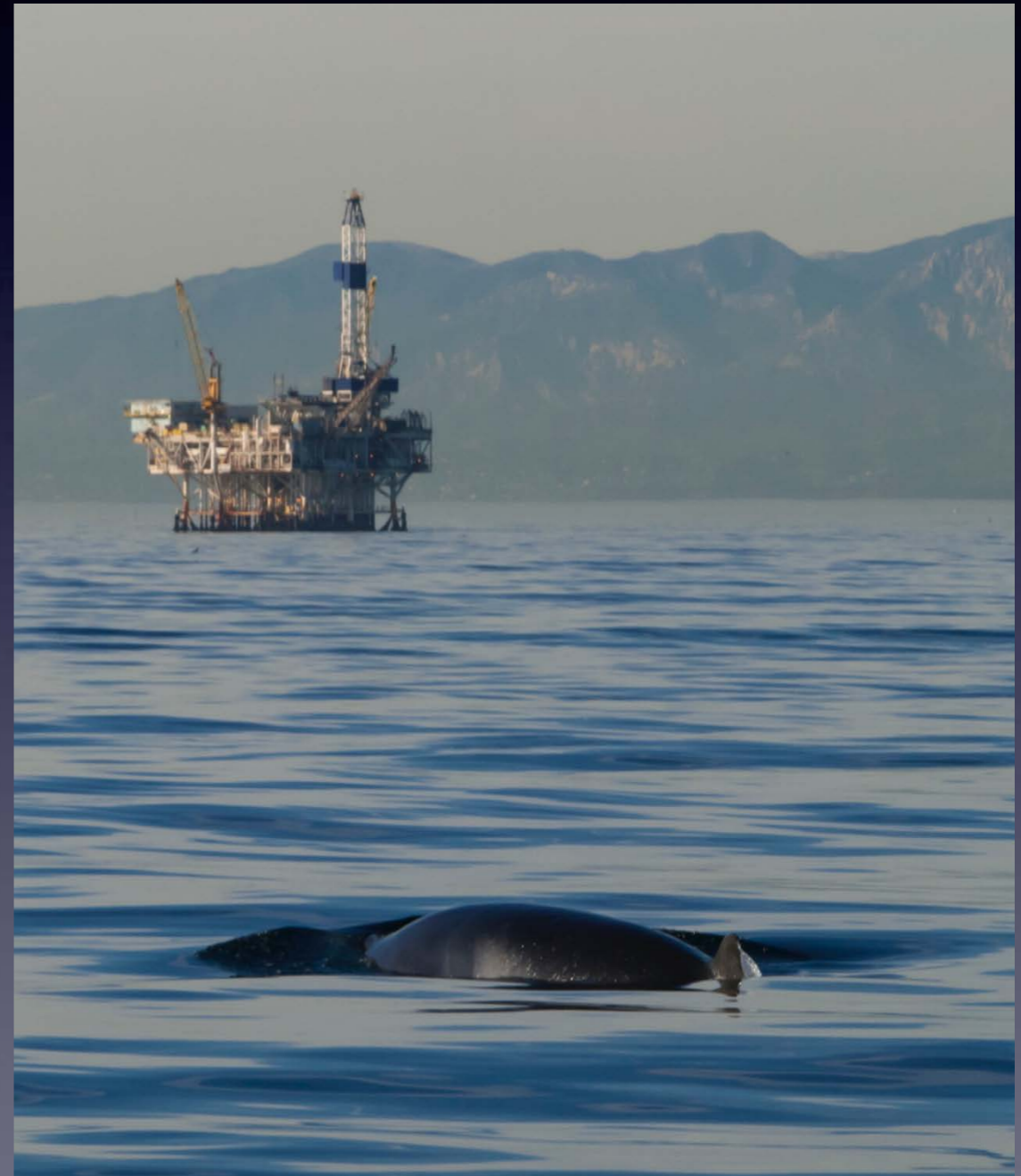


Sub-committee Charge

“How can the National Marine Protected Areas Center best connect with its key constituencies?”

4-Step Communication Plan

- Issues
- Messages
- Audiences
- Delivery Techniques





Seemed Simple...

but we identified more than 130,000 potential, high priority, communications projects for the National Marine Protected Area Center in an hour!

Issues

Issue I: The public largely neither knows nor cares what marine protected areas are or what their potential values may be, while many fishing communities feel threatened by additional regulations and loss of fishing areas.

Issue II: The marine protected areas community and the general public are largely apathetic or unaware of the National System of Marine Protected Areas

Messages

- General Marine Protected Area Topics (4 specific statements)
- Recreation Topics (3 specific statements)
- Climate Change Topics (3 specific statements)

Audiences

- Marine protected area governance and resource management communities
- Ocean livelihood dependents
- Students
- Public at large

Delivery Techniques

- Internet: web sites, webinars, social media
- Citizen science
- Public service announcements
- Citizen advisory committees
- Technical consultation services
- Professional development workshops

Executive Summary



Key Points Triage?
Exemplary Communications Plans or Campaigns?

