

# California Ocean Communicators Alliance

The California Ocean Communicators Alliance represents over 100 organizations and 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 projects geared towards raising public ocean awareness.

The Ocean Communicators Workshop participants formed the Alliance during the first of three workshops conceived by NOAA National Marine Sanctuary Program and the State of California Resources Agency. The three workshops brought together California ocean communicators in Southern California, Northern California and throughout the state to create a strong voice for the ocean in California.

The Southern California Ocean Communicators Workshop was held in Long Beach, April 28, 2005 at the Aquarium of the Pacific. The workshop participants identified common ocean messages, formed the California Ocean Communicators Alliance and Steering Committee, and initiated the California Ocean Communicators Newsletter, a bimonthly newsletter that keeps Ocean Communicators up to date on Ocean Communicators projects and topical ocean news.

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

The combined 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 work together on designing elements for the California Public Ocean Awareness Campaign.

The California Public Ocean Awareness Campaign, "Thank You Ocean," is the first Ocean Communicators Alliance project. The campaign launched at **California and the World Ocean Conference 2006**.

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

#### Contact

Sarah Marquis, West Coast/Pacific Media Coordinator, NOAA National Marine Sanctuary Program (949) 222-2212  
marquispr@earthlink.net;

or

Columbine Culberg, Ocean Etiquette Coordinator, NOAA National Marine Sanctuary Program (805) 963-3238 (x10)  
columbine.culberg@noaa.gov

thankyouocean.org



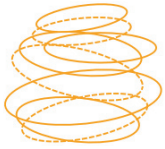
California Public Ocean Awareness Campaign Logo



Southern California Ocean Communicators Workshop. Photo by Sarah Marquis

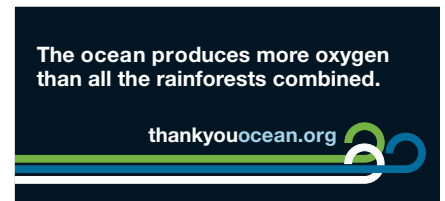
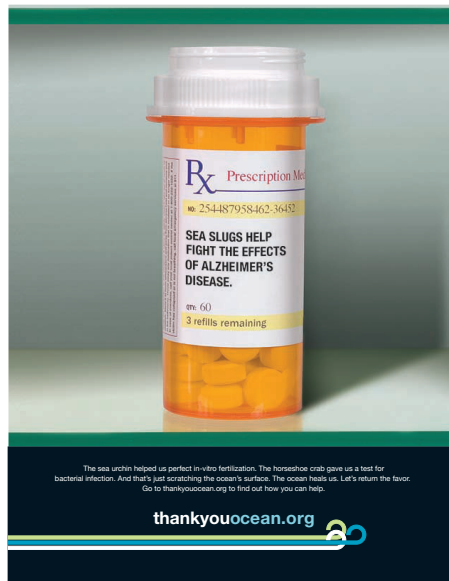
*The California Ocean Communicators Alliance:  
Creating a Strong Voice for  
the Ocean in California.*





the hive advertising

formats: magazine/newspaper print  
billboards, bus shelters  
client: [thankyouocean.org](http://thankyouocean.org)





the hive advertising

formats: :60 tv

client: thankyouocean.org



Surfer: Thanks for the ride.

Dock Worker: Thanks for the job.



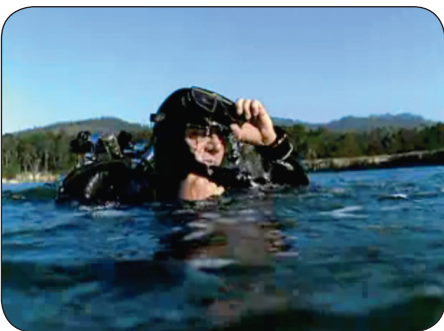
Yoga Instructor: Thanks for the air.



Fisherman: Gracias por este gran día.



Nurse: Thanks for the medicine.



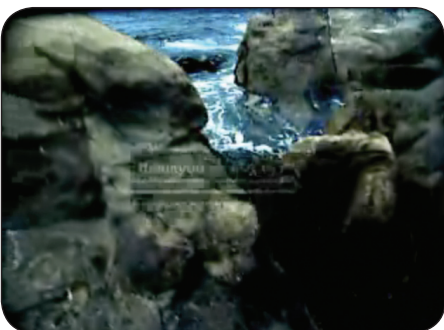
Diver: Thanks for the adventure.



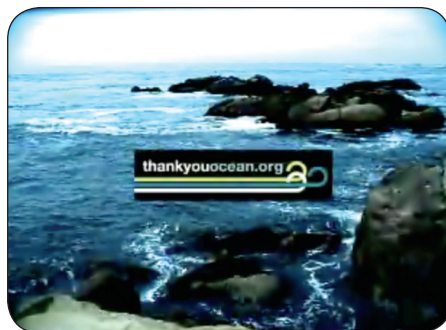
Kid: Thanks for the water.



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



VO: Our most precious resource needs help now.



VO: Go to [thankyouocean.org](http://thankyouocean.org) to find out what you can do.

# “Thank You Ocean”

## California Public Ocean Awareness Campaign

thankyouocean.org



### Thank You Ocean

The “Thank You Ocean” Campaign is a California statewide campaign that calls attention to the ocean as a vital resource and asks Californians to help protect it. The campaign is a call to action for all Californians. NOAA’s National Marine Sanctuary Program and the California Resources Agency partnered in the design and execution of the campaign. It is supported by the California Ocean Communicators Alliance, a group of more than 100 ocean-related organizations, agencies and businesses in California. The Ocean Communicators Alliance was formed from a series of workshops that brought together ocean communication professionals in California who reach millions of Californians daily.



Ocean facts are featured in the Thank You Ocean advertising.

### Call to Action

- The campaign calls on Californians to become involved to help protect the ocean’s health and resources.
- The first step for becoming involved in protecting the ocean is visiting [Thankyouocean.org](http://Thankyouocean.org), a portal to California ocean information.
- The tools of the campaign are the website, billboards, advertisements, radio public service announcements, and a television public service announcement
- The campaign highlights five things you can do to thank the ocean.

### Five Things You Can Do

- Learn about the ocean: visit [www.thankyouocean.org](http://www.thankyouocean.org), a library or an aquarium.
- Experience the ocean: swim, sunbathe, surf, boat, dive, fish, play or just sit and contemplate. To know our ocean is to love it, and to love the ocean is to protect it.
- Respect the ocean: take care where you step, don’t disturb sealife that live on land, water or air.
- Choose the ocean: everyday choices can help—or hurt—our ocean’s health. Recycle, conserve water and remember that everything ends up in the ocean, so don’t litter.

### Make a difference:

participate in a beach cleanup, write your lawmakers or join an ocean organization. You can make a difference!

### Participate in Thank You Ocean

- Let others know: add the Thank You Ocean logo and/or website to your web site, materials and correspondence.
- Show the PSA: the dramatic, inspiring Public Service Announcement is available to show at events and gatherings.
- Display Thank You Ocean materials: find out how you can get posters, bookmarks and campaign ads.
- Help Spread the Message: Ocean messages answer the question, “What should all Californians know about the ocean?”
- If we sustain the ocean, we will sustain life.
- Humans and the ocean are interconnected (inextricably connected.)
- The ocean takes care of us, let’s return the favor.

### Find out more:

Contact Thank You Ocean coordinators Columbine Culberg (805) 963-3238 X10 [columbine.culberg@noaa.gov](mailto:columbine.culberg@noaa.gov) and Sarah Marquis (949) 222-2212 [marquispr@earthlink.net](mailto:marquispr@earthlink.net)