

# Pushing and Pulling Information to the Conservation Community

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# Community Outreach

- ▶ Primarily through the Conservation Working Group, which has approximately 50 members who receive information
- ▶ Secondly through my work at Save Our Shores
  - ▶ Social media posts (community exceeds 10,000)
  - ▶ E-blast messages (mailing list is almost 7,000)
  - ▶ Presentations at various forums, workshops and conferences and to local/regional governing bodies
    - ▶ Sanctuary review mandated by trump administration
    - ▶ Offshore oil and gas drilling - threats, opportunities to oppose, legislative measures
    - ▶ Plastic pollution - education and outreach, advocacy
  - ▶ Member meetings
  - ▶ Tabling events
- ▶ Often via collaborations with Sanctuary Exploration Center (Santa Cruz)

# Community Input

- ▶ Similarly to Outreach methods
  - ▶ CWG meetings
  - ▶ Save Our Shores member meetings, inquiries
  - ▶ Meetings with local governing bodies (city councils and boards of supervisors)
  - ▶ Tabling events while interacting with attendees

# Opportunities/Challenges for Improvement

- ▶ Consider a regular e-blast to conservation organization throughout the community
  - ▶ Would need a mailing list; could build off of CWG list
- ▶ Consider a monthly or bi-monthly newsletter like diver community
  - ▶ Time constraints
- ▶ Increase social media posts about specific Sanctuary topics and events
  - ▶ Competes with our own (SOS) messaging
- ▶ Consider hosting quarterly forum/workshop just to share in receive Sanctuary related information
  - ▶ Potential cost (venue)
  - ▶ Time constraints - planning, speaker invitations, promotion