

# 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.

## A Call to Action

In Governor Schwarzenegger's 2004 Ocean Action Plan, he called for the development of a public awareness campaign to empower individuals to understand and take action to address the threats facing the ocean. The 2004 federal U.S. Ocean Action Plan also called for greater public education about the importance of the nation's coasts and oceans. In 2006, the California "Thank You Ocean" campaign was launched to fulfill both Governor Schwarzenegger's Ocean Action Plan and the U.S. Ocean Action Plan.

## A Unique Partnership

The Thank You Ocean campaign is a joint partnership between the California Natural Resources Agency and the National Oceanic Atmospheric Administration (NOAA) Office of National Marine Sanctuaries. The campaign consists of public service announcement produced by world-renown cinematographer Bob Talbot, several print and outdoor advertisements, a biweekly podcast series featuring leaders in ocean policy and a Web site ([www.thankyouocean.org](http://www.thankyouocean.org)). Campaign materials focus on what the public can do to help alleviate four major threats to the ocean:

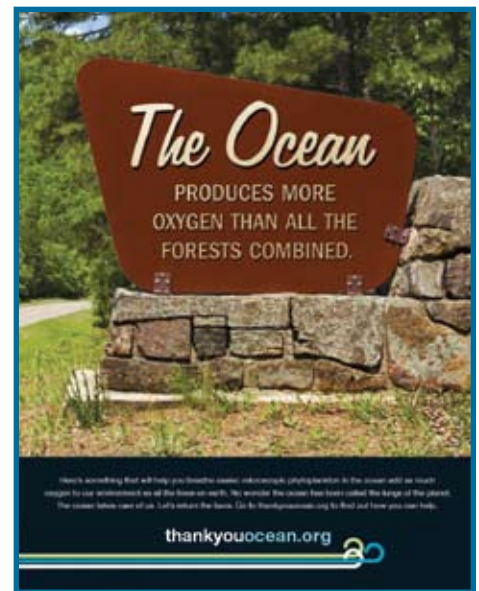
- Climate change
- Marine debris
- Water pollution
- Marine life decline

## Award Winning

In 2008, the Thank You Ocean campaign received the Coastal America Award, the highest award from the White House for ocean and coastal initiatives.

In addition, Governor Schwarzenegger proclaimed June 8, 2007, as "Thank You Ocean Day" throughout California.

[www.thankyouocean.org](http://www.thankyouocean.org)



## About Thank You Ocean Campaign

The California Thank You Ocean campaign is a partnership between the State of California and the NOAA Office of National Marine Sanctuaries. The campaign is designed to raise awareness of the benefits the ocean provides to us and send the clear message that the ocean is in need of protection. The campaign calls the public to action by identifying ways that Californians can help protect our coasts and ocean in their everyday lives. The tagline of the campaign speaks to this idea: "The ocean takes care of us. Let's return the favor."

According to a 2006 Public Policy Institute of California poll on Californian's perceptions of ocean and coastal conditions, 88 percent of California residents say the condition of the coast is important to them personally; more than 60 percent of Californians believe that the ocean is important to the overall economy and quality of life in the state.

Since its launch, the Thank You Ocean campaign has accomplished several goals including: securing fiscal resources from a variety of sources, developing a campaign message, creating marketing materials, and leveraging funding to purchase additional media time.

## Thank You Ocean Campaign Leadership, Staff & Consultants

**The Thank You Ocean Campaign is co-chaired by:**

- Brian Baird, Assistant Secretary for Ocean and Coastal Policy, California Natural Resources Agency
- Matt Stout, Communications Branch Chief, NOAA Office of National Marine Sanctuaries

**Several staff members support the co-chairs, including:**

- Sarah Marquis, West Coast/Pacific Media Coordinator, NOAA Office of National Marine Sanctuaries
- Claire Fackler, National Education Liaison, NOAA Office of National Marine Sanctuaries
- Valerie Termini, Project Manager, Ocean Protection Council
- Amy Boone-Vierra, Ocean and Coastal Policy Analyst, California Natural Resources Agency
- Tim Jemal, CEO, Jemal Public Affairs, and Cara Stewart Good, CEO, WunderMarx|PR (Campaign Strategists)

## Thank You Ocean Fiscal Agent: National Marine Sanctuary Foundation

The National Marine Sanctuary Foundation serves as the fiscal agent for the California Thank You Ocean Campaign. The Foundation is a private, non-profit, 501(c)(3) tax-exempt organization created in the year 2000 to assist the federally managed Office of National Marine Sanctuaries with education and outreach programs designed to preserve, protect and promote meaningful opportunities for public interaction with the nation's marine sanctuaries.

**The Board of Trustees for the National Marine Sanctuary Foundation include:**

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- Dr. Robert Ballard, President, Institute for Exploration at Mystic Aquarium & Institute for Exploration
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- Sylvia Earle, Chairman of Deep Ocean Exploration and Research (DOER) and Explorer-in-Residence, National Geographic Society
- Terry D. Garcia, Executive Vice President for Mission Programs, National Geographic Society

- Hon. Ernest F. Hollings, Former U.S. Senator, South Carolina
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- Bob Talbot, world-renowned marine photographer and cinematographer

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- John H. Dunnigan, Assistant Administrator, NOAA National Ocean Service

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