

# Ocean Acidification Panel Communication Plan

Draft Plan May 23, 2012

Plan is dynamic -  
It's a work in progress.

# Objectives:

- Explain problem so people get it.
- Keep panel's work open, transparent.
- Involve public and news media.
- Build sense of anticipation for panel's final recommendations.

# Communications successes so far:

- Website.
- TVW coverage.
- News media coverage.
- World news interest -  
NHK Japan Broadcasting

# Communications steps ahead:

- Continued transparency of panel meetings.
- Base publicity on panel activities.
- Keep website fresh.
- Develop “problem” fact sheet aimed at general public.

# Next Steps

From the Panel Charter:

4. Identify opportunities to improve coordination, strengthen existing partnerships, and

1) develop new partnerships across jurisdictional boundaries, levels of government including the Tribes, with non-profit organizations and private businesses,

*AND*

2) to enhance public awareness and understanding of ocean acidification and how to address it.

To help meet these two charges:

Ocean Conservancy and Edge Research will coordinate a half day session on ocean acidification communications and outreach.

**PROPOSED DATE: June 19, 2-5pm**

COMPASS (Communications Partnership for Science and the Sea) will be providing panel scientists with a 1 day communications training.

**PROPOSED DATE: Doodle poll will be sent out tomorrow to find a suitable date in June or July.**

# Ocean Conservancy assistance:

- Collaboration on panel communications planning.
- Ambassadors idea.
- Training.

Questions, comments?

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