

California Ocean Communicators Alliance

Creating a Strong Voice for the Ocean in California

Interested in becoming a member of the California Ocean Communicators Alliance?

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The Ocean Communicators Alliance (OCA) is a group of more than 300 professionals from ocean-related organizations, agencies and businesses in California who reach millions of Californians daily.

Qualifications

Ocean Communicators Alliance members are professionals who communicate ocean messages to the public. They may include educators, public affairs officers, filmmakers, photographers, marketing, advertising, communications, outreach and public relations professionals. Ocean Communicators, as part of their job, have a role in designing, writing, presenting or otherwise communicating messages about the ocean to the California public.

What does it cost to join?

There is no fee to become a member of the Ocean Communicators Alliance.

What is expected?

- OCA members agree to communicate the common ocean messages that the alliance has determined all Californians should know: “Californians and the Ocean are interconnected”, and “sustain the ocean, sustain life.”
- Alliance members agree to support the California “Thank You Ocean” public awareness campaign by (when possible) posting the thankyouocean.org web link on their web site and otherwise promoting the campaign messages.
- OCA members must provide a contact name, address and phone, as well as email address and web site, if applicable.
- To be included in the OCA booklet, a one-paragraph description of the member’s organization, agency or business is required.
- Alliance members may participate in workshops, held in various locations throughout the state. The number of workshops per year will vary with member interests and demands.
- Alliance members may participate in working groups that foster beneficial programs and projects to help communicate ocean messages.

What are the benefits?

- By communicating common ocean messages, OCA members help bring ocean issues to the attention of the public.
- Overall increased awareness of ocean issues in CA brings more attention to each member’s area of interest.
- Alliance members work together on common projects to amplify efforts.
- The Ocean Communicators Alliance provides opportunity for networking with others who communicate about the ocean.
- Each member’s web site may be listed and linked from thankyouocean.org, the California ocean campaign web site.
- Promotion of the thankyouocean.org web site leads visitors to your area of interest and your site.
- Members have access to materials generated for the “Thank You Ocean” campaign.

To become a member, please fill out the online application:

<http://www.thankyouocean.org/ocean-communicators-alliance/become-a-member/>

For more information, please contact Sarah Marquis, marquispr@earthlink.net, or (949) 222-2212