



CDFG, Marine Region

Mission Statement: To protect, maintain, enhance and restore California's marine ecosystems for their ecological values and their use and enjoyment by the public

MARINE REGION KEY MESSAGES

INTRODUCTION

The Marine Region has multiple audiences, that is, individuals and groups with whom it is important to communicate in a timely and accurate way. At each opportunity, DFG's "story" must be told in a consistent manner. This includes communications such as press releases, interviews with the media, public hearings, newsletter articles, reports, publications and internal communications.

Below are key messages that apply to the Marine Life Management Act (MLMA) and should be part of all communications with all audiences (external and internal). Each key message implies or explicitly promises a key benefit. Our job is to clearly spell out what the benefit to the public is and try to connect with the public on a personal level. All communication needs to move beyond just "imparting information." Rather, all communication should tailor information for the particular audience. When shaping communication messages, you should be asking: "Why does this audience care about this information?" and "What is the benefit to this audience?"

KEY MESSAGES

- Implementation of the MLMA is but one example of DFG's use of good science and collaboration to conserve fish and wildlife resources for the people of California.
- The MLMA is an innovative approach to managing our marine resources: it applies to all our living marine resources, and it requires reasonable proof that the resource is being managed to achieve long-term sustainability.
- The MLMA puts the resource first by employing multiple strategies to reach our goal of ensuring conservation, sustainable use, and restoration of our fisheries.
- Achieving sustainability benefits everyone regardless of whether their main concerns are environmental, economic, aesthetic, recreational, educational, scientific, nutritional, social or historic.

The MLMA requires us to use an adaptive management approach, increasing our responsiveness to fluctuations in environmental and socio-economic conditions, and to continual changes in our scientific knowledge base. It isn't perfect; we don't have all the answers. But our actions are based on the best available science. Implementation of the MLMA is a collaborative process that involves all interested stakeholders and strives to build agreements among those constituents in an open, balanced way.