



## **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*

# **OUTREACH MATERIALS**

## **INTRODUCTION**

A list of public outreach materials distributed in the past and in the present has been compiled. Our goal for the near future is to place these materials on the Marine Region Web site for use by our constituents and DFG personnel.

## **WHAT THIS LIST CAN BE USED FOR**

If you are planning on creating an informational pamphlet or a Facts Sheet or an Identification card or anything along these lines, use this list as a reference to see what has already been produced by DFG. You may even decide that you would like to use a product found on this list as a base or as an example. This list can also be used as a reference to answer questions from the public concerning what information DFG has on a subject and what format it is in and who to contact for the material.

## **GUIDELINES FOR DFG INFORMATIONAL FLYERS AND SIMILAR DOCUMENTS**

Creating “official” DFG documents for public consumption:

1. Make sure the language used in the document is lay-person friendly and free of unnecessary jargon. If jargon is unavoidable, define the term(s) in lay-language. Try to imagine you're speaking to a family member, for example your grandmother (assuming she does not possess a degree in Marine Fisheries!)— This is the level of communication we need to use when addressing the public.
2. All tables, maps, photos, and graphics released for public use must include titles, captions, and credits as appropriate. Always create tables that can be understood even if the table is used without the benefit of the rest of the document.
3. All official DFG documents should be easily recognizable as such. Placing a DFG logo on them is a quick and easy way to accomplish this. If you need logos, go to the Marine Region staff web page ([www.dfg.ca.gov/marine/staff](http://www.dfg.ca.gov/marine/staff)) and select the link for 'Marine Region Tools and Resources for Communications and Public Involvement', and scroll to the 'Graphics' section.
4. All official DFG documents should include a version number as well as date on them. Adding a version number in the footer is helpful when new versions come out and you need to differentiate to constituents or others which version you're referring to.
5. Use the same font size throughout body text (12 pt. is preferred). The title of a document can be larger; footnote, table, graphic/photo caption, and credit text can be smaller). Arial (the font used here) is the official DFG font type. Document margins should be 1 inch at top and sides, 0.75 inches at the bottom.

6. As with all public documents, review is an absolute must. Your supervisor will need to review the document, and may forward it to the Marine Region Manager for final approval. Headquarters in Sacramento (information officer Steve Martarano) should be sent a final draft for review, with a list of personnel who have already reviewed the document. Once all review is completed, the document can be delivered into the hands of the public.

## **CONTACTS**

If you have any information that you think should be included in this inventory or if you require a more detailed inventory of available materials, please send an e-mail to [communications@dfg.ca.gov](mailto:communications@dfg.ca.gov)

Outreach Materials / Publications						
Title	Author	Type	Status	Format	Supply	Year
California Grunion Facts and Expected Runs for 2001	P. Gregory	Pamphlet	In use	Electronic	Unlimited	2001
How Old are the Fish I'm Catching?	P. Gregory	Pamphlet	In use	Electronic	Unlimited	2001
El Nino Information	P. Gregory	Pamphlet	In use	Electronic	Unlimited	2001
2001 Guide to California Marine Fish ID So. Cal.	P. Gregory	Pamphlet	In use	Electronic	Unlimited	2001
2001 Guide to California Marine Fish ID So. Cal. (Spanish)	P. Gregory	Pamphlet	In use	Electronic	Unlimited	2001
2001 Guide to California Marine Fish ID No. and Cen. Cal.	E. Roberts	Pamphlet	In production	Electronic	Unknown	2001
Tips for Releasing Saltwater Fish	P. Gregory	Pamphlet	In use	Electronic	Unlimited	2001
Sport Fishing Regulations for Selected Species: So. Cal.	MR staff	Pamphlet	In use	Electronic	Unlimited	2001
Sport Fishing Regulations for Selected Species: Cen. Cal.	MR staff	Pamphlet	In use	Electronic	Unlimited	2001
Sport Fishing Regulations for Selected Species: No. Cal.	MR staff	Pamphlet	In use	Electronic	Unlimited	2001
Selected Nearshore Fishes of CA	B. Brady	Page	In use	Electronic	Limited	2001
Common Nearshore Species of Northern California	J. Ramsay	Page	In use	Electronic	Limited	2001
Marine Resources Leaflet No. 1: The Pismo Clam	J.E. Fitch	Booklet	Unknown	Unknown	Limited	1961
Marine Resources Leaflet No. 2: Red Tide in California	J. Carlisle	Booklet	Unknown	Unknown	Limited	1968
Marine Resources Leaflet No. 3: The Amazing Grunion	J. Spratt	Booklet	Unknown	Unknown	Limited	1986
Marine Resources Leaflet No. 4: Venomous Marine Fishes of CA	E.T. Roche	Booklet	Unknown	Unknown	Limited	1973
Marine Resources Leaflet No. 5: CA Market Crab and Its Close Relative	J.B. Phillips	Booklet	Unknown	Unknown	Limited	1973
Marine Resources Leaflet No. 6: Marine Bivalves of the California Coast	R. Tasto	Booklet	Unknown	Unknown	Limited	1974
Marine Resources Leaflet No. 7: The Sea Otter	DFG staff	Booklet	Unknown	Unknown	Limited	1974
Marine Resources Leaflet No. 8: The Croakers of CA	DFG Staff	Booklet	Unknown	Unknown	Limited	1975
Marine Resources Leaflet No. 9: Dungeness Crab of Cal. and its close relatives	J. Phillips et. al.	Booklet	Unknown	Unknown	Limited	1986
Marine Resources Leaflet No. 10: Common Parasites of CA Mar. Fish	DFG Staff	Booklet	Unknown	Unknown	Limited	1978
Marine Resources Leaflet No. 11: California Abalone	P. Haaker et. al.	Booklet	Unknown	Unknown	Limited	1986
Marine Sportfish Identification California	CDFG et. al.	Book	Unknown	Unknown	Limited	1987
Saltwater Angling and Diving Records - Are You Up to the Challenge?	S. Wertz	Pamphlet	In use	Electronic	Unlimited	2001
A Guide to the Artificial Reefs of Southern California	R. Lewis and K. McKee	Booklet	Revision	Unknown	Limited	1989
Guide to Ocean Sportfishing in San Diego County	R. Read	Booklet	In use	Unknown	Unlimited	1997
Guide to Ocean Sportfishing in Santa Barbara and Ventura Counties	D. Ono	Booklet	In use	Unknown	Unlimited	1997
Ocean Fishing Map of Orange and San Diego Counties	DFG staff	Map	Unknown	Unknown	Limited	Unknown
Ocean Fishing Map of Los Angeles County	D. Ono and P. Gregory	Map	Unknown	Unknown	Limited	Unknown
Ocean Fishing Map of Monterey and San Luis Obispo Counties	D. Miller and D. Gotshall	Map	Unknown	Unknown	Limited	Unknown
Ocean Fishing Map of S.F., S.M. and S.C. Counties and the Elkhorn Slough	D. Miller and D. Gotshall	Map	Unknown	Unknown	Limited	Unknown
Ocean Fishing Map of Del Norte, Humboldt, & Mendocino Counties	DFG Sacramento	Map	Unknown	Unknown	Limited	Unknown
Protect Your Wildlife	DFG staff	Sticker	In use	Unknown	Unlimited	Unknown
Turn in Poachers	DFG staff	Sticker	In use	Unknown	Unlimited	Unknown
Don't Get Caught Short, Measure Your Catch!	DFG staff	Sticker	In use	Unknown	Unlimited	Unknown
Disabled Access Guide to California Fishing Areas and Piers	DFG staff	Booklet	Unknown	Unknown	Limited	Unknown
Marine Baits of California	C. Turner et. al.	Booklet	Unknown	Unknown	Limited	1975
Inshore Fishes of California	J. Baxter	Booklet	Unknown	Unknown	Limited	1980
Why Fish and Game Laws?	DFG staff	Booklet	Unknown	Unknown	Limited	Unknown
Wildlife Leaflet: Abalone	G. Seymour	Pamphlet	Unknown	Unknown	Limited	Unknown
Wildlife Leaflet: Brown Pelican	G. Seymour	Pamphlet	Unknown	Unknown	Limited	Unknown
Wildlife Leaflet: King Salmon	G. Seymour	Pamphlet	Unknown	Unknown	Limited	Unknown
Wildlife Leaflet: Leopard Shark	G. Seymour	Pamphlet	Unknown	Unknown	Limited	Unknown
Wildlife Leaflet: Lobster	G. Seymour	Pamphlet	Unknown	Unknown	Limited	Unknown
Wildlife Leaflet: Sea Lion	DFG staff	Pamphlet	Unknown	Unknown	Limited	Unknown
Wildlife Leaflet: Sea Otter	G. Seymour	Pamphlet	Unknown	Unknown	Limited	Unknown

Title	Author	Type	Status	Format	Supply	Year
Wildlife Leaflet: Sheephead	DFG staff	Pamphlet	Unknown	Unknown	Limited	Unknown
Wildlife Leaflet: Striped Bass	G. Seymour	Pamphlet	Unknown	Unknown	Limited	Unknown
Wildlife Leaflet: Striped Marlin	G. Seymour	Pamphlet	Unknown	Unknown	Limited	Unknown
Wildlife Leaflet: Western Gull	G. Seymour	Pamphlet	Unknown	Unknown	Limited	Unknown
Wildlife Leaflet: White Shark	C. Blunt	Pamphlet	Unknown	Unknown	Limited	Unknown
Wildlife Leaflet: Yellowtail	DFG staff	Pamphlet	Unknown	Unknown	Limited	Unknown
Sport Fish Restoration	C. Wilson	Brochure	Unknown	Unknown	Unlimited	Unknown
Did you know that Fish have a "Sixth Sense"?	C. Wilson	Brochure	Unknown	Unknown	Unlimited	Unknown
Rockfish & Lingcod movement and Translocation studies	C. Wilson	Brochure	Unknown	Unknown	Unlimited	Unknown
Tips for Filleting Rockfish	C. Wilson	Brochure	Unknown	Unknown	Unlimited	Unknown
Survival Rates for Sport Fishes Released Following Fishing Captured	C. Wilson	Brochure	Unknown	Unknown	Unlimited	Unknown
Estimating Ages of Rockfish	C. Wilson	Brochure	Unknown	Unknown	Unlimited	Unknown
Rockfish Identification Guide	C. Wilson	Brochure	Unknown	Unknown	Unlimited	Unknown
Tips for Releasing Rockfish	C. Wilson	Brochure	Unknown	Unknown	Unlimited	Unknown
List of Common or Slang Names for Various Fish Species	C. Wilson	Brochure	Unknown	Unknown	Unlimited	Unknown
Maximum Known Ages and Lengths for Rockfish Species	C. Wilson	Brochure	Unknown	Unknown	Unlimited	Unknown
White Seabass	DFG Sacramento	Pamphlet	Unknown	Unknown	Limited	Unknown
Californians Turn in Poachers and Polluters	DFG Sacramento	Brochure	Unknown	Unknown	Limited	Unknown
Monterey Bay Begins on Your Street	MBNMS	Brochure	Unknown	Unknown	Limited	Unknown
Boating	MBNMS	Brochure	Unknown	Unknown	Limited	Unknown
Protecting Fish Habitat	PSMFC	Brochure	Unknown	Unknown	Limited	Unknown
Natural Resources of Elkhorn Slough & Central Monterey Bay Area	DFG & Elkhorn Slough F	Brochure	Unknown	Unknown	Limited	Unknown
Fishermen's Quick Reference Guide: Seabird Protection	2001 Guide to California Marine Fish ID No. and Cen. Cal.	Brochure	Unknown	Unknown	Limited	Unknown
Catch & Release Quick Reference Guide	NOAA	Brochure	Unknown	Unknown	Limited	Unknown
Restoring America's Sport Fisheries	Department of Interior	Pamphlet	Unknown	Unknown	Limited	Unknown
Moss Landing Wildlife Area	2001 Guide to California Marine Fish ID No. and Cen. Cal.	Brochure	Unknown	Unknown	Unlimited	Unknown
Elkhorn Slough National Estuarine Research Reserve	2001 Guide to California Marine Fish ID No. and Cen. Cal.	Brochure	Unknown	Unknown	Limited	Unknown
Public Access Projects of the Wildlife Conservation Board	2001 Guide to California Marine Fish ID No. and Cen. Cal.	Map	Unknown	Unknown	Limited	Unknown
Striped Bass Fishing Map for the Bay & Delta Areas	2001 Guide to California Marine Fish ID No. and Cen. Cal.	Map	Unknown	Unknown	Limited	Unknown
Salmon & Steelhead Fishing Map	2001 Guide to California Marine Fish ID No. and Cen. Cal.	Map	Unknown	Unknown	Limited	Unknown
A field guide to some common ocean sport fishes of CA	Dan Miller et. al.	Booklet	Unknown	Unknown	Limited	Unknown
The Seaweed Story	2001 Guide to California Marine Fish ID No. and Cen. Cal.	Booklet	Unknown	Unknown	Limited	Unknown
Marine Mammals of CA	A. Daugherty	Booklet	Unknown	Unknown	Limited	1985
Length, Weights & Ages of 13 S. CA Marine gamefish	DFG Staff	Booklet	Unknown	Unknown	Limited	1974
Offshore fishes of CA	DFG Staff	Booklet	Unknown	Unknown	Limited	1958
Ages of various sport fishes at commonly observed lengths	Deb Wilson-Vandenberg	Brochure	Unknown	Unknown	Unlimited	Unknown
Let's Cook Squid the European Way	CA Seagrass & DFG	Booklet	Unknown	Unknown	Limited	1976
A Pocket Guide to California's Public Piers	State Coastal Conservancy	Booklet	Unknown	Unknown	Limited	1993