APPENDIX I

RED TIDE PUBLIC OUTREACH
Red Tide Public Outreach / Education Inventory First Meeting

August 22, 2008 at Mote Marine Laboratory
In attendance:
Mote: Barb Kirkpatrick, Kate Nierenberg, Martha Wells, Frank Alcock
FWRI: Wendy Quigley, Cindy Heil
START: Jill Copeland, Charlotte Richardson (part of the time)

Meeting agenda (loosely):
1) Who are the audiences we are trying to reach?
2) What are the present Tools and Products we have available?
3) Future ideas for Tools and Products
4) How do we use the Tools and Products more effectively?
5) How can Mote, START, and FWRI work better together?

AUDIENCES

- Public – Tourists, Coastal Residents (Permanent, Seasonal), Students K-12, Educators (Formal, ISE), College
- Media
- Tourism Industry
- Policy Makers (local, regional, state, federal)
- Health Care Pros (human, animal)
- Staff of our organizations and volunteers
- Special Interest Groups
- Stakeholder Groups
- Associations, Clubs, Community Groups
- HAB Science Community
  - Florida Red Tide
  - All others
- Federal Agencies
- Realtors
- Anglers
- Boaters
- Seafood Industry
- Pet Owners
- Coastal Hotels
- Coastal Restaurants
- Law Enforcement
- Coast Guard
- Life Guards/Beach Patrols
- NERRS/NEPS/Parks, etc.
TOOLS/PRODUCTS EXISTING

- Websites
- Fact/FAQ Cards (rack, wallet)
- Brochures
- Business Cards
- HAB Bulletin
- Beach conditions report
- Films (documentaries)
- PPT Presentations
- Displays
- One-pager Reference Piece (Mote Notes and Sea Stats)
- Games
- Activity Book
- Temp Tattoos/bracelets/flying discs-SWAG
- Tours
- Scientific Reports/Papers
- Events (Marine Quest, E-Fest)

TOOLS/PRODUCTS FUTURE

- Virtual Tours – field work, lab work, underwater, timeline formatting
  - Like Kellie Dixon’s group work
  - Cruises
  - Maybe use Realtor type web casting

(How do we represent timeline, evolution of science, questions that have been answered and where they have led us?)

- Analogies as examples – putting together a jigsaw puzzle without benefit of picture; hurricane prediction
- Organizational chart
  - Red Tide issues
  - Red Tide researchers
- Public Presentations
  - need list of who does what topic
    - Red Tide and Human Health
    - Red Tide and Pet Health
    - Red Tide and Marine Mammals, other sea life
    - Red Tide and Nutrient issue
    - Mote’s Red Tide Research Program
    - FWRI’s Red Tide Research Program
    - 10 most common questions
- Beach conditions report
- PSA
- Survey tools in conjunction with each tool/product
NEEDS

- ‘A HAB is not a HAB’ messages (all red tides are not alike)
- What is Red Tide? (Florida Red Tide vs. Gulf of Maine, example)
- Need “better” web messaging
- Briefings – after election ~ 6 months after new office, news beat
- Need Public Message Plan, COMMS Handbook, Communication Plan

PLANS

- Media – open lines between Mote (Martha / Nadine) and FWRI (Wendy)
- Recheck FAQ’s
- Website – no time or money to update – BUT a priority
- Mote – look into YouTube broadcasting
- Health Care Groups – Lora Fleming’s group handling
- Tourism – Mote – with help from Martha’s intern and Frank’s Brian
  - Jamie/Barb/Kate with Beach Conditions Reports
  - Posters for Lunchrooms / Break rooms in tourist areas of Common Questions and Answers from a tourist point of view – in both English and Spanish – Printing maybe from Jack Wert (Collier Cty CVB)

Next Meeting:

- Plan for just after the initiation of the next bloom
- If no bloom – Mid-December