

GREATER FARALLONES NATIONAL MARINE SANCTUARY

Recreation and Tourism Marketing Plan

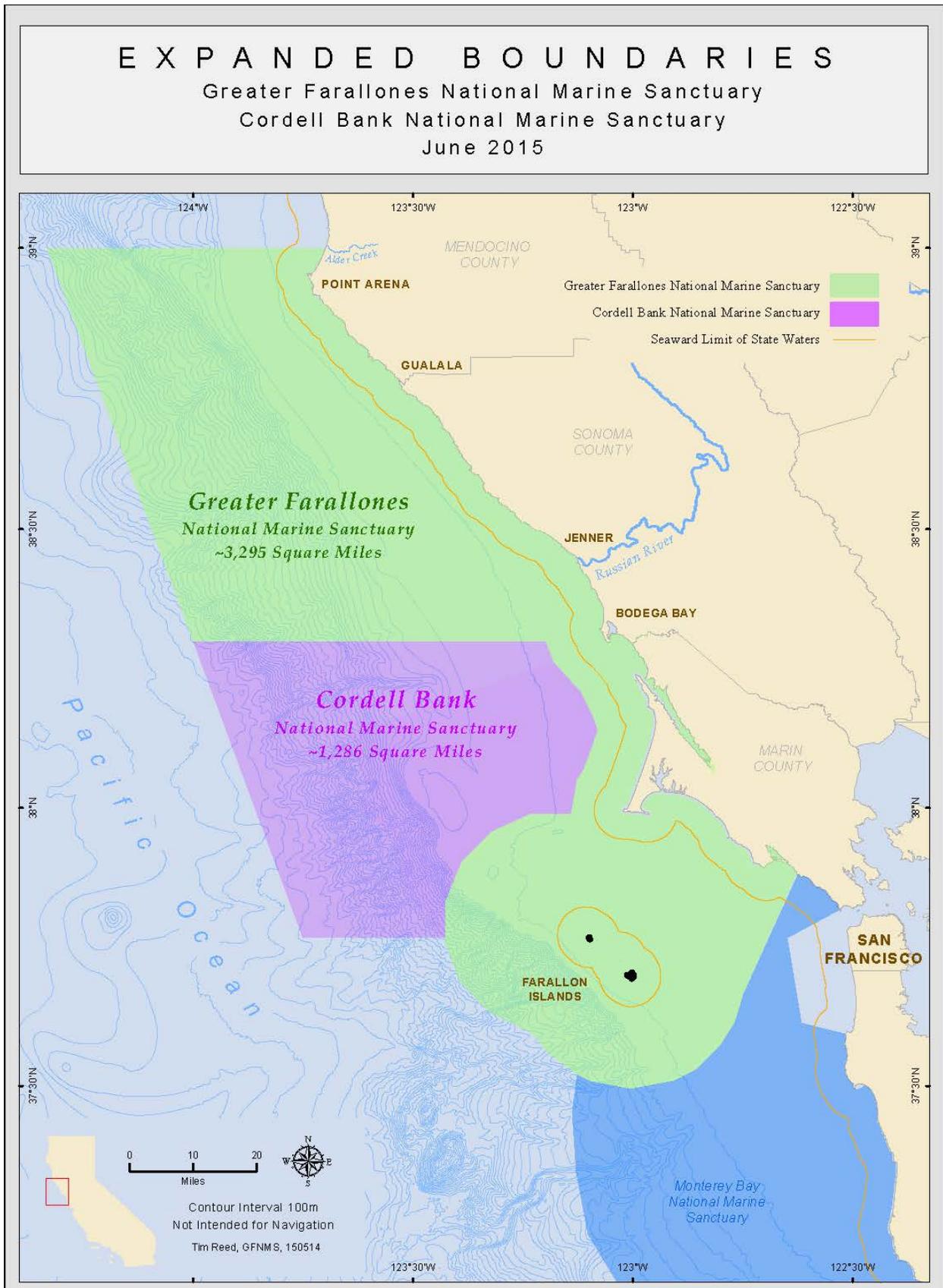
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11/7/2016

Table of Contents

Sanctuary Map	2
Vision	3
Goals and Objectives	3
Social Media	4
Facebook Plan	4
Instagram Plan	6
Accounts to “Follow” or “Like”	7
Hashtag List	8
Website Improvements.....	10
Tourism and Recreation Photos	13
Conservation Ethic Materials	14
Contact Lists	15
Tourism and Recreation Purveyors	15
Tourism and Recreation Publications	16
Travel Writers/Travel Writer Conferences	16
Chambers of Commerce and Tourism Bureaus	27
Travel Shows for Tour Operators in the San Francisco Bay Area	28
Evaluation Strategy	29
Appendices	30
Appendix A: Relevant Sections of GFNMS Social Media Plan	30
Appendix B: Socioeconomics of California’s Northern Central Coast Region	32
Appendix C: GFNMS Recreation and Tourism Survey	34



Vision

The Greater Farallones National Marine Sanctuary (GFNMS) is a model for sustainable recreation and tourism that protects the health of the North-central California coast and ocean.

Mission

Through promoting sustainable recreation and tourism, GFNMS sustains and improves the health of the North-central California coast and ocean.

Goals and Objectives

Goals:

1. People who participate in recreation and/or tourism within the sanctuary are aware that they are in a sanctuary.
2. People who participate in recreation and/or tourism within the sanctuary know the purpose of the sanctuary.
 - a. To protect the wildlife, habitats, and maritime heritage of one of the most diverse and bountiful marine environments in the world.
3. People who participate in recreation and/or tourism within the sanctuary practice good stewardship during their activities.

Objectives:

1. Increase awareness of the sanctuary
2. Increase understanding of the sanctuary's purpose for people who participate in recreational activities.
3. Increase communication and partnerships with external organizations/people involved in tourism and recreation in the sanctuary to become sanctuary ambassadors.
4. Increase knowledge of responsible wildlife viewing and increase responsible wildlife viewing behavior in people who participate in recreational activities in the sanctuary.
5. Increase knowledge of best practices and increase best practices in outdoor recreation.

Target Audiences:

Prioritize awareness for those activities with the highest impact. (List below not in priority order.)

- i. Beachgoers
- ii. Boaters (including jet skis)
- iii. Fishermen
- iv. Kayakers
- v. Pilots
- vi. SCUBA divers
- vii. Tidepoolers
- viii. Bird watchers
- ix. Whale watchers
- x. White shark cage divers

Strategies

SOCIAL MEDIA

The goal of the social media plan for recreation and tourism is 1) to raise the awareness about the sanctuary; 2) inform users about the purpose of the sanctuary; and 3) provide examples of and opportunities for recreational users to be stewards of the sanctuary. The posts will be targeted to recreational users.

Facebook Plan

In order to analyze our audience's reactions to new posts they should be implemented slowly. One post will be added per week, and then two, and so on until all of the planned posts become normal to our audience. The posts will alternate with each other to avoid having repetitive posts each week, and to allow room for spontaneous posting.

Organization

We have created a Google Doc specifically for all of the social media posts. In the document you will find the 5 new types of Facebook posts, drafts of each, and photos. The photos are numbered to go along with the corresponding post. The titles of the photos also include whether or not there is a photo release form. There is also a yearlong calendar with the date specific posts such as posts for holidays and maritime heritage. There are drafts of these date specific posts in the folders.

Examples of Posts

Winged Wednesdays

Purpose of Post: (get this information from Sage)

Meet the Common Murre. These remarkable seabirds aren't penguins, but they're similar to them. Common Murres, for example, are excellent swimmers and can dive almost 600 ft deep in search of food! An astounding 300,000 Common Murres breed on the Farallon Islands!



Photo Credit: Allen Shimada, NOAA/NMFS/OST/AMD

In the Field Friday – Every other week (alternate with 'Winged Wednesday')

Purpose of Post: In the Field Fridays will be designed to increase awareness about sanctuary programs and the purpose of the sanctuary.

Nurdles. It's a funny sounding word that is actually a big problem. These tiny pieces of plastic end up on our beaches and into the stomachs of wildlife. Our Marine Science Explorers are helping with this problem by cleaning them up from our beautiful beaches.



Sanctuary Saturdays – Once a week

Purpose of Sanctuary Saturdays: To highlight recreational activities in the sanctuary and how to be stewards while recreating.

It's a great Sanctuary Saturday to visit some of our beautiful sandy beaches in the Greater Farallones National Marine Sanctuary! Each beach is incredibly unique along our coast. In this picture you can see the unique rocks at Bowling Ball Beach in Point Arena, California. These rocks formed as concretions within the sandstone beds of the cliffs, which were then exposed as the cliff was worn back by the waves. Find more unique beach locations at our website: <http://farallones.noaa.gov/visit/locations.html>

(Photo Credits: Matt McIntosh, NOAA, GFNMS)



Sustainable Sundays – Once a month

Purpose of Post: To provide examples and opportunities for sanctuary stewardship

Buying locally has so many benefits! For starters, it helps the local economy and the families that sell their products there. It also has many environmental benefits such as cutting out a lot of transportation miles, while supporting smaller farms. These smaller farms usually use fewer pesticides, have a greater amount of biodiversity, and take up less land than the larger industrial farms. Plus you get a face to face interaction with the people who actually grow the food you're about to eat.

Maritime Heritage – Anniversary of the ships wreck

Purpose of post: (see Brian)

July 14: SS Jacob Luckenbach (1953)

On this day in 1953, the Steamship Jacob Luckenbach set sail on the Pacific Ocean from San Francisco Bay carrying supplies for the military during the Korean War. At 4:40 am fog began to engulf the ship. As the visibility diminished, the Luckenbach hit the Hawaiian Pilot. All the crew members boarded the Hawaiian Pilot as they watched the SS Jacob Luckenbach sink under the water's surface. It only took 30 minutes for the ship to reach the ocean's floor. The oil spilled and still trapped in the wreckage from this accident haunts the sanctuary to this day.



Instagram Plan

Currently, GFNMS does not have an Instagram account. Instagram is a great social media site based on pictures and videos alone, which means that accounts with great photos/videos, regardless of the captions, are the most popular. GFNMS has many great photos that would get the attention of people on Instagram. After the GFNMS Facebook account has implemented the planned posts, Instagram would enhance our social media presence. The following plan highlights what we would need to do to use Instagram efficiently for marketing purposes.

1. Ask Liz Weinberg for Government Account Application Form
2. Set Up an Instagram Account
 - a. Requires an email address
 - b. Requires a mobile phone
 - c. Requires a profile picture
 - d. Requires a brief description of GFNMS
3. Connect our Facebook and Twitter Pages
 - a. Connect when posting photos/videos
 - b. Automatically uploads anything from Instagram to the other pages as well
4. Post Photos/Videos of GFNMS
5. Use Instagram to Post Almost All Photos to Facebook

Accounts to “Follow” or “Like”

On social media, it is important that the GFNMS accounts reach as many people as possible in order to spread our messages. “Liking” or “Following” other accounts increases the

amount of people we are able to reach because they will be more likely to like or share our posts with their followers. The following lists include accounts for Facebook, Twitter, and Instagram that are related to GFNMS which may help increase the size our audience.

Facebook:

	San Francisco Zoo	@ThunderBayNMS
MBNMS	San Francisco Unified School District	@GraysReefNMS
CBNMS		@NOAASBNMS
NOAA ONMS	The Marine Mammal Center	@FloridaKeysNMS
Hawaiian Islands Humpback Whale NMS	California Sea Grant	@Olympic Coast
NMS of American Somona	NOAA Marine Debris	@CaliforniaDFW
NOAA's FGBNMS	Catalina Island Marine Institute	@CAStateParks
Thunder Bay NMS	MPAtlas	@calacademy
Gray's Reef NMS	NOAA Digital Coast	@MontereyAq
NOAA's Stellwagen Bank National Marine Sanctuary	NMSF	@AquariumOTheBay
NOAA Florida Keys NMS	Waves Not Plastic .org	@AquariumPacific
NOAA Olympic Coast National Marine Sanctuary	LiMPETS Monitoring	@sfzoo
NOAA Channel Islands NMS	Marine Conservation Institute	@SFUnified
CA Dept of Fish and Wildlife	San Francisco Whale Tours	@TMMC
CA State Parks	<u>Twitter:</u>	@CASSeaGrant
CA Academy of Sciences	@MBNMS	@NOAADebris
Monterey Bay Aquarium	@CordellBank	@CIMI_Institute
Aquarium of the Bay	@sanctuaries	@MPAtlas
Aquarium of the Pacific	@Hihumpbackwhale	@NOAADigCoast
	@fgbnms	@marinesanctuary
		@WavesNotPlastic
		@limpetsnews

@savingoceans	castateparks	SFUnified
@SFWhaleTours	calacademy	NOAADebris
<u>Instagram:</u>	montereybayaquarium	Mpatlasorg
MBNMS	aquariumofthebay	Limpetsnews
noaasanctuaries	aquariumpacific	Savingoceans
graysreefnmsf (Gray's Reef NMS Foundation)	sanfranciscozoo	sfwhaletours

Hashtag List

Hashtags allow people to search for posts on social media sights that are related to a certain topic or event. Using similar hashtags for all of our social media sights is important so that our searchable content remains consistent. This list is just the start of what hashtags we should use on our social media pages, and it should be updated as more hashtags are used.

<u>General:</u>	#GreaterFarallones	#IntertidalTuesday
#nofilter	#pointreyes	#WildlifeWednesday
#tbt or #throwbackthursday	#pointarena	#FunFactFriday
#potd or #pictureoftheday	#pillarpoint	#ScienceSaturday
#throwback	#mavericks	#StarSunday
#fbf or #flashbackfriday	#pebblebeach	#SustainableSunday
<u>Locations:</u>	#sanctuary	<u>Organism Specific:</u>
#california	#harbor	#anemone
#sanfrancisco or #sf	#sfbay	#seastar
#halfmoonbay or #hmb	#goldengate	#urchins
#ocean	<u>Day Specific:</u>	#whalewatching
#tidepool	#MolluskMonday	#seaweed (more popular) or #algae
#beach	#MarineLifeMonday	#orca

GFNMS: Tourism and Recreation Marketing Plan

#sealion

#summer

#monitoring

#seal

#ocean

#LiMPETS

#shark

#nature

Event Examples:

#greatwhite

#scenic

#bioblitz2016

#bluewhale

#sunset

#ILoveMySanctuary

#humpbackwhale

#sunrise

*GIYS

#dolphin

#driftwood

#worldoceansday

Descriptions:

#beachday

#sharkweek or

#sharkweek2016

#marinebiology

#boating

#sharkmobile (already

#science

#research

exists) or #gfsharkmobile

#family

LiMPETS Specific:

WEB SITE

The goal of adding additional information on recreation in the sanctuary on the website is to create an online resource for people who recreate or want to visit the sanctuary. The web pages will provide information on activities, sites to visit, purveyors, and stewardship guidelines. Currently, the GFNMS website is lacking information on various tourism and recreation opportunities in the sanctuary. Below are suggested edits that could be made to different parts of the website so that people visiting are presented with more information.

About

History

- Add any new information since the last addition in 2010.

Maps

- Greater Farallones Sanctuary Atlas
 - GFNMS name still needs to be updated to say “Greater Farallones”.

Learn

Public Programs

- Soirées & Lectures
 - Get rid of old Sea Otter Soirée poster, or have it listed as a past event.
 - Put in general information about soirées and lectures.
- Marine Explorers Day Camp
 - Update page: “...hope to offer it again in 2014.”

Science

Deep-Sea Corals

- If possible, update GFNMS name and borders in video.

Research Symposium

- Add any information about more recent symposiums than 2011.

News

Accomplishments

- Add 2015 accomplishments.

Photos & Videos

Encyclopedia of the Sanctuaries

- On this website our name is not yet changed to Greater Farallones.

Add links to our Facebook, Twitter (Instagram)

Visit

Visitor Center

- Partner Exhibits
 - Point Reyes exhibit is not listed.

Experience Your Sanctuary

***Make Each Activity Clickable

- Beachgoing
 - List of beaches in sanctuary
 - Or link: <http://www.californiabeaches.com/>
- Birdwatching/Wildlife Viewing
 - List of events by us and partner's
 - Information on proper sanctuary behavior
 - <http://sanctuaries.noaa.gov/protect/oceanetiquette.html>
 - http://oceanservice.noaa.gov/outreach/pdfs/wildlife_watching_handbook.pdf
 - <http://www.nmfs.noaa.gov/pr/viewing.htm>
- Boating
 - List of public opportunities
 - Rentals
 - Events
 - Harbors
 - Ramps
 - Information on proper sanctuary behavior
- Coastside Trails/Hiking/Walking
 - List of major trails and locations or link to website:
<http://www.californiacoastaltrail.info/cms/pages/main/index.html>
- Kayaking
 - List of purveyors and locations
 - Information on proper sanctuary behavior
 - Link for Sea/Tide Conditions: <https://tidesandcurrents.noaa.gov/>
- Paddleboarding
 - List of purveyors and locations

- Information on proper sanctuary behavior
- Link for Sea/Tide Conditions: <https://tidesandcurrents.noaa.gov/>
- Surfing/Boogie Boarding
 - List of purveyors and locations
 - Information on proper sanctuary behavior
 - Link for Sea/Tide Conditions: <https://tidesandcurrents.noaa.gov/>
- Tidepooling
 - List of locations
 - Information on proper sanctuary behavior
 - <http://sanctuaries.noaa.gov/protect/oceanetiquette.html>
 - http://oceanservice.noaa.gov/outreach/pdfs/wildlife_watching_handbook.pdf
 - <http://www.nmfs.noaa.gov/pr/viewing.htm>
 - Link for Sea/Tide Conditions: <https://tidesandcurrents.noaa.gov/>
- Virtual Visits/Exhibits
 - Take out the word “virtual”
- Whale Watching
 - List of purveyors and locations
 - Description of whale migrations or link: <http://farallones.noaa.gov/visit/seasons-of-the-sea.html>

Ecotourism (Change the name of this section e.g. Sanctuary Etiquette; Ocean Etiquette; etc.)

- Add more specific information on proper sanctuary behavior.
- Links to articles/papers/information on ethical sanctuary behavior ***add to tidepool, wildlife viewing sections
 - <http://sanctuaries.noaa.gov/protect/oceanetiquette.html>
 - http://oceanservice.noaa.gov/outreach/pdfs/wildlife_watching_handbook.pdf
 - <http://www.nmfs.noaa.gov/pr/viewing.htm>

TOURISM AND RECREATION PHOTOS

The goal of building a tourism and recreation photo library is to images that can be used on social media, the website, signage, and brochures that illustrate responsible recreation in the sanctuary.

Shared Network

Although the photo library on the shared network is extensive, finding recreational photos is difficult because they are not well organized and there are not many of them. Searching through the shared network is time consuming and many recreational photos available are dated. New photos should be collected during all sanctuary activities.

Available Photos

The majority of the recreational photos from the online library and in the shared network include the following activities:

- Beachgoing
- Kayaking
- Birdwatching/Wildlife Viewing
- Visits/Exhibits

The recreational activity photos that have little to no presence in the online library or in the shared network include the following:

- Boating

- Hiking/Walking/Coastal Trails
- Paddleboarding
- Surfing/Boogie Boarding
- Tidepooling
- Whale Watching
- Diving Snorkeling
- Beach Cleanup

CONSERVATION ETHIC MATERIALS

Until the sanctuary determines there is a need to develop and print brochures on sustainable recreation and tourism, the sanctuary can distribute existing materials at targeted recreational outlets in the sanctuary. The following links are PDF files of brochures, cards, and handouts that describe appropriate behavior while interacting with marine wildlife. Putting these materials at various sites within the sanctuary will encourage people participating in recreational activities to respect the marine life there. Whenever possible, these materials should also be given to purveyors in the sanctuary to spread the message to their customers who we cannot reach as easily.

http://www.nmfs.noaa.gov/pr/pdfs/noaa_sharesore_WCR_postcard_final.pdf

http://www.nmfs.noaa.gov/pr/pdfs/education/california_whale_watching_guidelines.pdf

http://www.westcoast.fisheries.noaa.gov/publications/protected_species/marine_mammals/pinnipeds/6.22.2016_marine_mammal_safe_viewing_rackcard.pdf

http://www.nmfs.noaa.gov/pr/pdfs/education/viewing_wildlife.pdf

The following locations are possible sites for the dispersal of these materials:

- Southern GFNMS Area:
 - Pigeon Point Lighthouse
 - Fog Signal Building
 - Pillar Point Harbor
 - HMB Kayak Company and Harbor District Bulletin Board and kiosk
 - Fitzgerald Marine Reserve
 - Ranger Hut
- Middle GFNMS Area:
 - Point Reyes National Seashore
 - Pt. Reyes Lighthouse Visitor Center
 - Bear Valley Visitor Center, main hub of the Park
 - Aquarium of the Bay
 - Partner materials area, lucite boxes for brochures
- Northern GFNMS Area:
 - Sonoma Coast CA State Park Visitor Center in Jenner
 - Kayaking, major rest stop for tourists
 - Fort Ross
 - Visitor Center
 - Sonoma County Visitor Center in Gualala

- Pt. Arena lighthouse

Tourism and Recreation Purveyors

The sanctuary can increase the awareness and knowledge about the sanctuary and promote stewardship messages by working with tourism and recreation purveyors as ambassadors. There are multiple actions that the sanctuary can take to engage purveyors including the following:

- Visiting recreational locations and requesting the distribution of sanctuary materials
- Offering recreational stewardship certification trainings modeled after the White Shark Stewardship Training; all purveyors that complete the program will be listed on the sanctuary website.
- Meeting with purveyors and requesting sanctuary messages be incorporated into recreational programs
- Partner with purveyors to offer recreational opportunities in the sanctuary and provide a sanctuary trained naturalist to deliver the sanctuary message.

Name of Purveyor	Email	Phone	Website	Activities
Año Nuevo State Park		(650) 879-2025	http://www.parks.ca.gov/?page_id=523	Exhibits and Programs; Guided Tours; Nature & Wildlife Viewing
Audubon Canyon Ranch	acr@egret.org	(415) 868-9244	http://auduboncanyonranch.org/	Hiking; Guided Tours; Volunteer Events
CA State Parks-Sonoma Coast		(707) 875-3483	http://www.parks.ca.gov/?page_id=451	Camping; Boating; Horseback Riding; Fishing; Snorkeling; SCUBA Diving; Surfing
California Canoe and Kayak	Oakshop@calkayak.com	General: (800) 366-9804 HMB: (650) 784-7377	https://calkayak.com/	Canoeing and Kayaking; Stand up Paddleboarding; Snorkeling; SCUBA Diving
NPS-Alcatraz		(415) 561-4900	https://www.nps.gov/alca/learn/natur	Guided Tours

Seabird Program			e/seabirds.htm	
Oceanic Society		(415) 256-9604	https://www.oceanicsociety.org/	Whale Watching; Snorkeling; SCUBA Diving
Point Reyes Outdoors		(415) 663-8192	http://pointreyesoutdoors.com/	Kayaking; Hiking; Biking; Camping
SeaTrek, Sausalito	paddle@seatrek.com	(415) 332-8494	http://www.seatrek.com/	Kayaking; Stand up Paddleboarding
WaterTreks EcoTours, Jenner		(707) 865-2249	http://watertreks.com/	Education; Kayaking; Guided Tours

MEDIA STRATEGY

The media strategy is to cultivate feature articles in key publications targeting the most impactful user groups. The article would feature the recreational activity in the sanctuary and include examples and/or opportunities for stewardship while participating in the recreational activity. Also, media releases about responsible wildlife behavior will be sent to targeted media outlets prior to major recreational events such as surf contests and sailing races around the Farallon Islands.

Tourism and Recreation Publications

Name of Publication	Email	Phone	Media Type	Topics Covered
USA Today	newstips@usatoday.com	1-(703)-854-3400	Daily Newspaper	News
GOOD	submissions@goodinc.com	1-(323)-556-6780	Magazine	Social Issues; Philanthropy; Corporate Responsibility

Travel Writers/Travel Writer Conferences

***Mentioned in more than one list**

Bay Area Travel Writers: <http://batw.org/credentialed-members/>

Name	Email	Phone	Other Information
April Orcutt	april@aprilorcutt.com		

Recreation and Tourism Marketing Plan | 2016

Bob Bone	travelwriter@robertbone.com		
Bob Cooper	cooperite@comcast.net		Bob-cooper.com
Bruce Whipperman	bwwhip@comcast.net	(510) 666-0799	
Carol Canter	ncanta@comcast.net		
Diane LeBow	Diane@DianeLeBow.com		
Donna Peck	DonnaPeck@sbcglobal.net		
Ed Walsh	edwalsh94105@yahoo.com	(415) 518-0799	
James Wells	jameswells2@gmail.com		
Joan Aragone	joanaragone@gmail.com	(415) 264-5335	San Francisco Resident
John Montgomery	John@Montgomeryphtographic.com		
Judith Horstman	judithhorstman@comcast.net	(415) 205-0829	
Jules Older	jules@julesolder.com		
Karen Misuraca	KMWorld@vom.com		
Lee Daley*	literalee@yahoo.com		
Madeleine Adkins	madeleine.adkins@gmail.com	(720) 401-3477	Oakland
Morton Beebe	Morton.Beebe@gmail.com	(415) 706-0594	
Shelly Rivoli	shelly@travelswithbaby.com		Family Travel Focus
Susan Alcorn	backpack45@yahoo.com		Hiking/Backpacking
Suzie Rodriguez	suzierod@gmail.com		

International Travel Writers: List from Sarah Marquis

Name	Email	Phone	Outlet(s)	Topics
Alexa Meisler	alexa@breakintotravelwriting.com	1 (503) 956- 0930	52 Perfect Days	Food; Travel; Restaurant Reviews; Wine/Winemaking; Family Travel
Alison Lowenstein	alison@brooklynbaby.com		Freelance Writer	Family Travel; Travel
Allison Tibaldi	ftf@familytravelforum.com	1 (212) 665- 6124	Family Travel Forum	Family Travel
Chrishana Haynes	chaynes@enthusiastnetwork.com		GrindTV.com	Lifestyle; Camping and RV Travel; Outdoor Recreation; Outerwear
Christine Lipson		1 (845) 679- 9321	Family Adventure Magazine	Family Travel
Clark Norton	travelwriting@aol.com	1 (845) 588- 2007	Freelance Writer	Cruises; Family Travel; Travel; Boating & Yachting
Curtis Ellis	curtiswellis@gmail.com	1 (212) 995- 0589	Freelance Writer	Luxury Travel; Resorts; Restaurant Industry; Hotels/Motels; Affluent

Recreation and Tourism Marketing Plan | 2016

				Lifestyle; Travel
Deborah Frank	deborah.frank@timeinc.com	1 (212) 522- 1212	Departures Magazine	Travel; Beauty & Grooming; Spas & Retreats; Luxury Travel
Devin Galaudet	devin@intheknowtraveler.com	1 (323) 229- 3718	In the Know Bride	Weddings; Honeymoon Travel
Elaine Ke*	e.ke@chinaelitefocus.com	1 (646) 722- 2639	Shanghai Travelers' Club; Niuyue Mag	Luxury Travel; Hospitality; Lifestyle
Elina Furman	alistmom1@gmail.com		Freelance Writer	Family & Parenting; Fashion; Lifestyle; Family Travel
Elissa Garay	travelspiritwriting@gmail.com		Freelance Writer	Travel; Cruises; Luxury Travel
Eliza Krpoyan	elizakrpoyan@gmail.com		Freelance Writer	Luxury Goods; Luxury Travel; Relationships; Sexuality; Travel
Elizabeth Harryman	harryman.elizabeth@aaa-calif.com	1 (714) 885- 2357	Tidewater Traveler	Hotels/Motels; Travel; Automobile Association Publications; Budget Travel; Entertainment; Cruises; Dining Guide
Gary Walther	gwalther@earthlink.net		Freelance Writer	Lifestyle; Travel; Luxury Travel; Wine/Winemaking; Men's Fashion; Architecture & Design
Irvina Lew	irvina@optonline.net	1 (516) 528- 6994	Freelance Writer	Fine Arts; Boating & Yachting; Restaurant Reviews; Wine/Winemaking; Antiques/Collectibles; Cruises; Food; Spas & Retreats; France; Ethnic & Multicultural; Mexico; Luxury Travel
Jan Aaron	janaaron1@aol.com	1 (212) 734- 5512	Freelance Writer	Luxury Travel; Budget Travel; Travel; Food; Wine/Winemaking; Arts & Entertainment
Janet Forman	janet.forman@gmail.com	1 (917) 495- 2711	Freelance Writer	Fitness & Exercise; Beer; Spas & Retreats; Luxury Travel
Janet Walker	janet.e.walker2@gmail.com	1 (646)	Haute-	Crime & Violence;

		483-5338	Lifestyle.com	Law; Luxury Real Estate; Fine Dining; Affluent Lifestyle; Politics; Luxury Goods; Luxury Travel
Katarina Kovacevic	kkthewriter@gmail.com		Freelance Writer	Travel; Spas & Retreats; Hotels/Motels; Weddings; Honeymoon Travel
Laurie Werner	lauriewerner@gmail.com	1 (212) 242-7598	ForbesLife; Freelance Writer	Hotels/Motels; Restaurant Reviews; Luxury Travel
Leigh Powell Hines	hinessightblog@gmail.com		Skimbaco Lifestyle	Travel; Family Travel; Luxury Travel
Malorie Kaye	malorie@cameopr.com	1 (646) 360-3488	Freelance Writer	Beauty & Grooming; Fashion; Jewelry; Apparel; Footwear; Luxury Travel
Maria Konstantinova		1 (310) 916-9395	L'Esthète	Technology; Home Decorating & Décor; Fashion & Beauty; Personal Health & Wellness; Lifestyle; Luxury Goods; Luxury Travel; Gourmet Foods; Art
Marilyn Green	mgreenjournalist@yahoo.com	1 (516) 505-8101	Freelance Writer	Arts; Cruises; Spas & Retreats; Culture; Travel; Music; Arts & Entertainment; Ethnic & Multicultural; Luxury Travel; Food; Wine/Winemaking
Mark Chesnut	MarkChesnut@aol.com	1 (718) 396-5313	Freelance Writer	Tourism; Travel Industry; Business Travel; Luxury Travel; Spas & Retreats; LGBT; Meetings & Conventions
Maxine Albert	maxinealb@yahoo.com	1 (212) 877-5291	Freelance Writer	Travel; Luxury Travel; Hotels/Motels; Food; Spas & Retreats; Wine/Winemaking; Lifestyle; Resorts
Meryl	merylpearlstein@gmail.com	1 (917)	Freelance Writer	Travel; Family Travel;

Pearlstein		359-3512		Spas & Retreats; Fitness & Exercise; Hotels/Motels; Restaurant Reviews; Food; Music; Theater & Performing Arts
Michael Francisco	michael@travelinternationalmagazine.com	1 (888) 357-4441	Travel International Magazine	Travel; Luxury Travel
Patrick Waechter	patrick@arareworld.com	1 (323) 366-2396	A Rare World	Hotels/Motels; Luxury Travel
Pierre Gervois*	p.gervois@chinaelitefocus.com	1 (646) 722-2639	Shanghai Travelers' Club; Niuyue Mag	Luxury Travel
Richard Cree	richard.cree@progressivecontent.com	44 (20) 3096 2640	Elite Traveler	Lifestyle; Luxury Goods; Luxury Travel
Roberta Graff*	lrgraft@optonline.net	1 (516) 374-0554	Freelance Writer	Travel; Luxury Travel; Lifestyle; Food; Spas & Retreats; Arts
Sandun Paaris	sandun@luxurytrump.com		Luxury Trump	Luxury Goods; Luxury Real Estate; Luxury Travel; Fashion
Setorii Pond	setorii@destinationluxury.com		Destination Luxury	Luxury Travel
Simon Kelton	sakelton@gmail.com	1 (310) 633-3310	Freelance Writer	Food; Golf; Sports; Spas & Retreats; Swimming/Watersports; Luxury Travel
Susan Callahan Breen	susanbreen@aol.com	1 (415) 472-3340	Freelance Writer	Interior Design; Home Decorating & Décor; Bathrooms; Architecture & Design; Home Improvement & Remodeling; Crafts, Hobbies, & Collecting; Family Travel; Book Reviews; Kitchens
Susan Wagner	susan@honeymoons.com	1 (212) 744-1114	Honeymoons.com	Honeymoon Travel
Terese Loeb Kreuzer	tereseloeb@gmail.com	1 (212) 807-7509	Freelance Writer	Fine Arts; Travel; Archaeology; Ecotourism; Luxury

				Travel; Environment
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				Luxury Travel; Luxury Goods; Gadgets & Gear
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Diane Forden	dforden@bridalguide.com	1 (212) 838-7733 ext. 3307	Bridal Guide	Home Decorating & Décor; Furniture & Home Furnishings; Weddings; Health & Medicine; Travel; Honeymoon Travel
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Chambers of Commerce and Tourism Bureaus Contacts

The goal of working with Chambers of Commerce and Tourism Bureaus is to partner with them to distribute information about the sanctuary and encourage stewardship behaviors. Strategies for working with the Chambers and Bureaus include:

- Meeting with Chamber of Commerce and tourism bureau staff about distributing sanctuary messages
- Joining chamber of commerce and tourism bureaus
- Attending chamber of commerce and tourism bureau meetings
- Publishing information in chamber of commerce and tourism bureau publications

<http://www.californiatourism.ca.gov/Leadership>

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Christina Glynn		(831) 429-7281 x112	Communications Director/Film Commissioner Santa Cruz County Conference & Visitors Council
Deborah Wakefield		(503) 292-4418	Vice President of Communications & Public Relations CityPASS
Jennifer Sweeney	jsweeney@visitcalifornia.com	(916) 233-0255	Director of Public Relations Visit California
Jodi Cumming	jodi@pier39.com	(415) 705-5526	Director, Tourism Development Pier 39
Laurie Armstrong	media-relations@sanfrancisco.travel	(415) 974-6900	Director, Media Relations - US & Canada San Francisco Travel Association
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Travel Shows for Tour Operations in the San Francisco Bay Area

The sanctuary may want to consider attending travel shows for tour operators in the San Francisco Bay Area to distribute materials and develop new partnerships.

Travel Show Name	Date(s)	Location
2017 San Francisco/Bay Area Travel & Adventure Show	February 11-12, 2017	Santa Clara Convention Center

Evaluation Strategy

In order to gauge the effectiveness of the marketing plan techniques, a survey will be conducted at 3-5 locations in the sanctuary yearly. This survey will evaluate the sanctuary knowledge of those participating in recreational activities at those locations. The survey will be given randomly to willing participants by the interviewer, who will track the answers of the participants and the amount of both participating and non-participating people. (See Appendix C for Individual Survey Sheets.)

These are the questions each participant will be asked to answer:

1. Are you from the United States? If yes, what is your zip code? If no, what country are you from?
2. Was recreation in this area your main purpose for coming here? If no, proceed to question number 4. If yes, which of the following activities is your primary activity:

a. Beachgoing	g. Paddleboarding
b. Hiking	h. Boating
c. Surfing/Boogie Boarding	i. Fishing
d. Whale Watching	j. Snorkling/Diving
e. Wildlife	k. Tidepooling
Viewing/Birdwatching	l. Other: _____
f. Kayaking	
3. How did you hear about this recreational activity in this location?
 - a. Friends and Family
 - b. Newspaper/Magazine
 - c. Sanctuary/NOAA Webpage
 - d. Travel/Recreation Blog
 - e. Other: _____
4. Which of the following activities have you participated in while you have been here:

a. Beachgoing	g. Paddleboarding
b. Hiking	h. Boating
c. Surfing/Boogie Boarding	i. Fishing
d. Whale Watching	j. Snorkling/Diving
e. Wildlife	k. Tidepooling
Viewing/Birdwatching	l. Other: _____
f. Kayaking	
5. Did you know that this area is part of a National Marine Sanctuary? If no, continue to question 5. If yes, did this affect your decision to come here?
6. What do you think is the purpose of a National Marine Sanctuary?

Possible Locations for Survey

The survey will target the most impactful activities in the sanctuary and therefore will target the sites where those activities occur. Potential sites include:

Southern GFNMS Area:

- Pigeon Point Lighthouse
 - Hiking, wildlife viewing, tidepooling, maritime history
- Pillar Point Harbor
 - Kayaking, recreational fishing, whale watching
- Mirada Surf Bluff Trail
 - Hiking
- Surfers Beach
 - Surfing, walking, enjoying the beach
- Fitzgerald Marine Reserve
 - Tidepooling, enjoying the beach

Middle GFNMS Area:

- Marina Pier, SF
 - Near whale watch boat departure area
- Point Bonita Lighthouse
 - hiking, wildlife viewing, maritime history
- Stinson and/or Muir Beach
 - Hiking, enjoying the beach
- Point Reyes National Seashore
 - At Chimney rock: hiking, wildlife viewing
- Drakes Bay: hiking, wildlife viewing, kayaking, maritime history
- Bear Valley Visitor Center, main hub of the Park
- Miller Park Boat Launch
 - Kayaking, fishing, boating

Northern GFNMS Area:

- Sonoma Coast CA State Park Boat Launch in Jenner
 - Kayaking, major rest stop for tourists
- Fort Ross
 - Maritime history, wildlife viewing, hiking
- Salt Point Park
- At Gerstle Cove: Abalone diving, snorkeling, hiking

- Pt. Arena lighthouse
 - Hiking, wildlife viewing, maritime history

Appendices

Appendix A: Relevant Sections of GFNMS Social Media Plan

Appropriate Content

The sanctuary Facebook page is used to educate the public about sanctuary programs, activities, wildlife and events. It is intended as a one-way mode of communication, from the sanctuary to the public. It is not a medium for discussion or dialog. The public is free to comment on the sanctuary Facebook posts as long as their comment is not false, derogatory, or inflammatory in nature. We don't necessarily need to agree with comments, but they need to be appropriate to remain.

Don't Tell Secrets

It is perfectly acceptable to talk about your programs, but it is not okay to publish confidential information.

Protect your own privacy

Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the sanctuary website.

Be Honest

Nothing gains you notice in social media more than honesty – or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a stake in something you are discussing, point it out. Also, be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully, and be cautious about disclosing details.

Respect copyright laws

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author or source. It is good practice to link to others' work rather than reproduce it. The same goes for sharing photos – include the photographers name and or website as a link in the comments below a post, or in the description/written post when sharing a photo. It is preferable to obtain written permission from photographers, and keep this record, before using any photographs not in the public domain. Shared photos via Facebook or with a direct link to the source are allowed, with indication of origin/ownership.

Respect your audience, the sanctuary, and your coworkers

The public has a diverse set of customs, values, and points of view. Don't say anything contradictory or in conflict with the sanctuary website.

Controversial Issues

Some topics may be controversial, therefore it is critical to only post the facts and not opinion or bias. Make sure what you say is factual and that it does not disparage any party. Avoid arguments. Do not engage in a back-and-forth discussion on Facebook. If inappropriate comments are posted, they should be removed.

Be the first to respond to your own mistakes

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly – better to remove it immediately to lessen the possibility of legal action.

Be interesting

The best way to be interesting, stay out of trouble, and have fun is to write about what you know.

Quality matters

Post material, content photos, or other copy as the “Gulf of the Farallones National Marine Sanctuary” and always use correct spelling and grammar – use spell-check. Write in full sentences, even on Twitter.

Speed: a benefit and a downfall

The speed of being able to publish is both a feature and a pitfall of social media. If in doubt over a post or if something does not feel right, either let it sit and look at your post again before publishing it, or ask someone else to look at it. Remember that Google never forgets: Everything you post stays online for a long time.

Use social media in a way that *adds value* to the sanctuary!

Appendix B: Socioeconomics of California's Northern Central Coast Region

<http://sanctuaries.noaa.gov/science/socioeconomic/pdfs/ncc-rec-use.pdf>

Appendix C: GFNMS Recreation and Tourism Survey

Mark here if subject refused to participate:

--

**This survey contains the answers from one individual at _____
_____ in the Greater Farallones National Marine Sanctuary.**

1. Are you from the United States?
 - a. Yes – Zip code: _____
 - b. No – Country: _____
2. Was recreation in this area your main purpose for coming here?
 - a. Yes
 - i. Which of the following activities is your primary activity?
 1. Beachgoing
 2. Hiking
 3. Surfing/Boogie Boarding
 4. Whale Watching
 5. Wildlife Viewing/Birdwatching
 6. Kayaking
 7. Paddleboarding
 8. Boating
 9. Fishing
 10. Snorkling/Diving
 11. Tidepooling
 12. Other: _____
 - b. No
3. How did you hear about this recreational activity in this location?
 - a. Friends and Family
 - b. Newspaper/Magazine
 - c. Sanctuary/NOAA Webpage
 - d. Travel/Recreation Blog
 - e. Other: _____

4. Which of the following activities have you participated in while you have been here?
 - a. Beachgoing
 - b. Hiking
 - c. Surfing/Boogie Boarding
 - d. Whale Watching
 - e. Wildlife Viewing/Birdwatching
 - f. Kayaking
 - g. Paddleboarding
 - h. Boating
 - i. Fishing
 - j. Snorkling/Diving
 - k. Tidepooling
 - l. Other: _____

5. Did you know that this area is part of a National Marine Sanctuary?
 - a. Yes
 - i. Did this affect your decision to come here?
 1. Yes
 2. No
 - b. No

6. What do you think is the purpose of a National Marine Sanctuary?
 - a. To protect significant waters and secure habitat for aquatic species
 - b. To shelter historically significant shipwrecks and other cultural resources
 - c. To serve as a valuable spot for research, fishing, wildlife viewing, boating, and tourism
 - d. All of the above
 - e. None of these
 - f. I don't know