

An underwater scene with a shark swimming in the bottom left corner. The water is a deep blue-green color with many small white specks, possibly representing plankton or light reflections. A thin black line, likely part of a boat's railing, runs across the top of the image.

FISH SMART SAVE THE SHARKS



C O A S T A L
C O M M U N I C A T I O N S

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Coastal Communications is a boutique public relations agency in Long Beach, California. Our team is committed to providing our clients with strategic tactics and strategies tailored to their specific needs, goals, and expectations.

SERVICES

Public Relations

Market Research

Media Relations

Digital and Social Media

Brand Development

Communications Strategy.



Diego Pruitt | Project Manager

Diego is a senior public relations student at California State University Long Beach. Pruitt has participated in several communities. Diego crafted his public speaking skills when participated in speech and debate at Long Beach Wilson High and Long Beach City College. In 2014, Diego became a varsity football coach at Long Beach Wilson high. He led and helped shape young adults to be productive individuals on and off the field for 3 years. In 2015, Diego volunteered and participated in Emmanuel Chuma Obiora's campaign for Carson City Council. He learned to work with and manage different personalities to accomplish the same goals. Diego will use his skills and experience to oversee and support the goals and objectives Coastal Communications must reach to

Ivan Garcia | Account Coordinator

Ivan is a senior public relations major at California State University, Long Beach. He previously studied at Rio Hondo College, where he worked as a sports editor for the school's newspaper. As an editor, Ivan coordinated a staff of reporters and photographers—assisting in writing and discussing story ideas; worked with the editor-in-chief—communicating on important sports-related news; and worked under daily deadlines. During his first two semesters at CSULB, Ivan completed courses that focused on refining his writing and editing skills, enhancing social media awareness through use of best practices, and developing research and creative competence. As agency coordinator, Ivan contributes support in all project details for both client and agency.

Devynne Honsa | Research Analyst

Devynne Honsa is a senior public relations student at California State University, Long Beach. As a student in the University Honors Program, she has been engaged with her community in several leadership and research programs. She acted as the Director of Membership for PRSSA LB in 2017, and is the President of the University Honors Program Student Association for the 2018-2019 academic year. She has held internships as social media coordinators for CSULB Department of Journalism and Public Relations and at Bobit Business Media, conducting industry research and developing in-depth content strategies for various publications. In her final year of her undergraduate program, Devynne is completing a thesis exploring the psychology behind digital marketing in the beauty industry, analyzing the effects of content on the consumer and the business as a whole. As Research Analyst, Devynne uses her expertise to conduct and analyze research to assist with creating a campaign strategy tailored to the clients at Coastal Communications.

Lizbeth Galeno | Creative Director

Lizbeth Galeno is a senior public relations, journalism and film student at California State University, Long Beach. As a student, Lizbeth has explored writing for local businesses, producing several film content, online visual media and even designing the logo for the Journalism and Public Relations department. In 2017, Lizbeth held an internship with EF Public Relations, an entertainment focused public relations firm. Lizbeth is the current social media editor for the Daily 49er, where she manages the creative, timely and visual content control of several social media platforms at a time. She also holds the position in the PRSSA Long Beach chapter as Director of Membership and Internal Communications where she manages recruitment and membership communication. As creative director, Lizbeth will use her skills to lead in creative and visual decisions and strategies.

Ashley Lopez | Copywriter

Ashley Lopez is a senior public relations major at California State University, Long Beach. She transferred from Rio Hondo College, where she earned an associates degree in journalism. She has held various internships in editorial, marketing and public relations. She is currently interning with FabFitFun in their influencer marketing department. As copywriter, Ashley is responsible for all written materials related to the client.

Executive Summary

Coastal Communications set out to do three things with the Fish Smart, Save the Sharks campaign: educate fishers on how to identify a white shark, reduce fear of white sharks, and encourage shark conservation in the fishing community.

We hope to accomplish this in association with the Shark Lab at CSULB, led by Dr. Chris Lowe. Dr. Lowe was recognized with CSULB's 2008-2009 Outstanding Professor Award, along with the 2012 Impact in Research Award. He was also recognized in OC Register's Top 100 Influential in 2015. Together we hope to build an educated fishing community and a generation of understanding beachgoers that are unafraid of white sharks and in favor of their protection.

Our campaign begins with directing our attention to novice and young fishers. The rationale behind this is to avoid future white shark crises and help shape the minds of future fishers. This will produce an ethical, well-informed and educated next generation of fishers that will be prepared to avoid or properly handle an interaction with a white shark. Far too many times at a young age have we been programmed to fear white sharks and don't have a concern nor care to educate ourselves about their important role in the marine ecosystem.

Next, we felt we had a responsibility to involve the experienced fishers. Our goal is not to forcefully change their opinions. We hope to simply inform them on the current jeopardy white shark survival faces, what their role means to the marine ecosystem, and how to properly handle or avoid an interaction with a white shark to change their attitudes and instill a rationale to be mindful of white sharks. Misconceptions have led to fear, and that fear has created improper handlings of white sharks. The rationale is that if they can make adjustments to their current fishing habits, whether they're intentionally fishing for white sharks or unintentionally capturing one in bycatch, their actions could potentially play a role in the collapse of the marine ecosystem, threatening the tradition of fishing, and the fishing economy along with the loss of many jobs.

Novels and blockbusters such as Jaws (1975), have been a source of fear for beachgoers. General belief has been that white sharks are blood thirsty predators out to get us in the ocean. People have a misunderstanding based on outdated misconceptions. Our rationale for targeting beachgoers was to reduce their fears and instead change their perception of them while also educating them. The logic is that it is difficult to fear something you know has a purpose. White sharks aren't out to get you, just misunderstood.

Ultimately, the Fish Smart Save Sharks campaign wants to preserve the future of fishing and the future of white sharks.



PHASE 1

Research

Situational Analysis

Over the past few years, the white shark population has been steadily increasing in Southern California, primarily due to climate change. Due to this increase, the bycatch of juvenile and adult white sharks is becoming more prevalent along the coast. Although white sharks are protected from fishing in California by law, many white sharks are still caught accidentally, and due to a lack of education among fishers, are either falsely identified and kept, or mishandled and released with little chance of survival.

The presence of white sharks plays an important role in maintaining a balanced marine ecosystem; they keep a population control on small fish that could throw off the entire marine cycle and future development. It is vital that the proper information be disseminated to the proper audiences to efficiently accomplish our goal. If white shark bycatch and intentional hunting can be reduced, then we can elevate and preserve the population back to steady and healthy numbers. A healthy marine ecosystem will influence a healthy economy within the fishing industry.

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STRENGTHS

Shark Lab:

- Lots of positive media attention; been featured on Long Beach Post, NPR, Nat Geo, Washington Post, CBS, OC Register, Forbes, Wired
- Back up all claims by scientific research
- One of the largest acoustic telemetry labs on the west coast
- A long history of successful research in the community; has become an established lab
- Have gotten several grants from the state; have a large budget
- \$3.75 million investment by the State of California to research white sharks
- Have a social media presence via Twitter/Facebook
- Have a website
- Has enough volunteers/staff to run a PR campaign
- Have experience with media and PR

W

WEAKNESSES

- While it is a law, enforcement or following it is weak. People either don't know or choose to ignore it. Otherwise, it is very easy to get away with it by simply "not knowing."
- Fishing and the concept of collecting a rare white shark is seen as a prize within the community.
- Sharks have a bad, unfriendly reputation. The idea of saving animals that have killed people is wrong to most people at first, it would be hard to convince people that there is a need to protect them.
- Education is limited, while many research is being collected the general public does not know of it or what the results mean.
- The relationship with fishermen is complicated. Fishermen often stick to themselves and are hesitant to comply enough to approach an educational, friendly conversation.

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OPPORTUNITIES

- Maintain funding to sustain research and show how funds support research
 - Continue monitoring and education programs
 - Change the perception of white sharks and reduce fear
 - Reduce white shark fishing interactions
 - Educate public on white sharks
 - Inform existing customers/clients about the lab's global technology developments
 - Digital underwater shark recordings to continue learning their locations and preferred habitats.
 - Use social media to educate the public and connect them to the lab.
- New Audiences
- New, expert and commercial fishers.
 - Sellers and consumers of fishing equipment.
 - CSULB students, local schools, businesses and residents
 - Surfers, beachgoers, tourists and public aquarium customers.
 - Partner with shark conservation organizations

T

THREATS

- Fishers both by occupation and for hobby (food)
- Bycatching catch and release deaths
- Several parts of shark bodies have high demand in the market
- Shark meat has been food for humans for many years.
- Misconception that since sharks are so interesting and people are so curious, there must be funding pouring in—but isn't.
- People don't realize how expensive the tools are
- It takes more than a few thousand for a project to answer the questions effectively and to their fullest extent.
- The beach home communities and frequent water users (i.e., surfers, paddle boarders, etc.) have seen increased numbers of sharks in the water
- There have been more sightings from the general public and as soon as they see a shark, they start to ask questions.

Primary Research

For our primary research, we conducted a survey that we posted in online forums and Facebook pages designed for fishers in Southern California, as well as individual interviews of pier and beach fishers. These interviews and survey gave us a greater understanding of how fishers in Southern California feel about white shark conservation, their knowledge on the issue, and their motives behind fishing in the first place.

Survey Key Findings:

We distributed a 9-question Qualtrics survey to online forums and Facebook pages, including pages for Club 57, Young Fishermen of America, and Fishing California. We received 25 responses total.

- 60% of respondents fish for fun.
- 76% of respondents get information about fishing through word of mouth.
- Gear shops were the second most popular source of information about fishing, followed by a tie between social media and YouTube.
- Of the 11 respondents who have caught a shark, 10 of them have been fishing for 15 or more years.
- 100% of the respondents who couldn't tell if they have caught a shark or not have been fishing for less than 15 years.
- 48% of respondents are not confident (score of 5 or less) that they would know what to do if they caught a shark.
- 72% of respondents agree that white sharks should or probably should remain protected.
- All 4 of the respondents who said white sharks should maybe or maybe not be protected from fishing were also not confident they would know what to do if they caught a shark.

Primary Research

In-depth Interviews

Interview #1: Juan Ramirez

We conducted our first individual interview with Juan Ramirez, a dockhand and fisherman of 10 years who works on party boats at Long Beach Sportfishing. He mostly fishes on a boat for work, and uses rod and reel with artificial lures. He was introduced to fishing by his father, who taught him when he was young. He enjoys fishing as both a job, and a hobby, including that working on the boat has taught him how to clean fish, so now eating the fish is a perk as well. He informed us that he has caught a few sharks in the past, but has only kept one due to the passengers on his boat who wanted to keep it. He explained to us that in general, the more experienced fishers don't have problems with sharks, rather that sea lions are a bigger problem in the fishing community. He also mentioned that as both a crew member and an experienced fisher, he would recognize a white shark and know to just let it go, whereas an inexperienced fisher will want to keep it as a "trophy fish."

Primary Research

In-depth Interviews

Interview #2: Gino Lamas

We conducted our second individual interview with Gino Lamas, a 26-year-old experienced fisher from Southern California. He mostly fishes from large sport fishing boats or from the Balboa Pier. He uses rod and reel, hook and weights for his fish, and has never encountered a white shark while fishing, but he has seen other fishers near him catch them. He noted that there are some issues when identifying white sharks, and says that first-hand experience is the best way to teach fishers to identify a white shark. He also mentioned that most avid fishermen have a generally positive perception of white sharks, marking their “understanding that they play a huge part in the biological chain on the wildlife.”

Secondary Research

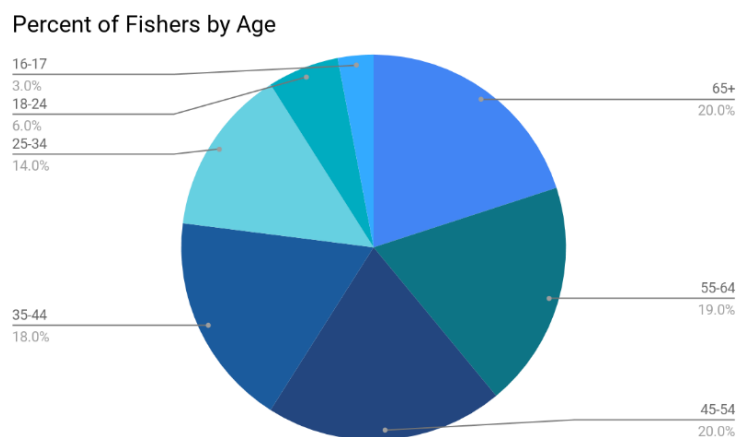
While conducting our secondary research, we looked through census reports, social media, fishing apps, websites, and academic journals to find information. Our research gave us a better understanding of fisher culture, who they are, and the incidents and attitudes surrounding white shark fishing and bycatch. We have sectioned our secondary research by the category of which the information falls under.

Demographics

The 2016 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation by the US Fish and Wildlife Service helped us understand key demographic information about fishers in the United States

- Of the 35.8 million people who fished, 73% were males
- 1 in 7 16+ living in the US went fishing in 2016
- 2.4 million fishers did not specifically target one species, and fished for anything they could catch

Amount of fishers by ages:



Secondary Research

Fishing Apps

- Fishers use various apps to form a sense of community by sharing and learning from each other
- The app FishBrain has a feed where people posts pictures and videos of the types of fish they catch. It's almost like an Instagram for fishers
- FishBrain has a database of more than 1.7 million fishing locations

Shark Data

Habitat and attack data were retrieved from Frontiers in Marine Science Journals and studies from The Ecological Science of America. We found that juvenile white sharks use Southern California beaches as nursery habitat and the number of sharks along the beaches increase during the periods of summer and fall. Research also noted an increase in human population in coastal California, and that attacks take place near areas of high human population density. Nonetheless, the chances of a shark attack are extremely low.

- Juvenile white sharks are 1.5-3m (meters) TL (Total Length)
- 1950-2013, 86 injurious white shark attacks along the California coast— 13 were fatal
- Human population in coastal California increased from 7 million in 1950s to 21 million in 2013
- Attack rate highest between October and November, lowest between March and May
- Chances of shark attack (2013): Surfers- one in 17 million; swimmers- one attack for every 738 million beach visits

Secondary Research

Online Fishermen Culture

Fishermen typically use social media, blogs or forums to show off their catches. Hashtags are utilized among the community where other fishermen can find the posts and praise the fishers according to their catch. The content is sensitive in regards to bloody, dead sharks. Catching sharks is usually praised and can determine relevance or status.

Instagram

#sharkfishing - 136,690 posts | #blacktip - 33,848 posts | #blacktipsharks - 18,880 posts

- Content type includes bloodysharks. Photos include the fisher posing next to their catch
- Comments congratulate or praise the fisher on the catch and marvel at the caught shark

Reddit

- Nicknames: “GW” “GWS” “Black tips” | r/fishers, r/fishermen (private)
- Can determine how a shark might have been caught just by a picture
- “Cutting the line is a known and adopted way of releasing sharks. The hooks will rust and eventually drop off.”
 - Shows miseducation
 - Many justify shark catching by stating that shark researchers fish them for research purposes all the time

Blogs/Forums

- Fishing Network | Resource
 - Several users like to share advice on the best way they see fit to spot a shark.
- Take Me Fishing | Resource
 - Blacktip Shark Fishing - Tips on where to catch blacktip shark, shark lures and bait, how to catch, and how to identify

Secondary Research

Bycatch Fishing

Bycatch is the catch of non-target fish and ocean wildlife. For example, if a fishing boat catches a white shark while fishing for swordfish, the shark is considered to be bycatch. It is one of the largest threats to maintaining healthy fish populations and marine ecosystems around the world.

- 17-22% of all fishing catch is discarded, dead or dying
- Bycatch not accurately estimated in $\frac{3}{4}$ fisheries in the US due to bad monitoring
- Researchers estimate as many as 100 million sharks are killed around the world every year
- Trawls, gillnets and longlines are the worst culprits of bycatch
- It is illegal to catch, pursue, hunt, capture or kill a White Shark, which includes intentionally attracting White Sharks with bait or other methods.
- California Set Gillnet Fishery: 65% discarded catch; more than 30,000 sharks over 3 years



PHASE 2

Planning

Challenges & Opportunities

Challenges

- Novice fishermen are hard to communicate with, as they are reluctant to give information, as well as receive new information
- There are many misconceptions spread online about researchers' ability to "catch" sharks
- There is a tone of bitterness from fishers toward the shark lab due to a misunderstanding of how the shark lab's funds are used and what they do
 - *Internal Environment:*
 - The Shark Lab does not have an in-house PR team. The lack of an in-house PR team can hinder the campaign's implementation and understanding Public Perception
 - The constant media representation of shark attacks in local beaches emphasizes sharks as an enemy to humans
 - Affects the perception toward sharks and can determine the reception of this campaign

Opportunities:

- Plenty of volunteers from the shark lab to assist with campaigning
- The current trend of "activism" among the general public; through the use of social media, we could gain support for shark conservation
- Many experienced fishermen acknowledge that sharks are not a problem and are supportive of their conservation, as well as the shark lab
- The shark lab has an abundance of knowledge that we can share with the public
- Dr. Lowe is a familiar face thanks to Shark Week
- Shark Week itself has increased the general popularity of sharks

KEY PUBLICS



PRIMARY

Novice fishers
Youth



SECONDARY

Experienced fishers
Beachgoers

KEY MESSAGES

Always be prepared

1. If you hook a white shark, the trace should be cut off as short as possible and the animal released alive and unharmed.
2. If you are fishing for other large animals, consider using recurved or circle hooks, which make successful release more likely.
3. If you can't tell what kind of shark it is, let it go.

Share the waters

1. Sharks regulate the ocean ecosystem and will help you catch the bigger and healthier fish.
2. Coexisting with sharks allows us to keep the tradition of fishing alive for future generations.

Conserve the future

1. The depletion of white sharks will result in the loss of commercially important fish.
2. Removing the top predator from an ecosystem causes the whole structure to collapse, making fishing for any species nearly impossible.



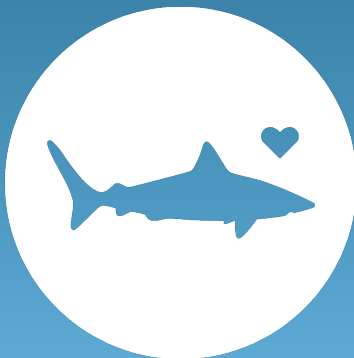
PHASE 3

Implementation

GOALS



Goal #1: Educate The Public On
What To Do When Encountering A
White Shark

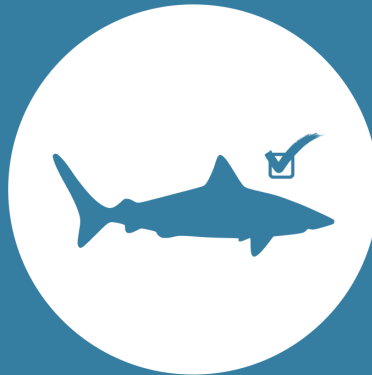


Goal #2: Reduce Fear Of White
Sharks



Goal #3: Encourage Shark
Conservation In The Fishing
Community

FISH SMART SAVE THE SHARKS



Goal #1: Educate The Public On What To Do When Encountering A White Shark

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Objective #1: Increase awareness among fishers of how to identify a white shark by 20% after 6 months of the campaign implementation.

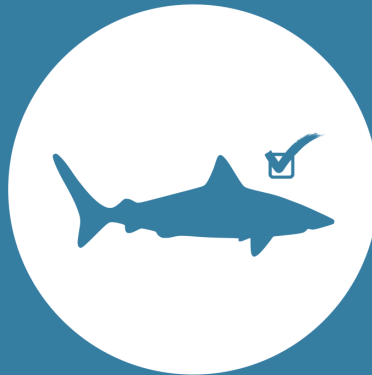
Strategy #1: Advertise identification methods and white shark features through social media posts and flyers

Rationale: If fishers had a resource that was readily available in locations they could access it (via in person or digitally) then it would eliminate confusion over what species of shark they were catching, reducing the chances that a fisher would be unable to tell if they caught a white shark or not.

Tactics:

- Post informational posters on the Belmont Veterans Memorial Pier, Pier J, Huntington Beach Pier, Newport Beach Pier
- Posters in gear shops/gear shop partnership
- Educational posts on social media depicting diagrams about white shark identification, how to release a white shark, laws surrounding white sharks, and how to avoid catching a white shark
- Tutorials on YouTube about how to prepare your gear to avoid catching a white shark and how to release an incidentally caught white shark

FISH SMART SAVE THE SHARKS



Goal #1: Educate The Public On What To Do When Encountering A White Shark

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Objective #1: Increase awareness among fishers of how to identify a white shark by 20% after 6 months of the campaign implementation.

Strategy #2: Partner with organizations in the community that influence fishers behavior.

Rationale: Local organizations and businesses can assist us by spreading our messages to their audiences. Our research found that most of the ways fishers receive information about fishing is through word of mouth, so by getting endorsed by fishing organizations and party boats, the leaders of these groups can share our messages effectively.

Tactics:

- Partner with party boats to endorse our campaign and spread our messages
- Get fishing organizations/clubs to endorse our campaign

FISH SMART SAVE THE SHARKS



Goal #1: Educate The Public On What To Do When Encountering A White Shark

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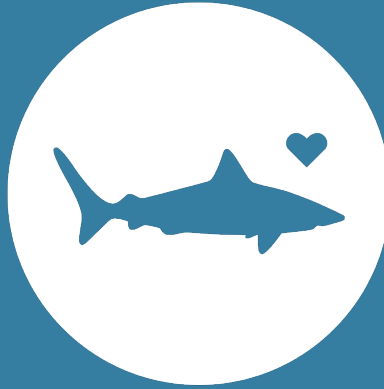
Objective #2: Get 1,000 views on our shark page website within the first 3 months of the campaign.

Strategy #1: Create a website and advertise on social media and include website url on marketing materials

Rationale: Creating a central location where all of our key messages and resources are available will help bring together our campaign. The website will serve as a functional landing page for fishers and the public to learn about our message.

Tactics:

- Interactive website with identification information, step-by-step release guides, timelines of when to go fishing to avoid catching one, and other useful information
- Make the website interactive and informational so it has a purpose to fishers so they'll want to use it
- Street team on the local piers giving away flyers and information with our website on it
- Encourage followers on social media to visit the website



Goal #2: Reduce Fear Of White Sharks

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Objective #1: Reduce negative perceptions among fishers of white sharks by 15% after 6 months of the campaign implementation.

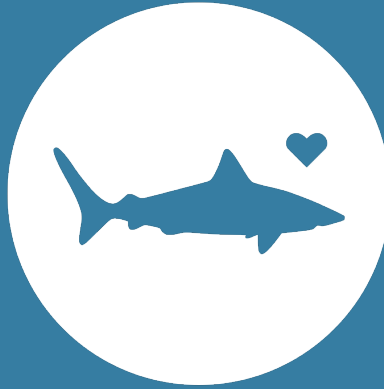
Strategy #1: Advertise the benefits of sharks through street teams and groundwork.

Rationale: Our research found that most fishers receive information through word of mouth, so communicating directly to our audiences on site will help us distribute our messages.

Tactics:

- Street team giving away shark lab stickers and campaign merchandise to promote the messages of the campaign
 - Go to street fairs down by piers where traffic is heavy (i.e., Huntington Beach Sunday street fairs, Belmont Shore food fairs)
 - Merchandise includes:
 - Water bottles with campaign labels
 - Tote bags with campaign flyers inside

FISH SMART SAVE THE SHARKS



Goal #2: Reduce Fear Of White Sharks

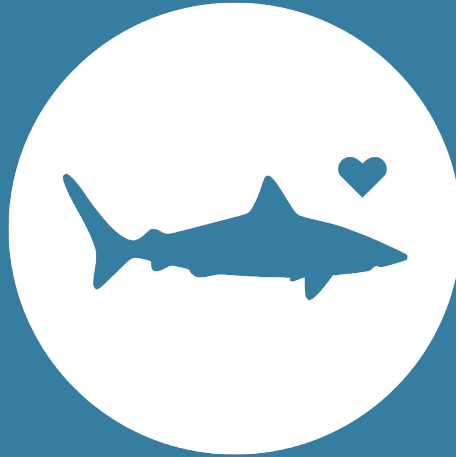
Objective #1: Reduce negative perceptions among fishers of white sharks by 15% after 6 months of the campaign implementation.

Strategy #2: Partner with the Aquarium of the Pacific to host an event and expand the message to the general public.

Rationale: The Aquarium of the Pacific has a positive reputation with the surrounding community, and a partnership with them would allow us to expand our communication further into the general public.

Tactics:

- Host “pop-up shark tanks” using the Aquarium of the Pacific’s “Aquarium on Wheels” truck.
 - The Aquarium provides the sharks and truck
 - The Shark Lab provides some research equipment to showcase and talk about
 - Volunteers from the Shark Lab would give short presentations about shark conservation and research



Goal #2: Reduce Fear Of White Sharks

Objective #2: Get 100 elementary school students to attend our shark lab tour.

Strategy: Teach young children that sharks are not scary and are a benefit to our ecosystem

Rationale: We're reaching minds at an early age to properly mold it with the correct information and not be misinformed.

Tactics:

- Reach out to local elementary schools and schedule field trips for students to come tour the shark lab

FISH SMART SAVE THE SHARKS



Goal #3: Encourage Shark Conservation In The Fishing Community

Objective #1: Increase support among fishers of white shark protection by 10% after 6 months of the campaign implementation.

Strategy: Collaborate with those important in the fishing community to spread awareness and increase general support.

Rationale: The goal is to begin the education from within the fishing community and outward to the novice and youth levels.

Tactics:

- Partner with party boats to endorse our campaign and spread our messages
- Get fishing organizations/clubs to endorse our campaign
- Provide informational materials and swag to these organizations to give out to their members/audiences



Goal #3: Encourage Shark Conservation In The Fishing Community

-

Objective #1: Increase support among fishers of white shark protection by 10% after 6 months of the campaign implementation.

Strategy 2: Pitch local media with information about our campaign to further encourage shark conservation the fishing community.

Rationale: Getting our campaign across several media platforms will increase awareness and reach of our general key messages.

Tactics:

- Send media alert announcing the campaign
- Send press releases announcing events related to the campaign
- Submit ad to Sports Fishing Magazine
- Ad placements using video PSA before Youtube Videos of popular fishing channels

FISH SMART SAVE THE SHARKS



Goal #3: Encourage Shark Conservation In The Fishing Community

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Objective #2: To Get 100 Mentions Of Our Hashtag, #Fishsmart, Within The First 3 Months Of The Campaign.

Strategy: Use social media to create engaging posts and share information. Create a new Instagram profile (@whiteshark411) to reflect the goals of the campaign.

Rationale: Creating a separate account would help create an organic following that wouldn't directly be associated with the shark lab. This would help with first impressions and interest from fisher groups.

Tactics:

- Post infographics
- Interactive conversations
- Share shark survival stories and other fascinating shark encounters
- Release statements regarding shark encounters or attacks
- Share statistics on shark conservation affecting fishing

BUDGET

ITEM	QUANTITY	COST PER UNIT	TOTAL COST
Posters	100	\$15.30	\$1,529.73
Water bottle labels	200	\$0.72	\$144
tote bags	200	\$1.96	\$393.96
pop up shark tanks	2 Programs	\$412.50	\$825
website domain	1	\$11.99	\$11.99
flyers	250	\$0.39	\$97.49
video production	3 videos (Cast/ Crew Pay)	\$500	\$1,500
			TOTAL: \$4,502.17

TIMELINE

Campaign Prep
May 2019

Campaign Implementation
Jun 2019-Nov. 2019

* Long term/continuous activity

MAY	Create Instagram, FB page & Youtube Order Posters Order campaign swag (tote bags, water bottles) Video production Reach out to schools to schedule field trips/tours Reach out to Aquarium of the Pacific for partnership Send letters/posters to gear shops Send letters to fishing organizations Set up campaign Facebook, Instagram and Youtube
JUNE	Launch campaign website Begin putting up posters along pier light posts Begin posting to campaign Facebook/Instagram using content calendar* Send out press releases to local news stations announcing the campaign Post YouTube tutorial #1 Continue planning “pop-up shark tank” with Aquarium of the Pacific Send swag to fishing organizations who agreed to partner with us
JULY	Post YouTube tutorial #2 Host “pop-up shark tank” down at the Long Beach Pike Send street teams to local events down toward the piers to campaign
AUG	Send street teams to local events down toward the piers to campaign Post YouTube tutorial #3
SEPT	Host school field trips* Social media posting
OCT	Re-post flyers Host school field trips Social media posting
NOV	Host school field trips Social media posting



PHASE 4

Evaluation

EVALUATION

We developed these quantifiable objectives so that we can keep track of the progress of the campaign to ensure that we achieve the desired results. Our campaign is designed to be repeatable and expandable, meaning if the 6-month short term objectives are effective in the ways we predict they will, the campaign can be expanded into a long-term education and outreach plan to make an even bigger impact.

Goal #1: Educate the public on what to do when encountering a white shark

Objective #1: Increase awareness among fishers of how to identify a white shark by 20% after 6 months of the campaign implementation.

Evaluation:

- Distribute a survey before launch of the campaign to determine how many fishers are confident in their abilities to identify a white shark
- Distribute the same survey after the campaign has concluded to see whether or not the fishers have been further educated and have more confidence in identifying a white shark

Objective #2: To get 1,000 views on our shark page website within the first 3 months of the campaign

Evaluation:

- Measure the traffic on the website using the host's analytics tools
- Measure the page views, excluding bounce clicks, before the start of the campaign, the first of every month into the campaign, and 1 month after the campaign has ended to track the popularity of the website

EVALUATION

Goal #2: Reduce fear of white sharks

Objective #1: Reduce negative perceptions among fishers of white sharks by 15% after 6 months of the campaign implementation.

Evaluation:

- Distribute a survey before launch of the campaign to determine how many fishers have positive perceptions of white sharks
- Distribute the same survey after the campaign has concluded to see whether or not the fishers have been impacted to have more positive perceptions of white sharks

Objective #2: Get 100 elementary school students to attend our shark lab tour.

Evaluation:

- Calculate attendance to student tours using sign-up and sign-in sheets and keep track of the numbers in an online spreadsheet to track manually
- For extra data, send a follow-up survey to the teachers of each class and ask what they thought of the tour and how it can be improved

EVALUATION

Goal #3: Encourage shark conservation in the fishing community

Objective #1: Increase support among fishers of white shark protection by 10% after 6 months of the campaign implementation.

Evaluation:

- Distribute a survey before launch of the campaign to determine how many fishers are supportive of white shark protection
- Distribute the same survey after the campaign has concluded to see whether or not the fishers have been impacted and are more supportive of white shark protection

Objective #2: To get 100 mentions of our hashtag, #fishsmart, within the first 3 months of the campaign.

Evaluation:

- Calculate overall impressions and engagement with the hashtag on Instagram and Facebook by using each platform's analytics tools
- Evaluate impressions and engagement before the start of the campaign, and measure the first of each month of the campaign to track the mentions throughout the duration of the 6-month campaign



APPENDIX

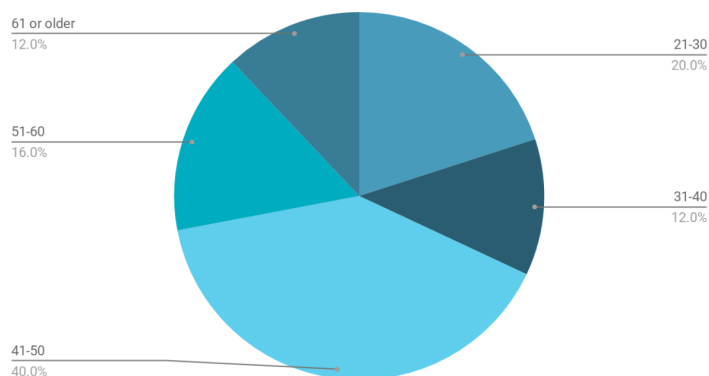
PRIMARY RESEARCH

ONLINE SURVEY:

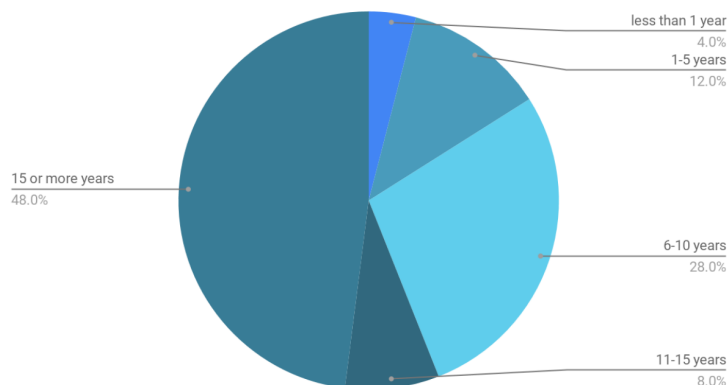
We conducted an anonymous 9-question online survey via Qualtrics, and distributed it through Facebook sharing, including on pages for Club 57, Young Fishermen of America, and Fishing California. We received 25 complete responses total.

For each question on the survey, we have created charts and graphs to illustrate the responses we received.

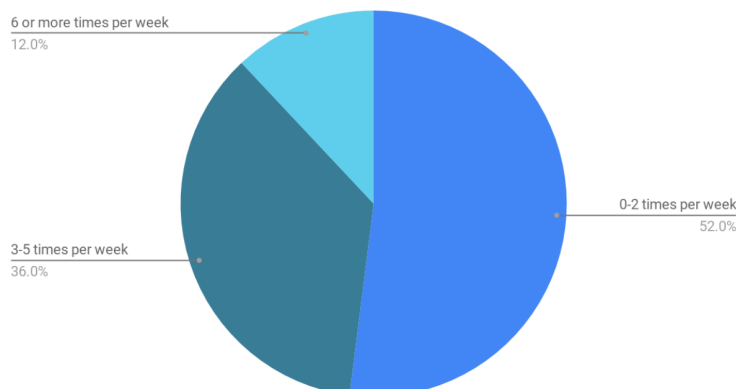
Question 1: What is your age? (25 responses)



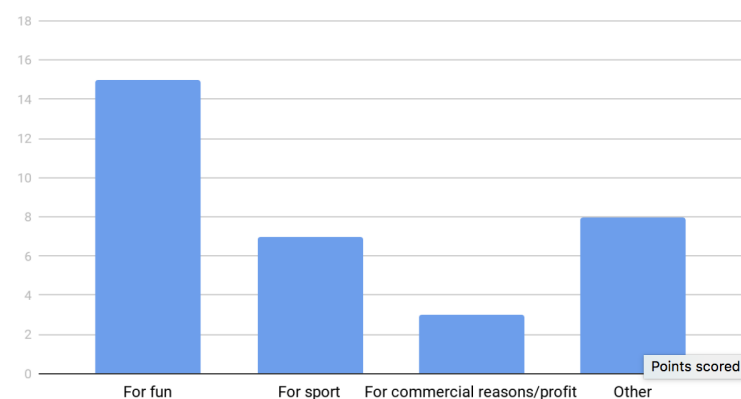
Question 2: How long have you been fishing? (25 responses)



How often do you fish per week (on average)? (25 responses)



Question 4: Why do you fish? Mark all that apply. (25 responders)



FISH SMART SAVE THE SHARKS

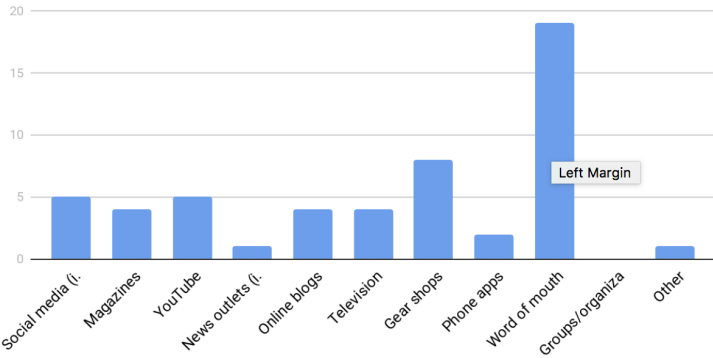
PRIMARY RESEARCH

Question 4: Why do you fish? Mark all that apply. - Other Text

To increase experience and knowledge of the species I'm targeting, that I may teach others the ropes of the sport and have a better understanding of the fish and it's environments.

- For food
- Peace of mind
- Therapeutic
- Relax
- Fish to eat
- Retired

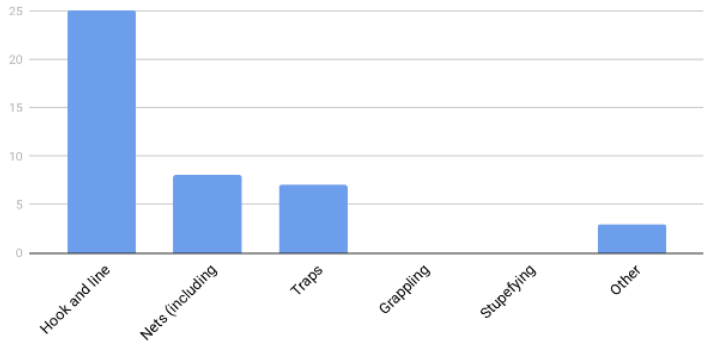
Question 5: Where do you look for information about fishing? Mark all that apply (25 responders)



Question 5: Where do you look for information about fishing? Mark all that apply - Other Text

NO RESPONSES

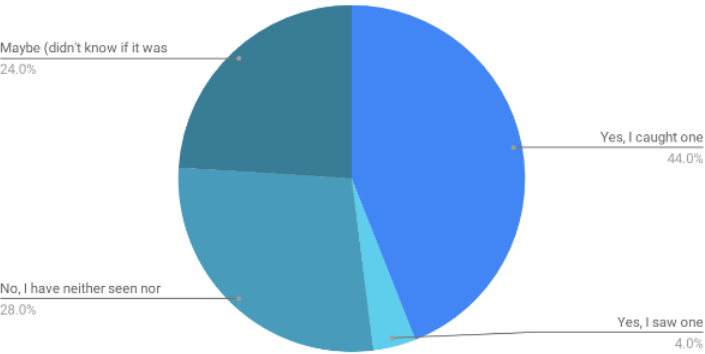
Question 6: What type of gear do you use? Mark all that apply (25 responders)



Question 6: What type of gear do you use? Mark all that apply - Other Text

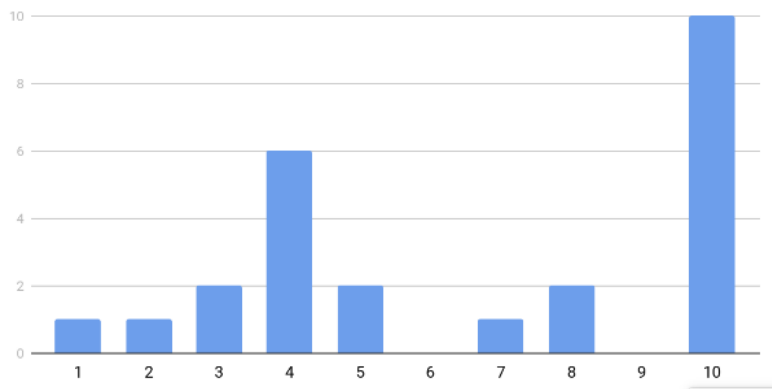
- Hoopnets, gaffes
- Snagline
- I have used most forms of fishing for many different species

Question 7: Have you ever encountered a shark while fishing? (25 responses)

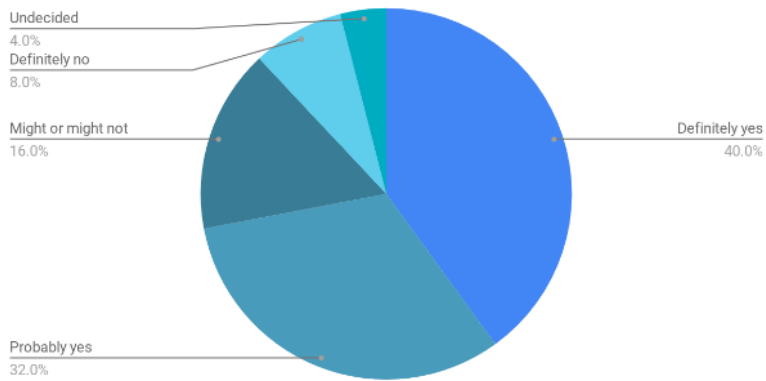


PRIMARY RESEARCH

Question 8: On a scale of 1 to 10, how confident are you that you would know what to do if you accidentally caught a shark.



Question 9: Do you believe that white sharks should remain protected from fishing? (i.e., illegal to target while fishing)



FISH SMART SAVE THE SHARKS

PRIMARY RESEARCH

Interview #2- Juan Ramirez

11/1 5PM Starbucks

Objective: Understand behaviors and motivations of fishers, and attitudes toward white sharks and shark fishing

Interview Transcript:

D: How old are you?

J: I am 21 years of age

D: Where do you fish, primarily?

J: I primarily fish out of Long Beach

D: Okay, do you do like, uh, on a boat, from the shore, on a pier, anywhere you can, all of the above?...

J: I do mostly on a boat

D: Okay cool. Um, how long have you been fishing?

J: Um, probably about 10 years

D: Really?

J: Yeah

D: Wowwww. How did you get into it?

J: Uh, my dad was a fisherman back in the day, like before I was born.

D: Is he the one that taught you?

J: Yeah

D: Okay.

J: Yeah, I mean I got it all from him

D: Okay, that's really cool. What kind of equipment do you use mostly?

J: Equipment?

D: Yeah, like do you use hook and line, nets, the shooting guns...

J: No nets, no guns, just a rod, reel and fishing line, hooks and stuff. Artificial lures.

D: So you started fishing because of your dad, and he taught you. Why do you fish now, is it for fun or just for work?

J: A little bit of both, yeah, since I work on a fishing boat, and I like to fish myself personally. It's fun and also, you know, I've working on a boat taught me how to clean fish, so I can take home my catch and eat it too.

D: Okay. Have you ever entered a competition or are interested in competition? Or is it purely for fun?

J: Well, a lot of the times on the boats, the boats will have their own heaviest fish contests and a jackpot so to say, so that kind of happens every single time, every trip.

D: Have you ever caught a shark, or what you think was a shark?

J: Yess...

D: Really?

J: Yes, I have caught a Mako shark. Yes, up to 50 pounds.

D: What did you do with it?

J: We released it. I probably caught, it's hard to say, I've caught a few and I've only kept one. And it wasn't entirely for myself, it was for the passengers that wanted to keep it on the boat.

D: Oh okay. What is your general impressions of sharks from the perspectives of a fisher? For example, do you think that they should be protected? Do you not really care?

J: Yeah, I mean I think they're cool. They're not really a problem, out when you're fishing. There's so little of them anyways, that, rarely do you ever encounter them. Usually when you see them out there it's exciting.

D: Oh yeah?

PRIMARY RESEARCH

Interview #1 - Juan Ramirez cont'd

J: [laughs] yeah, and I mean if you hook it, you know, it's a shark, you let it go. It usually doesn't cause any problems. Most of them in Long Beach aren't that big anyways, uh, so yeah. Sea lions are more of a problem than sharks.

D: Really, why?

J: Because there's so many of them. They're overpopulated. And they're all protected by the state, they used to not be. You know, people before used to be able to kill them, shoot them, and whatever. Now they can't. So now there's like this over abundance of sea lions and they, they make it hard to fish.

D: Really? Do they get in the way or do they like steal things?

J: Every single time. They're a predator and they're thieves, also. [laughs] They eat your catch, like 8 out of 10 times if they're around. Because they are such a large animal anyways, whatever fish you're targeting, won't bite because of that sea lion, because they know.

D: Oh that's interesting.

J: Yeah, there's tons of them. We've had up to like, 7 or 8 on one single boat at one time and that's just like, impossible. Whether you're fishing with live bait, or if you're actually catching something, and they just, they eat everything. Everything.

D: That's weird, I didn't know that.

J: And there's, there's like absolutely nothing you can do about those either. Just, you can't scare them away, you can't do nothing because they're too smart. They, you know, the most we can do to them is like shoot them with a pellet gun, but the pellets are so light, and they're so thick that they don't feel it.

D: Interesting...

J: Yeah, sharks are never the problem. It's always the sea lions.

D: Huh, weird. Okay, if you were to catch, a white shark, like a great white, do you think you would be able to identify it? Or do you think you'd be not sure, like you'd have to Google it?

J: Um, I think as a crew member, I would recognize it, just because I know what I'm looking for. And I have more experience. To the common fishermen, at first, I'd probably wouldn't be so sure. I think for the most part it's easy to tell. Unless it's a larger mako shark, because then people tend to confuse the two.

D: What are the key features?

J: Uh, well with the mako shark, it's jaw is a little bit different, but it's mostly the fins. The fins have a blue tint to them. And they don't get as wide as a great white shark, a white shark.

D: Have you ever seen a great white while fishing?

J: I've only seen maybe like one or two in Long Beach. It's very rare, very rare. That's about it. There's not a whole lot of them anyway.

D: Okay. Last question, to your knowledge, do you think that there's a negative, neutral, or positive perception of sharks within the fishing community?

J: Um, I think they have a positive, kind of a positive rep. Because, a lot of the experienced fishermen, especially around here in Long Beach, they know that a shark won't be the problem. They know it's the sea lions. But an inexperienced fisherman will say "oh it's a shark" and they'll want to catch it. Even though sometimes they're not supposed to. But they'll want to catch it as like a "trophy fish." You know, so it's not really, I don't think they have a negative rep. But sea lions, yeah they have a negative rep.

D: Okay, so fuck the sea lions?

PRIMARY RESEARCH

Interview #1 - Juan Ramirez cont'd

J: [laughs] yeah, fuck the sea lions. Sharks, sharks are always cool.

D: [laughs] Interesting. I didn't realize sea lions were such a problem.

J: Yeah everyone thinks they're so cute, they're waving and rolling. Not out there. Out there they're not that cute.

D: That's so interesting [laughs]. Okay, well that's all the straight questions I have. Is there anything else that you'd like to tell us that you think would be beneficial information for us to know about fishers?

J: In terms of like, relating to the sharks?

D: In terms of, I mean, maybe like the culture? A big issue we've faced is trying to reach the general fishing community, so it's tough to be able to find good methods of communication. So maybe, like do you use any tools to like, get better at fishing?

J: I mean, like most recently, we kinda had an influx of people trying fishing for the first time during like, the 14 and 15 years, because of this big event called El Nino, it kind of, there were a lot more game fish around, we call them palagics, um, like Tuna and Yellowtail, stuff like that, those guys are very, they're very sought after, because one, they're really fun to catch, and then they're also really good eating too, so. With that influx, we had a lot more people. Most fishermen are conservative older guys, a lot of the times, and they stick to just talking to who they know, all they're friends. That's how that goes down. But now, there's, you know, these groups on Facebook and YouTube channels, uh, you know even on like, Instagram too, so I think now that's how most people are trying to get around.

D: Okay, cool.

J: Mostly with YouTube though. YouTube you'll see a lot of stuff. A lot of people take GoPro's on the boat, to show their experiences on the trip, and then, you know, they'll throw in a couple tips here and there. Like how to tie a certain knot, or something like that.

D: So there's an entertainment value as well as an informational value?

J: Pretty much, yeah, it kind of goes hand in hand.

D: Okay very cool.

J: Pier fishermen, they're like weird. They're a different breed. Some of them are just assholes who keep to themselves. I'd recommend talking to a boat fishermen, like down at the landing where I work, I mean those guys have been fishing for a long time, they can tell you a bunch of stuff.

D: It definitely seems like the longer someone has been fishing, the more willing they are to talk to us.

J: They're usually the most helpful.

[END OF INTERVIEW]

PRIMARY RESEARCH

Interview- Gino Lamas, Experienced fisher

Interview conducted over the phone on November 12, 2018 at 2 p.m.

Interview Transcript:

How long have you been fishing?

“For 12 years.”

Who taught you how to fish?

“My Dad.”

How did your dad learn how to fish?

“He learned from a family member. From my uncle Robert. At first, my dad would go to lakes and there he learned [how to fish] from his mistakes.”

Do you know other fishers who learned from their family?

“The majority of fishers that I talk to say have said that they learned from their dad or uncle.”

Where do you go fishing?

Out in the ocean, deep sea fishing or out in the Eastern Sierra in Bishop.

What kind of fishing out at sea?

“Large sports fishing boats.”

Have you ever fished at a pier?

“Yes, I’ve been there a lot.”

Which piers do you normally attend?

“In the past, I would go to Santa Monica Pier. It’s the one I’ve been to the most. But not recently. Now I go to Balboa Pier.”

What type of equipment do you use?

“Rod and reel, hook and weight.”

Have you ever encountered a white shark while fishing?

“Me, personally, no. But I’ve seen other fishers bring it up.”

Out on sea or on the pier?

“Both, in the ocean and at the pier. Fishers can’t always identify it when on the pier.”

Why?

“Because usually there’s a large distance from the spot where you are standing at the pier to where the shark is at.”

Are you able to identify white sharks?

“I am. Not from afar though. I can tell by their noses and the color. Other sharks like a leopard and maple sharks, they have different colorations that you can tell apart right away.”

How would you be able to teach fishers how to tell them apart?

“First-hand experience. So you can have them look at their head, eyes and teeth.”

Would a poster at a pier detailing how to recognize white sharks work?

“Yes. Like, a poster with “most common sharks” and then what their head, eyes and teeth look like. That’s usually how they help us identify the different types of salmon.”

When you see fishers encountering a white shark, what do you do?

“I make sure they are taking care of it properly. If you have a way of keeping it up.”

Are you aware that catching a white shark is illegal?

PRIMARY RESEARCH

Interview #2- Gino Lamas, Experienced fisher - CONT'D

Interview conducted over the phone on November 12, 2018 at 2 p.m.

"Yes."

Where did you learn about this?

"From experience. As a kid growing up, I would always hear it from other fishermen."

Where have you learned your fishing skills?

Magazines and conversing with other fishermen.

What type of magazines?

"I can't remember them all. But I know Sport Fishing magazine is a popular one."

"Have you taught people how to fish?"

"Yes, I have taught a few kids."

When teaching kids, what are the basics that you teach?

"Not to be afraid of the hook and the bait."

What would you say is the perception of white sharks amongst fishers?

"Most of the avid fishermen that I have fished with have an understanding that they play a huge part in the biological chain on the wildlife."

Personally, would you ever want to possess a white shark?

"Honestly, no. Because I know it's an endangered species and I would get into trouble if I took it home."

[END OF INTERVIEW]

FISH SMART SAVE THE SHARKS

SECONDARY RESEARCH

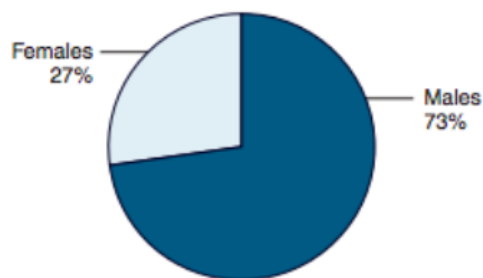
Demographics:

2016 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation

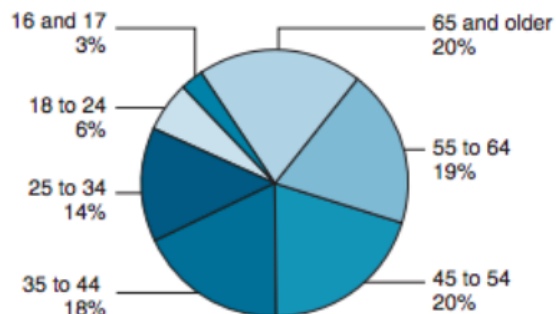
<https://www2.census.gov/programs-surveys/fhwar/publications/2016/fhw16-nat.pdf>

Summary: The 2016 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation by the US Fish and Wildlife Service helped us understand key demographic information about fishers in the United States.

Percent of Anglers by Sex



Percent of Anglers by Age

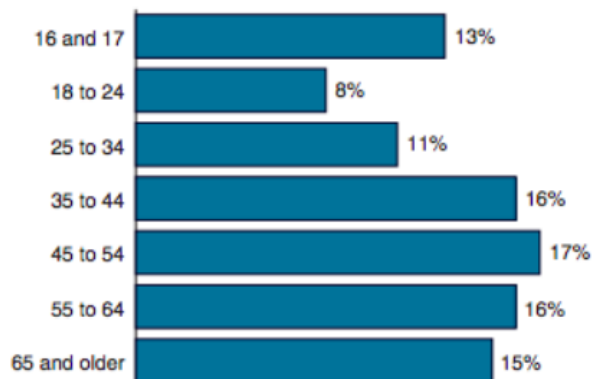


Anglers by Sex and Age

Total, both sexes . .	35.8 million
Male	26.0 million
Female	9.8 million
Total, all ages	35.8 million
16 and 17	1.1 million
18 to 24	2.2 million
25 to 34	5.0 million
35 to 44	6.6 million
45 to 54	7.1 million
55 to 64	6.7 million
65 and older	7.1 million

Source: Table 9.

Percent of U.S. Population Who Fished by Age



SECONDARY RESEARCH

Online Fishermen Culture

Fishermen typically use social media and blogs or forums to show off their catches. Several hashtags are utilized among the community where other fishermen can find the posts and praise the fishers according to their catch. The content is sensitive in regards to bloody, dead sharks.

Instagram

<https://www.instagram.com/explore/tags/whitesharks/>

<https://www.instagram.com/explore/tags/blacktip/>

Reddit

<https://www.reddit.com/r/Fishing/>

<https://www.reddit.com/r/sharks/>

<https://www.reddit.com/r/SharkFishing/>

Blogs/Forums

Fishing Network | Resource <http://fishingnetwork.net/>

Take Me Fishing | Resource <https://www.takemefishing.org/fish-species/blacktip-shark/>

SECONDARY RESEARCH

Best Fishing Apps:

To better understand what technology fishers use and what are on those apps

To understand online fishing communities

<https://www.tomsguide.com/us/pictures-story/749-best-fishing-apps.html>

Corpuz, J. (2018, March 12). Best Fishing Apps 2018 - Maps, GPS Locations & Weather for iOS, Android. Retrieved from <https://www.tomsguide.com/us/pictures-story/749-best-fishing-apps.html>

Bycatch Information:

Tripp, E. (2016, August 27). Bycatch Spotlight: One of the Biggest Issues Facing Sharks Today. Retrieved from <https://usa.oceana.org/blog/bycatch-spotlight-one-biggest-issues-facing-sharks-today>

SECONDARY RESEARCH

Shark Lab Statistics

Lafferty, D., K., Benesh, C., K., Mahon, R., A., . . . G., C. (2018, September 14). Detecting Southern California's White Sharks With Environmental DNA. Retrieved from <https://www.frontiersin.org/articles/10.3389/fmars.2018.00355/full>

Shark Lab information included scholarly articles and brief research articles that featured first-hand studies from Dr. Chris Lowe, and newspaper articles from print media sources in Southern California that interviewed Dr. Lowe. Research and statistics focused on areas of habitat for juvenile white sharks and time of year that sharks approached beaches. Interviews concentrated on the functions of the Shark Lab, its use of technology, and shark safety

<https://www.frontiersin.org/articles/10.3389/fmars.2018.00355/full>

Shark Data

Ward, L. (2018, May 08). Smithsonian Ocean. Retrieved from <https://ocean.si.edu/ocean-life/sharks-rays/how-realistic-shark-science-shallows>
<https://ocean.si.edu/ocean-life/sharks-rays/how-realistic-shark-science-shallows>

<https://bbcsulb.desire2learn.com/d2l/le/content/464688/viewContent/5110879/View>

Juvenile white sharks use Southern California beaches as a nursery habitat. Environmental DNA is a new, promising tool for detecting rare species like white sharks. The chances of being attacked by a shark are less than one percent.

FISH SMART SAVE THE SHARKS

PSA Ad Video



Transcript:

Why do we fish?

For the relaxation.

For the rush.

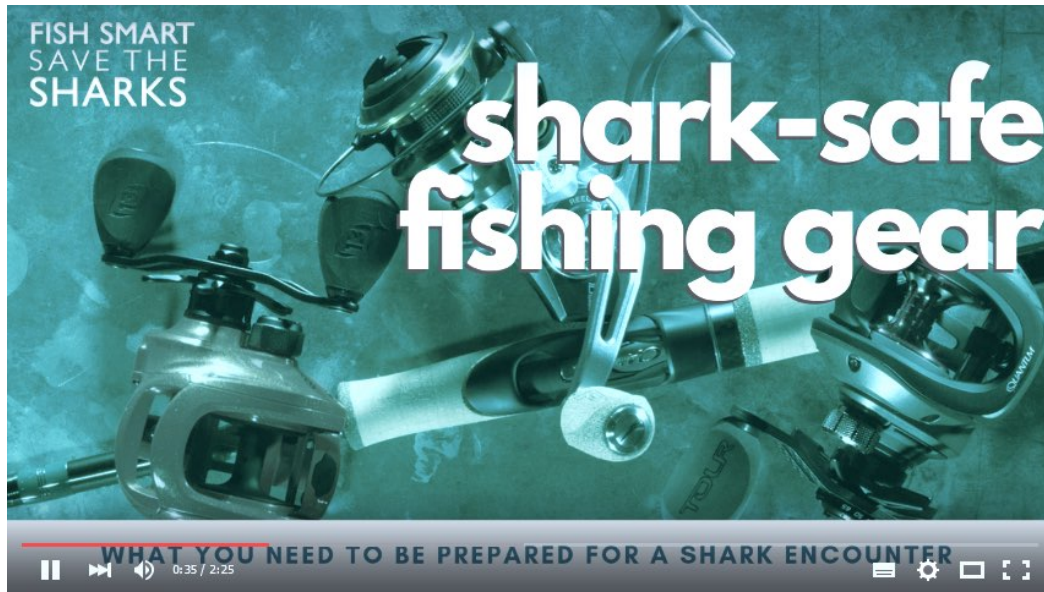
For the catch.

But without sharks, the fishing industry would collapse.

Fish smart, save the sharks.

FISH SMART SAVE THE SHARKS

YouTube Tutorial



FISHING GROUP PARTNERSHIP LETTER

[Date]

Dr. Chris Lowe
Professor, Marine Biology
Director of the Shark Lab
California State University, Long Beach
1250 Bellflower Boulevard
Long Beach, California 90840

Dear [Fishing Group Name],

I am Dr. Chris Lowe, Professor, Marine Biology at California State University, Long Beach (CSULB) and Director of the Shark Lab. As part of our marine conservation efforts, I am writing you for the purpose of forming a potential partnership for our forthcoming campaign: Fish Smart, Save Sharks.

This new campaign will focus on enhancing white shark awareness amongst the fisher community in order to pursue the preservation of marine life. We recognize that support from a long-standing group of fishers like yours can significantly impact the present and future of marine life.

We feel that this campaign provides [Fishing Group Name] with a valuable opportunity to educate new fishers on basic fishing guidelines and state regulations. Furthermore, this opportunity can greatly contribute to an enhanced experience for the entire fishing community.

We look forward to hearing your thoughts on our campaign and hope that we can count on your partnership.

Sincerely,

[Dr. Chris Lowe signature]

Dr. Chris Lowe

PARTY BOAT PARTNERSHIP LETTER

[Date]

Dr. Chris Lowe
Professor, Marine Biology
Director of the Shark Lab
California State University, Long Beach
1250 Bellflower Boulevard
Long Beach, California 90840

Dear [Manager's Name],

I am Dr. Chris Lowe, Professor, Marine Biology at California State University, Long Beach (CSULB) and Director of the Shark Lab. As part of our marine conservation efforts, I am writing you for the purpose of forming a potential partnership for our forthcoming campaign: Fish Smart, Save Sharks.

This new endeavor will focus on enhancing white shark awareness amongst the fisher community in order to help pursue the preservation of marine life. Continually informing all fishers with our latest white shark research can influence a collaborative oceanic movement between those of us that care deeply about preserving the sea and its organisms.

We feel that this campaign provides [Business Name] with an opportunity to gain significant exposure throughout the Southern California Coast, the city of Long Beach, and the Long Beach State community. Furthermore, this opportunity can greatly contribute to an increase in revenue for [Business Name].

We look forward to hearing your thoughts on our campaign and hope that we can count on your partnership.

Sincerely,

[Dr. Chris Lowe signature]

Dr. Chris Lowe

ELEMENTARY SCHOOL LETTERS

[Date]

Dr. Chris Lowe
Professor, Marine Biology
Director of the Shark Lab
California State University, Long Beach
1250 Bellflower Boulevard
Long Beach, California 90840

Dear [Teacher's Name],

I am Dr. Chris Lowe, Professor, Marine Biology at California State University, Long Beach (CSULB) and Director of the Shark Lab. As part of our marine conservation efforts, I am writing you to invite your [Enter grade] class for an educational tour of the shark lab.

The tour would consist of lectures by myself and our grad students about the oceans ecosystems and food chains, and the importance of sharks. Your students will have the opportunity to see our state of the arc research equipment, as well as get up-close with some of the ocean's most incredible creatures: sea stars, urchins, and of course - sharks!

We are trying to educate and inspire the future generations to help conserve our oceans and reduce fear of sharks. We hope that you and your students are interested in this opportunity. Please let us know if you would like to schedule your tour for the fall!

Sincerely,

[Dr. Chris Lowe signature]

Dr. Chris Lowe

MEDIA ADVISORY

[Date]

FOR IMMEDIATE RELEASE

Contact: Dr. Chris Lowe

Email: Chris.Lowe@csulb.edu

Phone: (562) 985-4918

Media Alert

Shark Lab Campaign Launch

Facility Aims to Spread White shark Awareness

WHAT: The Shark Lab at California State University, Long Beach (CSULB) will host a presentation in which further details of the research lab's new campaign will be announced.

WHEN: Include approximate date and time here.

WHERE: Shark Lab
California State University, Long Beach
1250 Bellflower Boulevard
Long Beach, California 90840

WHO: Dr. Chris Lowe, Director of Shark Lab and Professor, Marine Biology
[Party Boat Manager's Name], Advocate
[Fishing Group Leader's Name], Advocate

PHOTOS & INTERVIEWS Facilities have tanks that hold animals for research and electronic equipment used for various projects. Dr. Chris Lowe and advocates will be available to field questions on the campaign.

About the Shark Lab

The Shark Lab was founded in 1966 by Dr. Donald R. Nelson, who was a pioneer in the development and use of acoustic telemetry to study sharks. The lab is one of the largest acoustic telemetry labs on the west coast with over 100 omni-directional acoustic receivers, an underwater and a cabled acoustic receiver. The Shark Lab has access to four department vessels and a ship that is run through the CSU Ocean Studies Institute and Southern California Marine Institute. The lab has four work stations for students and a tank in the lab for holding animals for research.

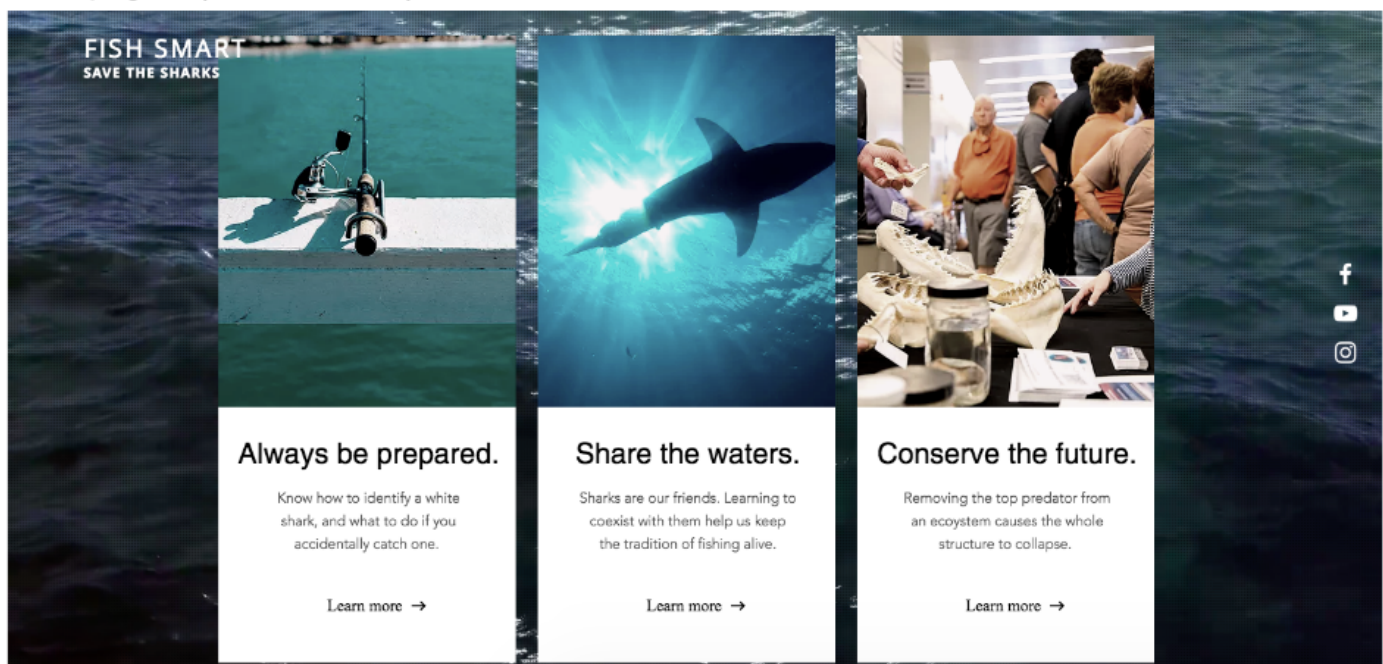
FISH SMART SAVE THE SHARKS

FISHSMART.ORG

Homepage 1



Homepage 2 (scrolled down)



FISH SMART SAVE THE SHARKS

FISHSMART.ORG

Page 1: Always be Prepared

FISH SMART
SAVE THE SHARKS

ALWAYS BE PREPARED.

White sharks may be illegal to catch, but that doesn't mean you can't accidentally hook one. It's up to us to know to avoid catching one, identify one, and release one.

How to: avoid catching a white shark

Get the Gear.

Avoid Autumn.

Don't Chum.

FISH SMART
SAVE THE SHARKS

How to: identify a white shark

first dorsal fin starts over or just behind inner corner of pectoral fins

dorsal surface color typically grey/brown, but can range to a more rare black/blue

eyes large and dark

nose bluntly pointed

pectoral fin solid black tip on underside

color always shift from grey/brown to white

tail upper lobe slightly longer than lower lobe

FISH SMART
SAVE THE SHARKS

How to: avoid catching a white shark

Get the Gear.

If you are fishing for other small animals, consider using recurved or circle hooks, which make successful release more likely.

Avoid Autumn.

Due to cooler water temperatures and shark migrations, fall in Southern California sees a lot more juvenile sharks who could get hooked.

Don't Chum.

In general, avoid fishing in areas that have been chummed, and avoid the practice yourself to avoid the chance of hooking a great white.

FISH SMART
SAVE THE SHARKS

How to: safely release a white shark

Hook Out.

Often, if a shark is turned over onto its back, or held upside down, it will become calm and easy to handle. This can allow you to get the hook out of its mouth.

Cut the Line.

However, if you are up on a pier or boat and the hook cannot be removed easily and safely, the line should be cut as close to the mouth as possible.

Bring It In.

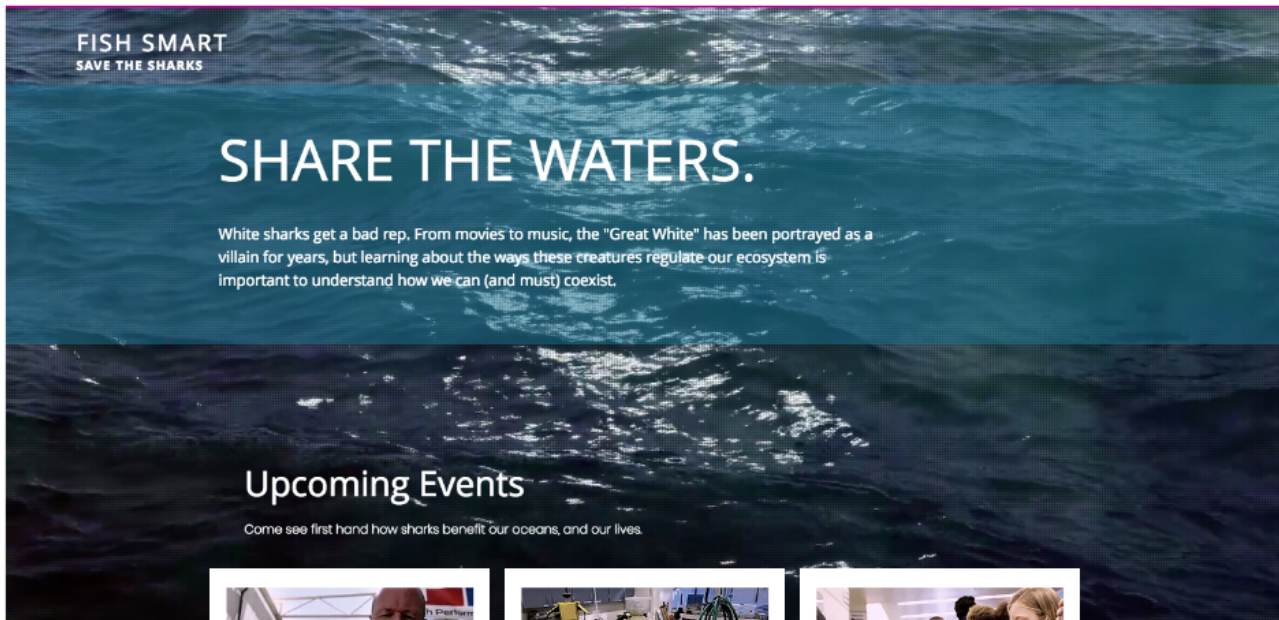
If the shark is quite a distance away, do not cut the line right away, as it would leave a long trail of fishing line. Try to bring it in closer to cut the line closer to the mouth.

© 2018 by CSULB Shark Lab

FISH SMART SAVE THE SHARKS

FISHSMART.ORG

Page 2: Share the Waters



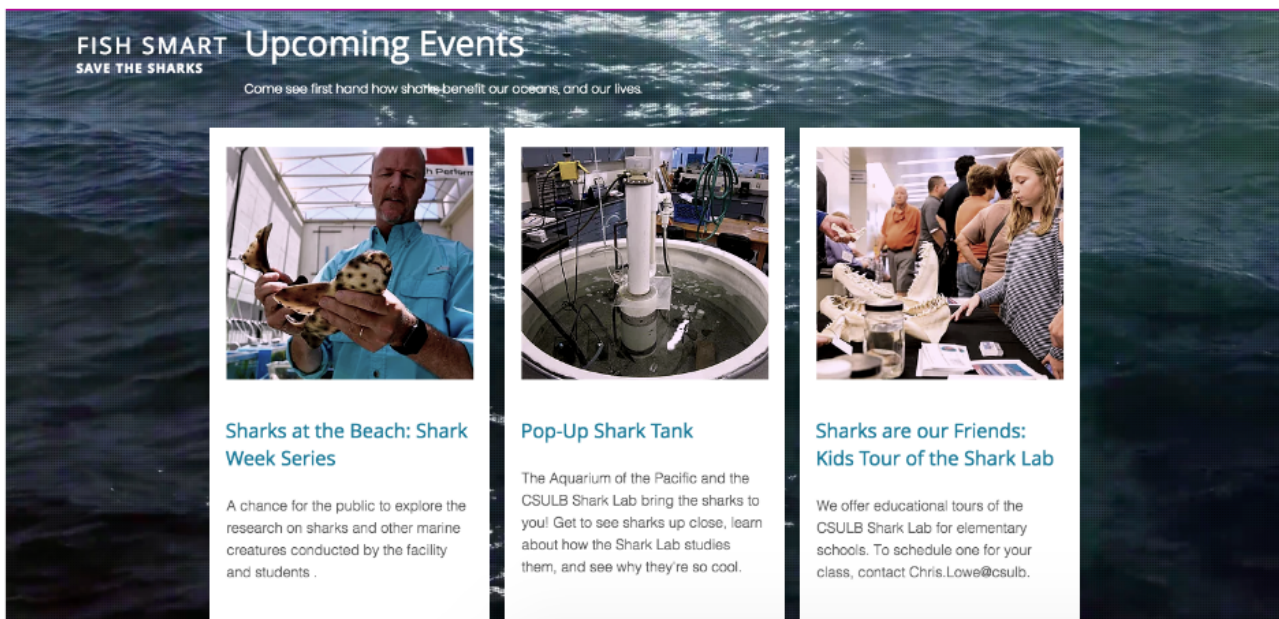
FISH SMART
SAVE THE SHARKS

SHARE THE WATERS.

White sharks get a bad rep. From movies to music, the "Great White" has been portrayed as a villain for years, but learning about the ways these creatures regulate our ecosystem is important to understand how we can (and must) coexist.

Upcoming Events

Come see first hand how sharks benefit our oceans, and our lives.



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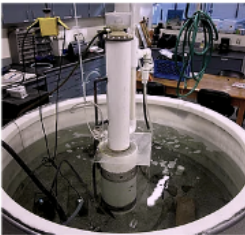
Upcoming Events

Come see first hand how sharks benefit our oceans, and our lives.



Sharks at the Beach: Shark Week Series

A chance for the public to explore the research on sharks and other marine creatures conducted by the facility and students.



Pop-Up Shark Tank

The Aquarium of the Pacific and the CSULB Shark Lab bring the sharks to you! Get to see sharks up close, learn about how the Shark Lab studies them, and see why they're so cool.



Sharks are our Friends: Kids Tour of the Shark Lab

We offer educational tours of the CSULB Shark Lab for elementary schools. To schedule one for your class, contact Chris.Lowe@csulb.

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CONSERVE THE FUTURE.

Without white sharks, the ocean's ecosystem would collapse. By maintaining food webs and keeping the environment healthy, white sharks ensure the production healthier and larger fish.



Top of the Food Chain

Sharks are the top predator in the ocean. Without them, the oceanic food webs would shift, resulting in over populations of certain species and under populations of others.

The animals that sharks primarily eat (seals, sea lions, and other large fish) would over populate and end of depleting their sources of food, which are some of the most commercially popular fish.

Without sharks, the ocean would be missing most of the

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Without sharks, the ocean would be missing most of the fish that humans need and fish for, meaning a collapse of the fishing industry.

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Healthy Sharks, Healthy Fish

White sharks prey on the weakest members of the populations, meaning they eat the sick and smallest of their targeted prey.

By removing the sick and weak animals, they prevent the spread of disease and keep the populations healthy and larger by strengthening the gene pool.

Therefore, white sharks ensure the reproduction of the strongest and healthiest fish - the ones we fish!

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Maintaining Happy Habitats

Because they're the top of the ocean's food chain, white sharks regulate the behavior of other species and prevent them from overgrowing vital habitats through intimidation.

Because of the intimidation effect, we need white sharks to help keep the ocean's ecosystem healthy.

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WATER BOTTLE LABELS



TOTE BAG DESIGN

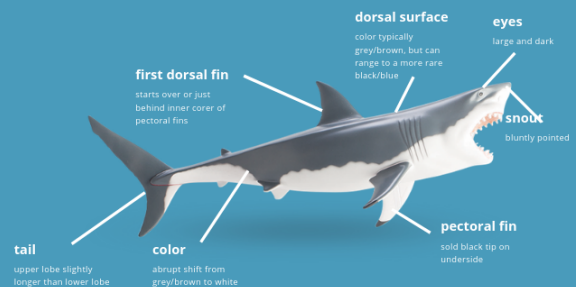


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INFORMATIONAL FLYERS



HOW TO IDENTIFY A WHITE SHARK



HOW TO SAFELY RELEASE A WHITE SHARK

01 **HOOK OUT**

Often, if a shark is turned over onto its back, or held upside down, it will become calm and easy to handle. This allows you to get the hook out of its mouth.

02 **CUT THE LINE**

However, if you are up on a pier on boat and the hook cannot be removed easily and safely, the line should be cut as close to the mouth as possible.

03 **HOOK OUT**

If the shark is quite a distance away, do not cut the line right away, as it would leave a long trail of fishing line. Try to bring it in closer to cut the line closer to the mouth.

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GEAR SHOP POSTERS

FISH SMART SAVE THE SHARKS



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@WHITESHARKS411

Humans and White Sharks CAN co-exist!

Did you know White Sharks play an important role in the marine ecosystem?

White Sharks keep a healthy population control on smaller fish that would otherwise over saturate and lead to the collapse of the marine life cycle?

The collapse of the marine ecosystem would lead to the fall of the fishing industry leading to the loss of millions of jobs. The economy would face a massive hit.

With proper knowledge and caution, we can save White Sharks and the tradition of fishing

THINGS TO KEEP IN MIND

- Keep an open eye for the distinct features of a White Shark
- In the case of a bycatch, please do not throw it back in from high altitude.
- Reel it back into the ocean and cutting the line
- White Sharks are illegal to fish and catch
- Only fish with ethical and proper equipment

SHARKS ARE OUR FRIENDS!
JUST MISUNDERSTOOD

We intend for our posters to raise awareness of proper fishing methods along with White Shark awareness along with proper handling of one should they encounter one.

Coastal Communications will begin unveiling the posters in May running until the end of the summer at these fishing pier locations:

Belmont Veterans Memorial Pier
Pier J
Huntington Beach Pier
Newport Pier

We will also aim to raise awareness at equipment shops:

LB Fishing Supplies Jimmy Caivo
Tackle (Long Beach)
Takas Bait and Tackle (Long Beach)
Turner's Outdoorsman (Long Beach)
Performance Tackle (Long Beach)
Anglers Center (Newport Beach)
J D's Big Game Tackle (Newport Beach)
Ketcham Tackle (Newport Beach)
Mahi Tackle Sportfishing Supplies (Huntington Beach)
CharkBait (Huntington Beach)
Fishermen's Hardware (Huntington Beach)
Lets Go Fishing (Huntington Beach)

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SOCIAL MEDIA

Social Media Guide

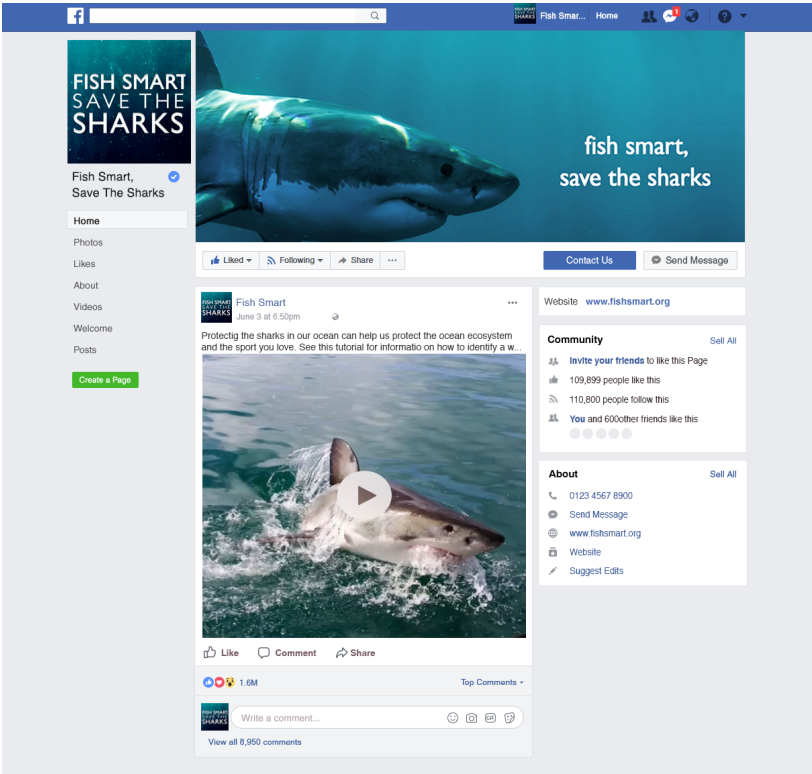
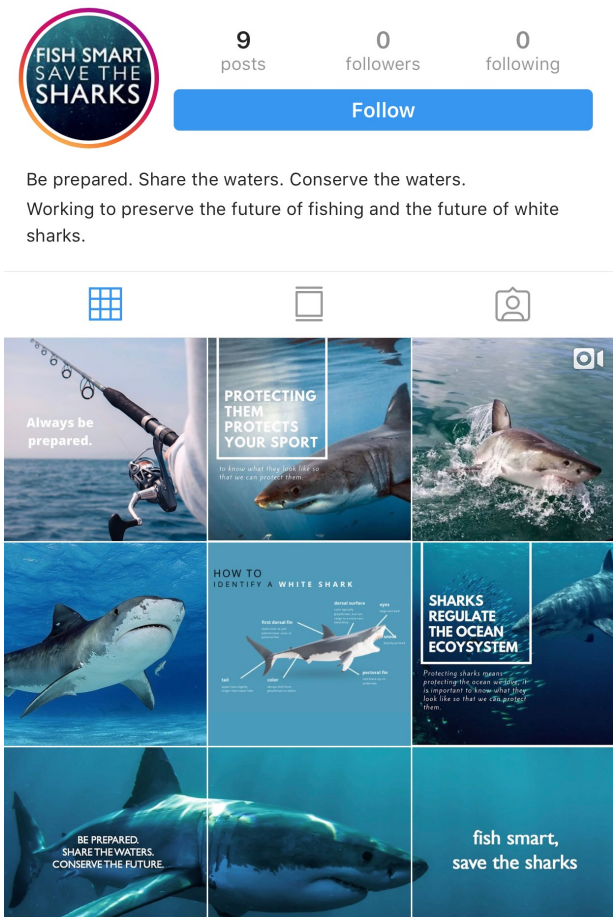
	Instagram	Facebook	HASHTAGS:			
Post Types			#FISHSMART, #WHITESHARKS #BLACKTIPS			
Photos						
Shark stories						
Spotlight on a specific shark the shark lab has encountered or a fascinating story						
Shark fact						
Fact about sharks most people wouldn't know; highlights relevance and significance of keeping them alive						
research/tools highlight						
Point out a research instrument used to find out facts. encourage donations						
Announcement						
events, announcements, etc						
Donations						
encourage donations						
Videos						
BTS of a shark's life - humanizes them						
Event coverage - highlights success and outcome of an event holding						
Tutorial						

JUNE

						SATURDAY
						1
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
2	3	4	5	6	7	8
	Grid (Posts 1, 2, 3)		How To Identify Part 1 FB & IG	How To Identify Part 2 FB & IG	How To Identify Part 3 FB & IG	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
9	10	11	12	13	14	15
	YT Tutorial(YT/FB/IG)		SHARK FACT IG/FB		ALWAYS BE PREPARED IG/FB	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
16	17	18	19	20	21	22
	HOW TO RELEASE INFOGRAPHIC IG/FB			SHARK FACT		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
23	24	25	26	27	28	29
	RESEARCH INSTRUMENT HIGHLIGHT IG/FB			SHARK STORY IG/FB		
SUNDAY						
30						

FISH SMART SAVE THE SHARKS

SOCIAL MEDIA



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MEDIA LIST

Outlet	Contact Name	Title	Phone Number	Email
Long Beach Press-Telegram	Susan Jacobs	Local Editor	310-543-6110	sjacobs@scng.com
Long Beach Post	Melissa Evans	Managing Editor	562-437-5814	melissa@lbpost.com
Long Beach Grunion Gazette	Harry Saltzgaver	Executive Editor	562-433-2000	editor@gazettes.com
Orange County Register	Leo Smith	Local Editor	714-796-7835	leosmith@scng.com
Los Angeles Times	Shelby Grad	Assistant Managing Editor		shelby.grad@latimes.com
Los Angeles Daily News	Ryan Carter	Local Editor	818-713-3729	rcarter@scng.com
The San Diego Union-Tribune	Lora Cicalo	Managing Editor	619-293-1376	lora.cicalo@sduniontribune.com
The Newport Daily News	Annie Sherman	Managing Editor	401-380-2384	asherman@newportri.com
OC Weekly	Nick Schou	Editor	714-550-5900	
Daily 49er	Jennifer Newton	Advertising and Public Relations Advisor	562-985-80000	jennifer.newton@csulb.edu
908 Magazine	Jonathan Murrieta	Head Writer		office@lb908.com

This media list is a contact sheet of topic or location-relative publications that the campaign can send any press releases, media alerts or other announcements to.



FIN

