

Making Conservation Happen:

Maximizing Our Potential in the Policy Arena



Goals for Today's Webinar

- Understand how to safely and effectively engage on public policy issues
- Provide a basic review of the legislative process
- Explore examples of what is and is not lobbying
- Case Study: Magnuson-Stevens Fishery Conservation and Management Act

Agenda

- Introduction: Advocacy & Engagement Begins With Your Guests
- The Potential of Zoos & Aquariums
- Understanding Lobbying Laws
- Case Study: Magnuson-Stevens Fishery Conservation and Management Act
- Key Existing Resources & Talking Points

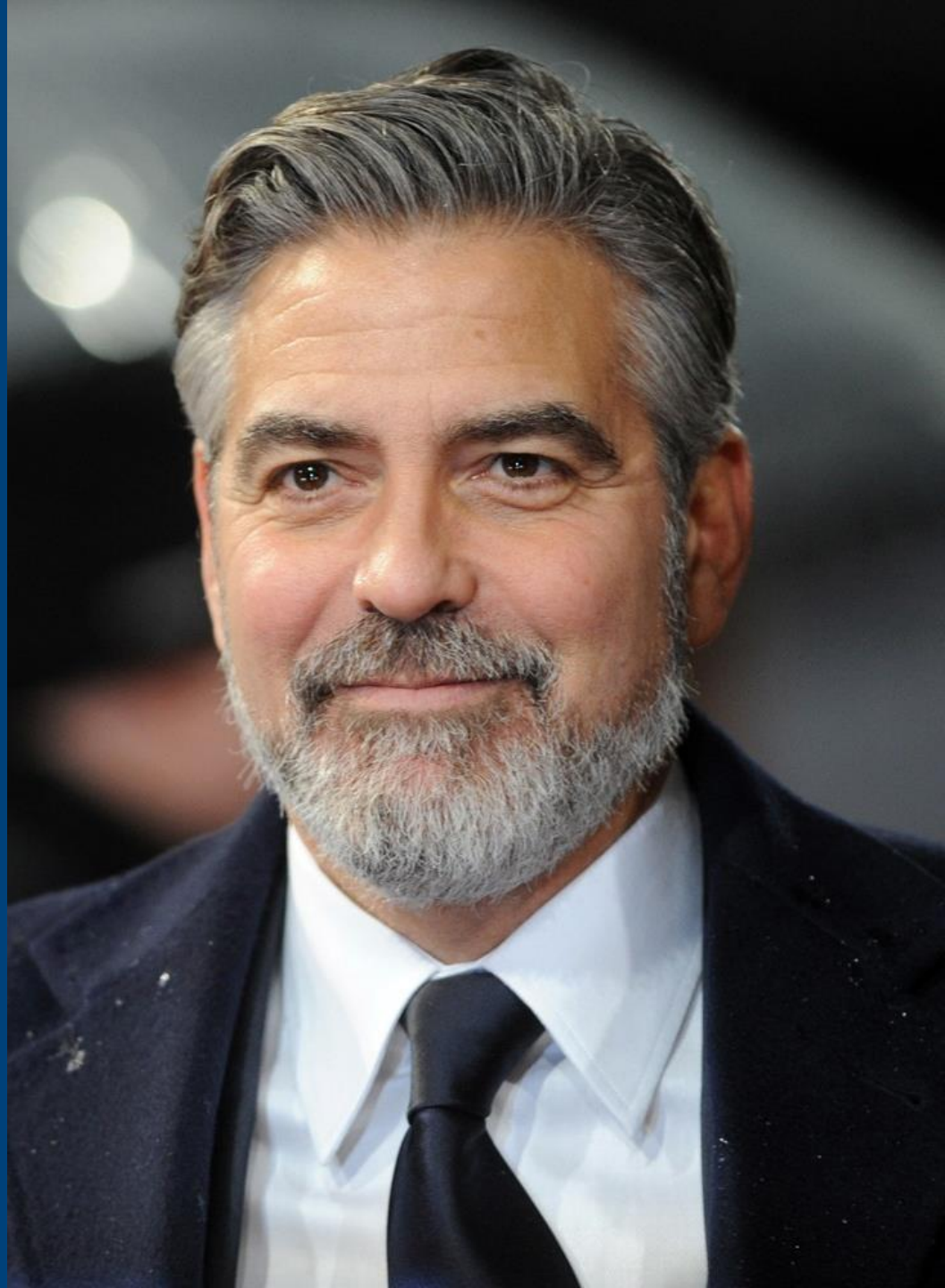


Introduction: Advocacy & Engagement Begins With Your Guests

Tom Adams

Policy Advisor

The Ocean Project



Introduction: Advocacy & Engagement Begins With Your Guests

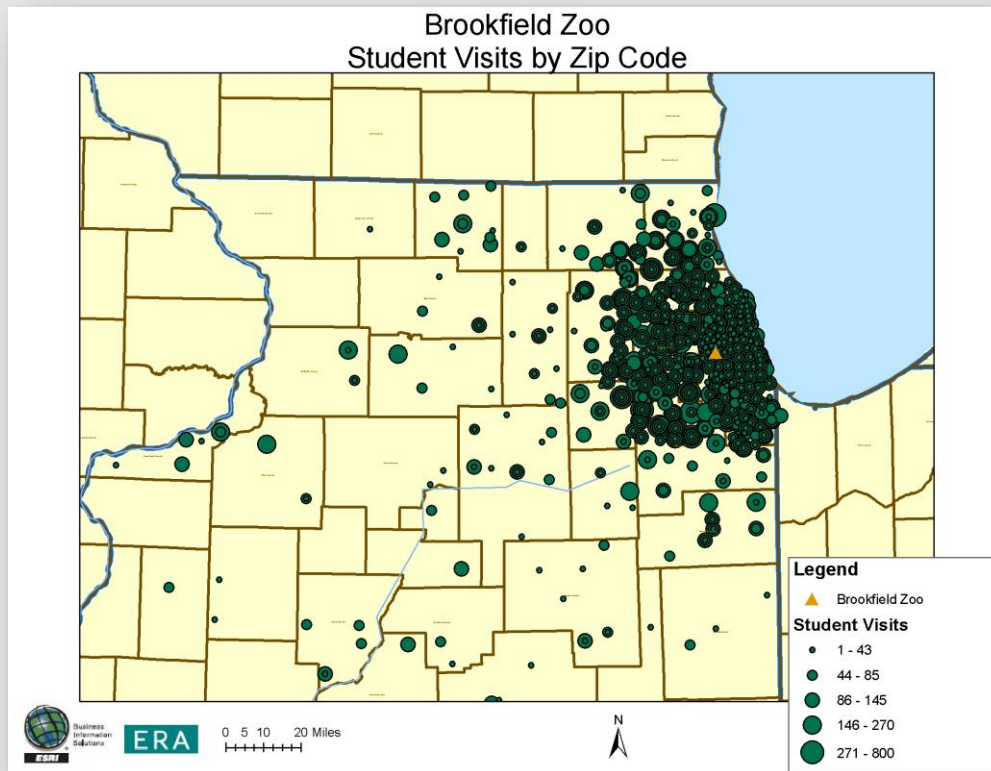


Introduction: Zoo and Aquarium Visitors Vote!

- 70% of people in the United States who visited a cultural entity in the last year report they voted in 2016
- Additional data suggests a person who visited a cultural organization in the last year is *62.5% more likely to vote in the 2018 midterms*



Introduction: Knowing Where Your Guests & Members Live Gives You “Standing” with Public Officials



Brookfield Zoo welcomed student groups from over 40 counties, almost all of which were located in Illinois

Introduction: Knowing Where Your Guests & Members Live Gives You “Standing” with Public Officials



Chicago Zoological Society
Inspiring Conservation Leadership

Brookfield Zoo Facts for 2008



Chicago Zoological Society
Inspiring Conservation Leadership





2,000 jobs
created and
supported.



\$150 million
in economic
activity
generated.



**250,000
schoolchildren**
inspired.



**90,000 member
households**
engaged.



**2.1 million
guests**
welcomed.



**2,100 animals
and 450 animal
species** cared for.



**1,300 Chicago-
area teachers**
trained.



76,000 hours
from **600
volunteers**
contributed.

School Visits by Legislative District

Of the 250,000 students who visited Brookfield Zoo in 2008,
95,000 of them came from 10 legislative districts:

15,632 students State Senator: Holmes State Representatives: Chapa LaVia / Cross	8,133 students State Senator: Hunter State Representatives: Dunkin / Golar
11,419 students State Senator: Viverito State Representatives: Zalewski / Madigan	8,023 students State Senator: Lauzen State Representatives: Schmitz / Hatcher
10,659 students State Senator: Wilhelmi State Representatives: McAsey / McGuire	7,563 students State Senator: Jones State Representatives: Davis / Rita
10,110 students State Senator: Hendon State Representatives: Turner / Collins	6,942 students State Senator: Sandoval State Representatives: Burke / Hernandez
9,355 students State Senator: Radogno State Representatives: Kosel / Durkin	6,895 students State Senator: Hultgren State Representatives: Fortner / Senger

If a school in your district would like to arrange a visit to the natural learning laboratory of Brookfield Zoo, please contact Matthew Mayer at (708) 688-8308 or matthew.mayer@czs.org.

The mission of the Chicago Zoological Society, which manages Brookfield Zoo, is to inspire conservation leadership by connecting people with wildlife and nature.



The Advocacy Potential of Zoos and Aquariums

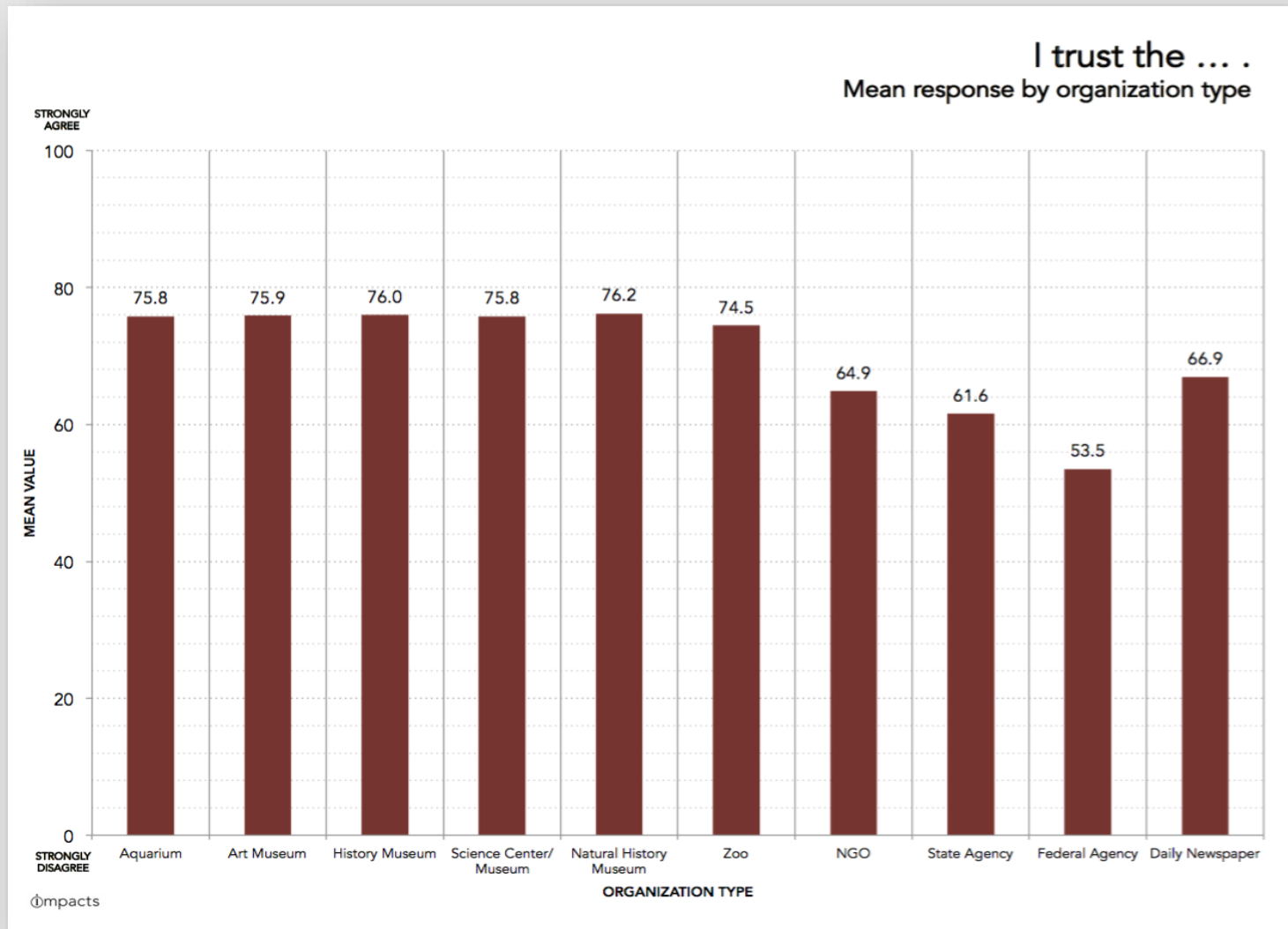
Andrea Densham

Senior Director of Policy and Advocacy

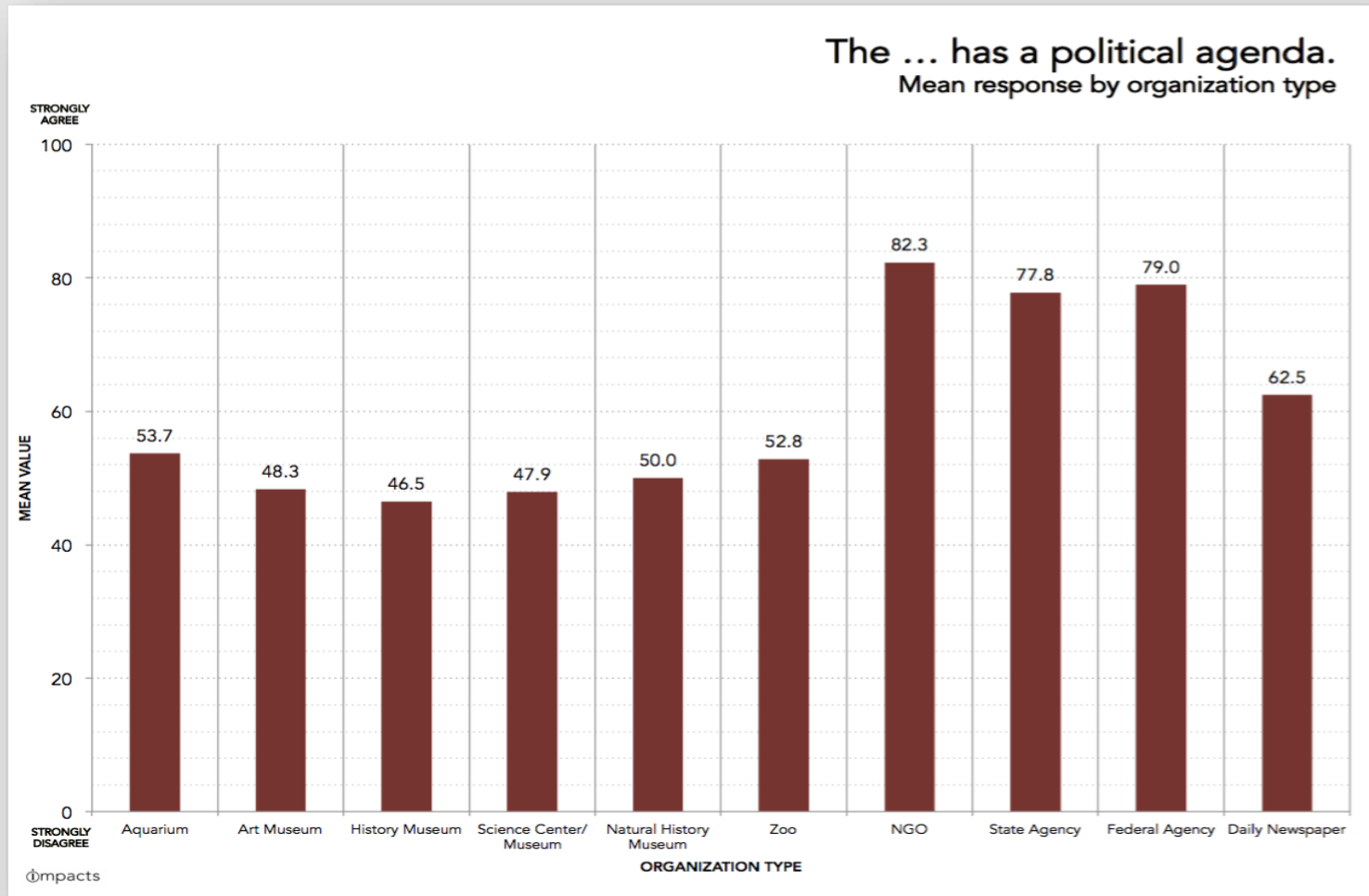
Shedd Aquarium



The Advocacy Potential of Zoos and Aquariums: **Public Trust**



The Advocacy Potential of Zoos and Aquariums: **Not Seen as Having a Political Agenda**



The Advocacy Potential of Zoos and Aquariums: **Visitors want you to recommend action**

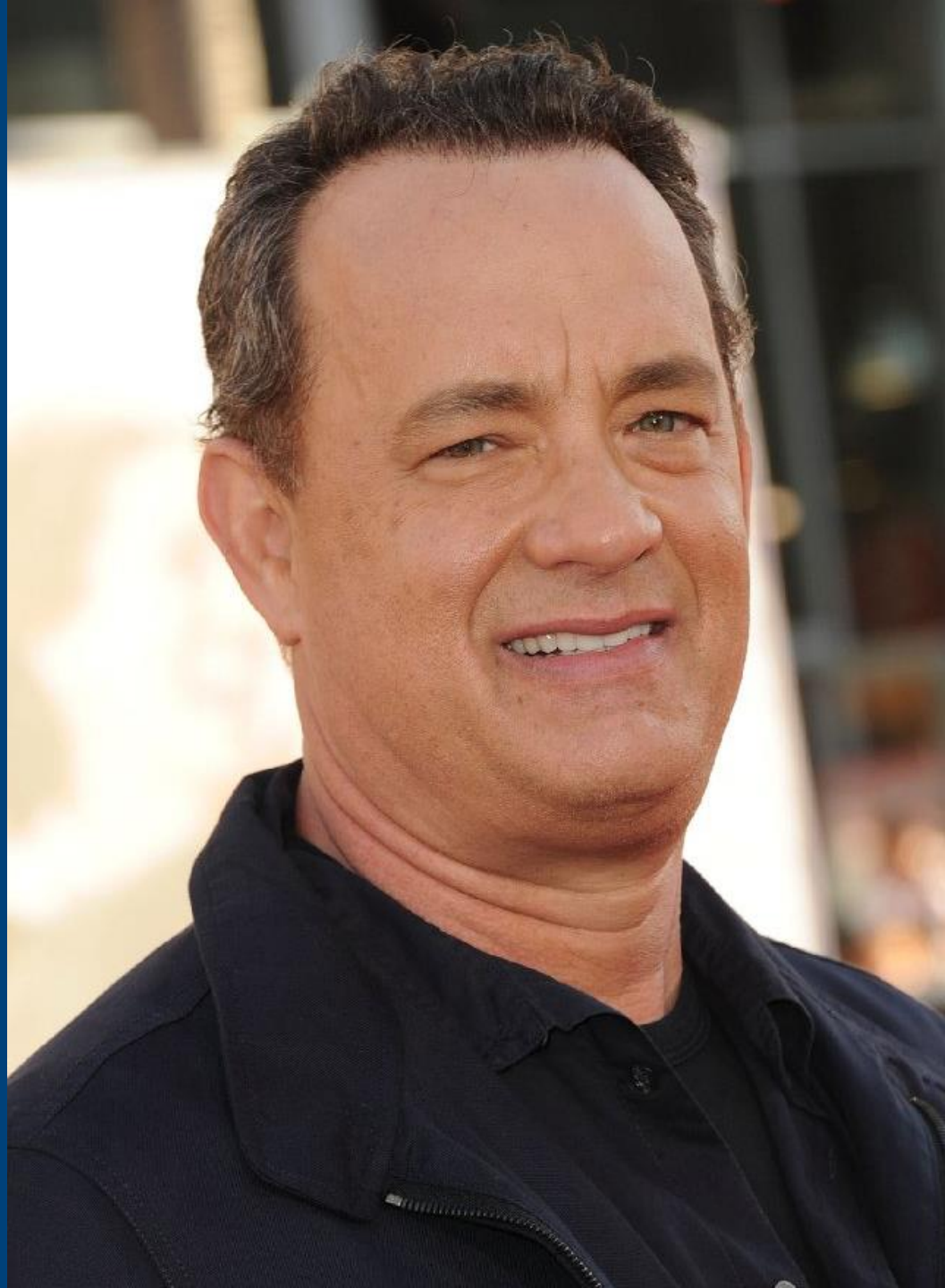


Understanding Lobbying Laws

Tom Adams

Policy Advisor

The Ocean Project



Abbreviated Discussion of Lobbying Laws

Before you engage on an issue you need to do two things:

- Know the law
- Have plenty of coffee



IRS Lobbying Definitions

15% of your annual budget may be used for activities that legally constitute lobbying

Grassroots Lobbying

Asking people to contact a public official to take a specific action on a legislative or regulatory matter

Direct Lobbying

Asking a public official to take a specific action on a legislative or regulatory matter

“Please cosponsor and vote for the Motherhood and Apple Pie Act”

Don't Confuse Lobbying With Education

- Talking about the importance of an issue:
 - **"Climate change is affecting oceans"**
- Saying a place/animal needs protection:
 - **"By restoring the Everglades we can help save the Florida Panther and many other threatened and endangered species"**
- Explaining possible conservation solutions:
 - **"By removing the outdated Elwha Dam we can restore salmon their historic runs"**

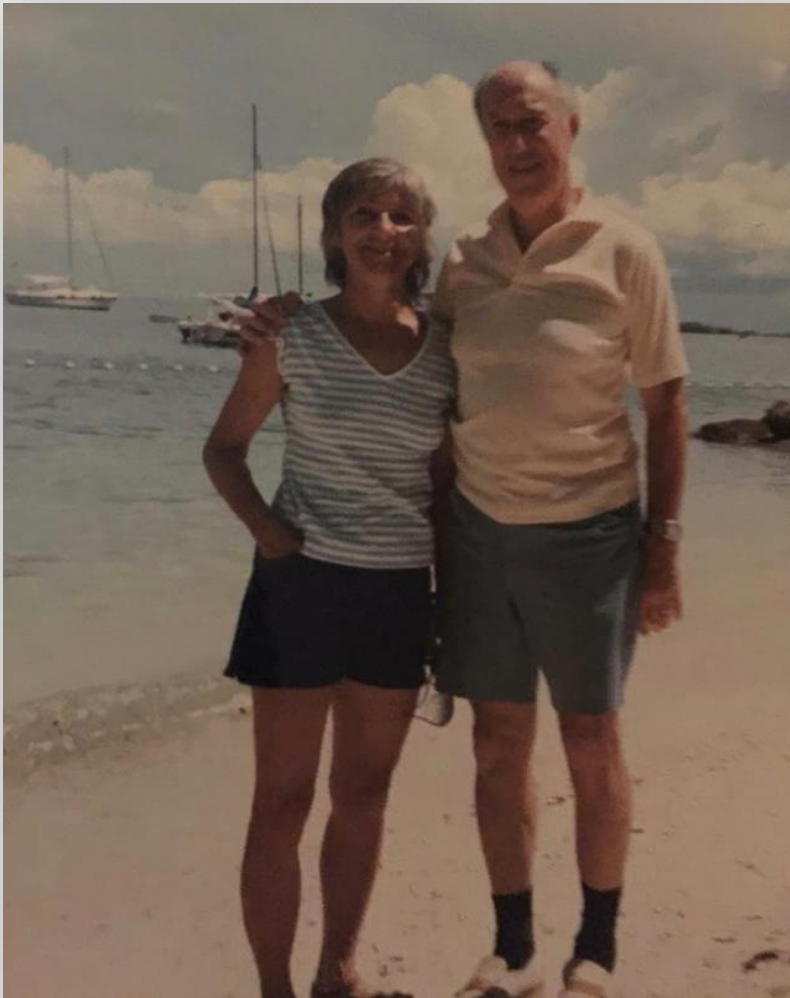
Lobbying or Education, What do you Think?



Congressional Authorization and Appropriations Processes



Difference Between Congressional Appropriations & Authorizations



- My father was cheap but permissive. So we asked him for permission -- he "authorized our behavior."
- My mother was less permissive but more generous – we asked her for money – she "appropriated funding for our activities."

For example: Current Legislation to Reauthorize Magnuson-Stevens Act

H.R. 1520/200
introduced



Referred to House Resources
Committee



Referred to Water, Power and
Oceans Subcommittee

S. 1520 introduced



Referred to Senate Commerce,
Science and Transportation
Committee



Referred to Oceans, Atmosphere,
Fisheries and Coast Guard

Case Study: Magnuson- Stevens Fishery Conservation and Management Act

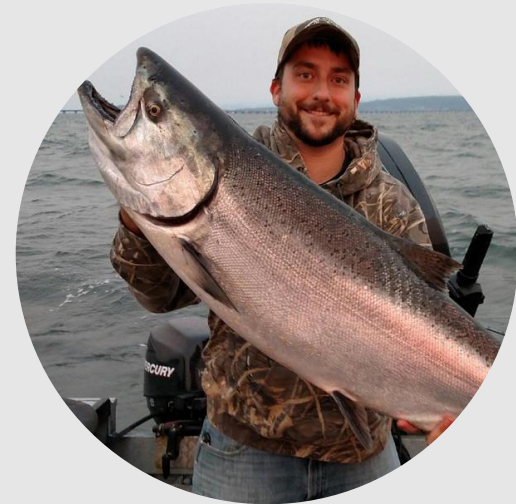
Matt Mullin

Marine Fish Conservation Network



Magnuson-Stevens Act: A 40-Year Bipartisan Success Story

- In 2006 Congress began requiring scientifically derived catch limits and creation of measures so that catch limits are not exceeded.
- Enacted in 1976 to promote American commercial fishing and keep foreign vessels from fishing in U.S. waters
- Congress amended the law in 1996 and in 2006 and prioritized recreational fisheries management, science, and conservation.

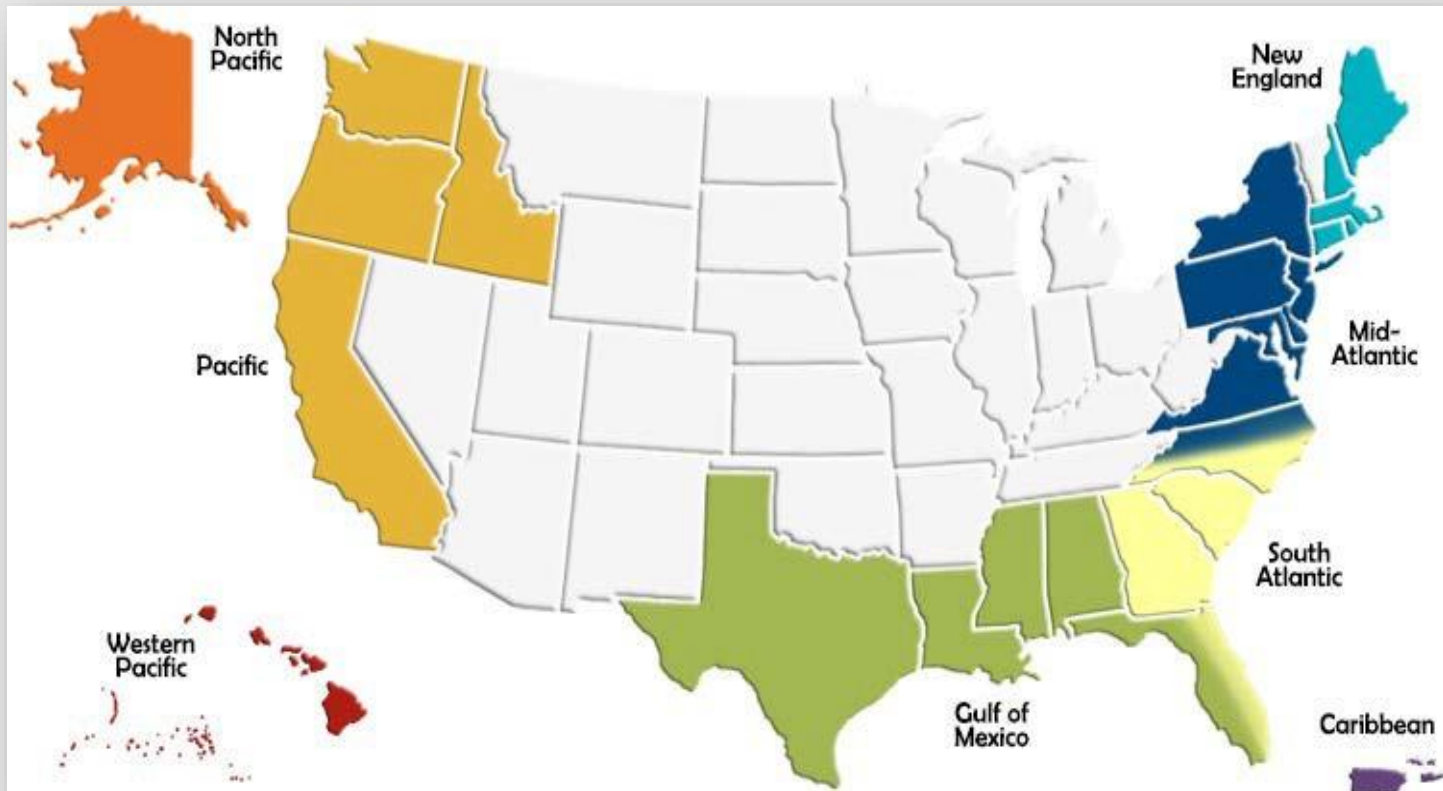


Recreational fishing in
Oregon

Credit: Bob Rees

8 Regional Fishery Management Councils...

...overseen by National Marine Fisheries Service (**NMFS**), a division of **NOAA**.



An International Model: Magnuson-Stevens is Working

A National Marine Fishery Service index shows steady progress in restoring the health of America's fisheries:

- 41 fish stocks rebuilt since 2000.
- 2/3's of overfished stocks that were put in rebuilding plans either were rebuilt or made significant progress by 2013
- According to NOAA's latest economic report, U.S. commercial fishing generated an estimated \$51 billion and recreational fishing generated \$63 billion in sales impacts



Communicating on Public Policy



Communicating on Public Policy

Mystic Aquarium's Campaign for the Northeast Canyons and Seamounts National Marine Monument



Communicating on Public Policy

Your Youth Engagement and Education Participants Grow Up to be Voters



Communicating on Public Policy

Your Education Materials Can Create an Educated Base that Can Be Engaged and Mobilized



SEATTLE AQUARIUM Cetacean fact sheet

What are cetaceans?

Whales, dolphins and porpoises are all marine mammals that belong to the taxonomic order Cetacea. Cetaceans have streamlined bodies with a flat tail made up of two horizontal flukes for locomotion, and pectoral fins for steering. Many cetaceans can dive very deep and hold their breath for a considerable time (a Cuvier's beaked whale can dive for more than two hours) but they all must come to the surface to breathe air through a blowhole on the top of their heads. There are about 81 known species of cetaceans and some can be found in Puget Sound on a regular basis. Cetacean species are divided into two groups.

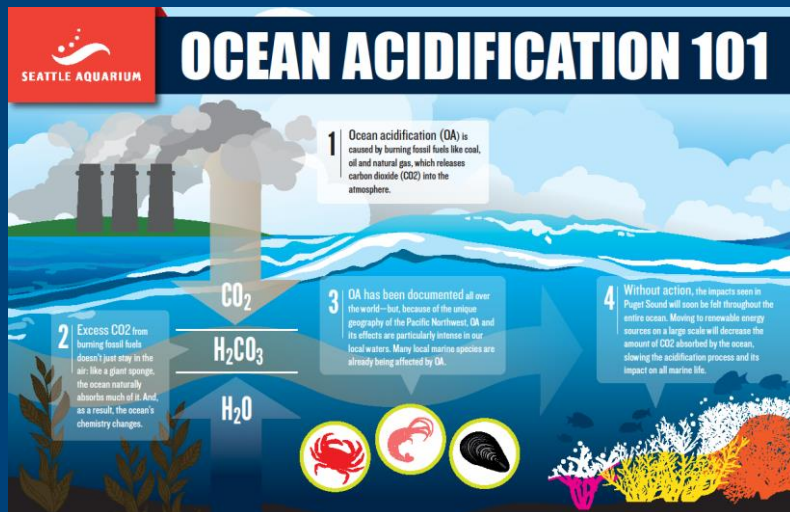
BALEEN WHALES

Baleen whales belong to the suborder Mysticeti. These whales lack teeth and instead have hundreds of rows of baleen plates that hang down from their upper jaws like the teeth of a comb. The baleen is used to strain food from the water. Baleen whales are the largest animals on Earth, yet they feed on some of the smallest animals in the ocean. They exhibit annual migrations and females tend to be larger than the males. Baleen whales have two exterior blowholes and can often be identified by the shapes of their "blows," which occur when the warm air being expelled from their lungs vaporizes as it meets the colder surface air.



TOOTHED WHALES

Toothed whales, which include dolphins and porpoises, belong to the suborder Odontoceti. They use echolocation for navigating as well as hunting and chasing prey. Echolocation clicks are produced in the nasal passages and directionally focused by a fatty organ on the head called a melon. The focused clicks encounter solid objects and then echo back to the animal. The sound is received through fat-filled cavities in the lower jaw and transmitted to the ear bones and brain. Most toothed whales are social animals and live in groups, called pods. They don't usually migrate and males are larger than females. Toothed whales have one exterior blowhole, though they have two nasal openings in their skull.



CORALS:

WARM WATER VS. COLD WATER

Most people associate corals with warm, tropical waters—but did you know that a stunning variety of corals live off the coast in the decidedly chilly waters of the Pacific Northwest?

Warm-water corals:

- Build reefs
- Most species need clear water so light can reach the photosynthetic algae that provide nourishment
- Live closer to the surface
- Require water temperature of more than 64 degrees F

Cold-water corals:

- Generally do not build reefs
- Do not need sunlight to survive; they feed on plankton and organic particles
- Are found at depths ranging from 10 feet to over 6,000 feet
- Live in temperatures as low as 39 degrees

SEATTLE AQUARIUM
Inspiring Conservation of Our Marine Environment

You can see both warm—and cold-water corals at the Seattle Aquarium!

Communicating on Public Policy:

Three pilot projects



MYSTIC
AQUARIUM

Primary goal: Engage visitors to (1) raise their awareness of, and (2) document their support for science-based fisheries management



SEATTLE AQUARIUM

Secondary goal: Engage visitors in a way that maintains, if not improves (1) the quality of their experience and (2) their perceptions of aquariums as conservation leaders

Tell a common story that begins with a local species that is recovering, connects that local species with national policy, includes the carryover benefits to the surrounding environment and local community, relays urgency, and asks for a show of support



Test the efficacy of three different tactics: Video presentation, dive show talk, and serving seafood samples

Existing Resources & Talking Points



Key Existing Resources

1. Members, guests, community partners
2. Venue and events
3. Staff, board, donors, volunteers and vendors – and sometimes unions
4. Website and social media operations
5. Public relations and marketing operations
6. Media and corporate partners
7. Brand
8. “Friends and family” at other aquariums, zoos and museums

Key Talking Points

1. Your economic impact is as significant as it is different
2. Your jobs can't be exported to another community, state or country
3. Your leaders are community leaders
4. Your programs help kids learn science & other cool stuff
5. Partners with local schools
6. Your institution has served generations of customers
7. Your views are guided by science – not politics
8. Your field conservation programs = “Walk the Walk”

Additional Resources

- **Spitfire Strategies**
 - A women-owned communications and advocacy firm that specializes in the needs of non-profit clients has a number of free advocacy/communications planning guides. Here are two we recommend:
 - Discover Your Activation Point – to help you decide where to start and how best to achieve your desired results
 - Smart Plan – Before you decide to engage your resources on an issue, especially one with local implications, use this planning guide to help you assess how best to position yourself for success and anticipate and plan for the potential backlash that could result from you taking a stand
- **Conserve Fish**
 - For more information on fisheries issues and Magnuson-Stevens Act we recommend Marine Fish Conservation Network, comprised of fishermen, conservationists, scientists and citizens united around the shared mission of conserving and revitalizing the ocean and fisheries
- **Know Your Own Bone**
 - Coleen Dilenschneider's blog provides a wealth of information and data relevant to cultural institutions and the source for the information and slides regarding voter participation and public attitudes and trust of zoos, aquariums and museums
- **The Ocean Project**
 - Stay up to date on our programs, future webinars, pilot projects, and World Oceans Day

Thank you!

If you have any follow up questions or need information or advice on possible engagement activities, please contact **Tom Adams** at tadams@theoceanproject.org

Please look for follow-up materials that will include a more detailed deck of PowerPoint slides containing additional information and answers to all questions asked – including those we are not able to answer today due to time constraints

Contact us if you are interested in an on-site advocacy and engagement training sessions for your organization

