



The California Marine Sanctuary Foundation is excited to announce openings for internship positions. We're seeking applicants with an interest in ocean education and outreach with an emphasis on generating greater awareness of and support for California's marine protected areas. Ideal candidates will be self-motivated and will work closely, but independently, with Sanctuary Foundation staff on one or more projects (see below).

Applications will be considered from currently enrolled undergraduate students as well as students who have recently graduated from an undergraduate program. While this position is unpaid, our Foundation maintains close collaborations with several organizations throughout California who often seek highly qualified job applicants. Upon successful completion of this program, we will be glad to point you towards potential employers and write letters of recommendation on your behalf.

Interested applicants should submit the following to CMSF@CaliforniaMSF.org for consideration:

- A cover letter stating your interests, what you hope to gain from this experience, and a description of your qualifications.
- Your CV or resume
- Two references or two letters of recommendation

California Marine Sanctuary Foundation (CMSF)

Founded in 1995, the California Marine Sanctuary Foundation supports the Monterey Bay and Channel Islands National Marine Sanctuaries and California's statewide network of Marine Protected Areas (MPAs), and works to advance the understanding and protection of many other important coastal and ocean resources in California.

The organization partners closely with the National Marine Sanctuaries in California, and engages in areas of special focus and as a fiscal sponsor for ocean and coastal-related initiatives in California. Much of the work involves supporting government agencies in a public/private partnership model. California's network of marine protected areas (MPAs) is one of our major strategic areas of focus.

Marine Protected Areas in California

The Marine Life Protection Act (MLPA) was passed into state law in 1999, and directs the state of California to design and manage a network of marine protected areas (MPAs) in order to protect marine life and habitats, marine ecosystems, and marine natural heritage. The MLPA is



also meant to improve recreational, educational and study opportunities provided by marine ecosystems that are subject to minimal human disturbance. In the past 8 years, a coastal statewide network of 124 marine protected areas has been implemented in California. The California Marine Sanctuary Foundation is supporting the implementation of the MPAs by addressing some of the challenges in the area of interpretation, education and outreach, by developing additional resources and creating key partnerships in order to complement and enhance the state's efforts.

Under the direction of Sanctuary Foundation staff, interns will:

Assist with communications, outreach, education and marketing to help: 1) Create a greater awareness and stewardship of the statewide network of MPAs; 2) Expand infrastructure for capturing and disseminating education and outreach materials via the internet, and support for product development and deployment in selected areas, and 3) Increase communication and collaboration among agencies and organizations involved in MLPA education and outreach; research and monitoring; enforcement

We have proposed a few projects below:

I) **2 Credit** (6 hours/week)- *Increase exposure for the Google MPA tour statewide. Each regional tour features basic information for visiting residents and tourists, embedded links, text, photos and videos for each of the 124 statewide MPAs. We seek an intern to help:*

- a. Increase web traffic to information on MPAs by linking to and from the Google MPA tour website.
 - Market Google MPA tour for hosting on the web. Target state and local agencies (state parks, local city government), chambers of commerce, local and regional tourism boards and organizations, ocean recreation businesses, ecotourism companies, etc.
 - Expand audiences to reach aggregator websites such as Yelp, Trip Advisor and Visitor and Convention Bureaus.
- b. Investigate and strategize new uses or venues to target

II) **2 Credit** (6 hours/week)- Synthesize resource management, scientific and policy information on marine protected areas around the world for public audiences for a variety of purposes (e.g. web site, white papers, workshops and trainings, etc.). The project can include the following components:



- a) Expand our repository of MPA case studies, and edit the content to make it easily accessible for lay audiences, including ecological, economic, and cultural information for communication with a variety of stakeholder audiences.
- b) Create a summary WORD file with examples of success for the different types of MPAs around the world, identifying the specific management actions and MPA response (with respect to ecological, cultural, economic) factors.
- c) Capture anecdotal stories from MPAs along the West Coast of North America drawing on the extensive network of collaborators in MPA implementation along the Pacific.
- d) Expertise with communications and strong writing skills required. Content will be featured on the CA MPAs website and in newsletters.

III) 5 Credit (12-15 hours/week)- *Investigate and synthesize various models used by partners across the state to conduct outreach to local ocean recreation businesses. Additionally, intern will interact with and deliver MPA presentations to businesses within the Monterey Bay community.* The project includes the following components:

- a. Research various partner strategies across the state for conducting MPA outreach to ocean recreation businesses.
 - Examples include Heal the Bay, WILDCOAST, Channel Keepers, etc.
- b. Following thorough research, compile a publication on the "Top 10 Models Across the State".
- c. Master and deliver a 25-30 minute presentation on California's MPAs to local ocean recreation businesses.

IV) 2 Credit (6 hours/week)- *Market and modify existing MPA 101 webpage to be featured on various partner websites across the state. The MPA 101 content provides a general overview the state network of MPAs.*

- a. Target 1-2 partners per region to host the MPA 101 on their web page.
 - Examples include state parks, local city government, local and regional tourism boards and organizations, ocean recreation businesses, etc.
- b. Modify MPA 101 content to fit the specific needs of partner organizations.

V) (2 or 5 Credit) *Creation and modification of audience-specific news articles and publications.*

- a. Target audience may include Harbors and marinas (boaters), NGO's (marine and terrestrial), local city governments and tourism boards.
- b. Identify available opportunities for hosting of CMSF articles and publications.
 - E.g. FishWire, FishTrack, Surfline, Western Outdoor News, local newspapers, etc.