



# Electronic Outreach

Partners Meeting  
January 31, 2011

Nick Laurrell  
Fish Contamination Education Collaborative



# The Five Parts

1. Website

2. Facebook

3. Youtube

4. eNewsletter

5. Blog



# eNewsletter





# eNewsletter Statistics

9 issues

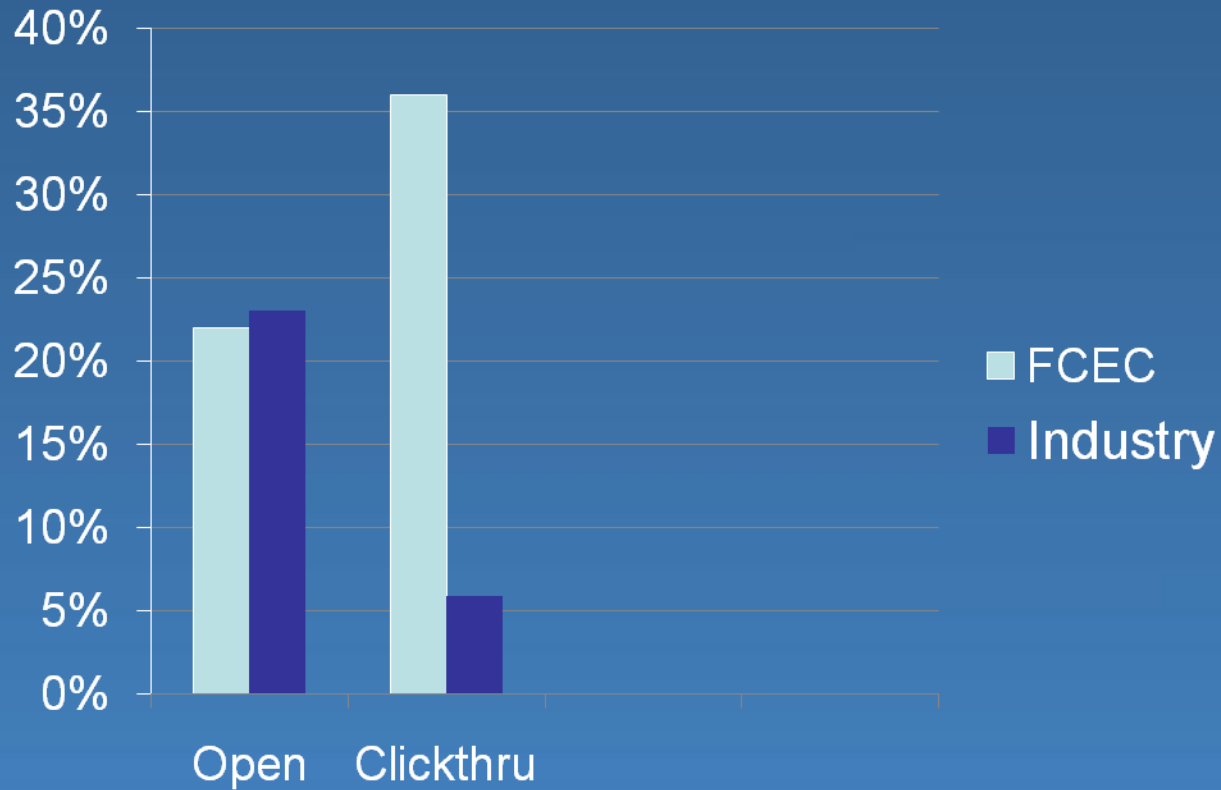
581 contacts

Up from 102 contacts for issue 1

470%



# eNewsletter





# eNewsletter



Fish Contamination  
Education Collaborative



[www.pvsfish.org](http://www.pvsfish.org)

December 2010 / Issue 9

## Our Readers Have Spoken



EPA's Carmen White shares the latest on the [collaborative](#) and [summarizes](#) what you, our readers, told us you enjoyed most from our newsletter and [blog](#).

+ [Read More](#)

## Eat Outside of the Box



What do quinoa salad with pomegranate vinaigrette and farm-raised rainbow trout in fennel onion marmalade have in common? Does your [favorite restaurant](#) serve sustainable fish? Win free [aquarium](#) tickets by eating well. [Here's](#) how.



FCEC wants to hear from you! So post a comment on our [Facebook wall](#) and let us know what you think about our [blog posts](#) and [YouTube videos!](#)

**FCEC is on  
Facebook!**

**Become a fan  
of FCEC!**



# Youtube





# Youtube

<http://www.youtube.com/user/FCECvideos>

2,000 views

30 videos in 3 months

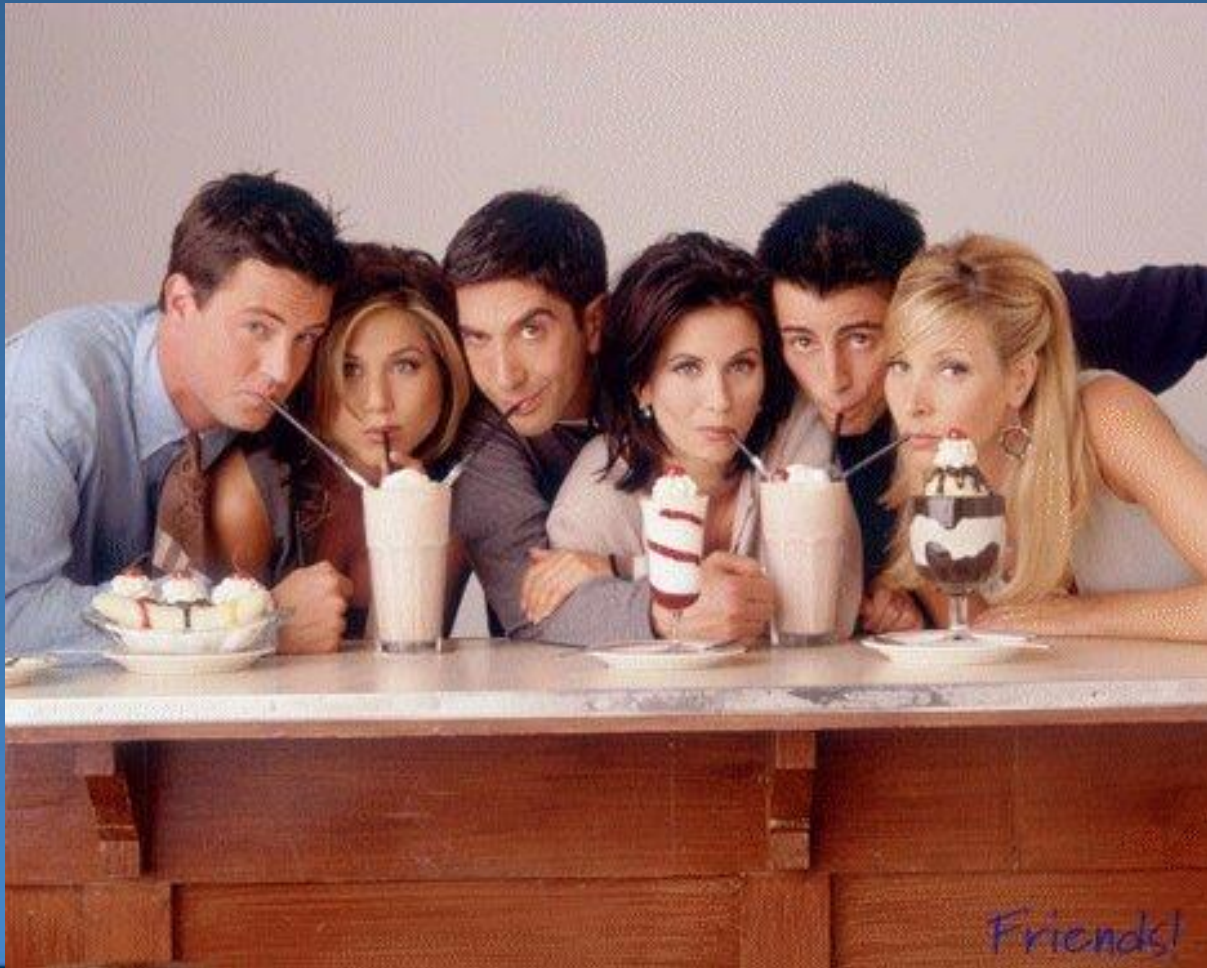
The screenshot shows the YouTube channel page for 'FCECvideos'. The channel has 1,118 views and 6 subscribers. The profile information includes: Channel Views: 1,118; Total Upload Views: 1,916; Style: Educational; Age: 25; Joined: April 20, 2010; Last Visit Date: 3 days ago; Subscribers: 6; Website: http://www.pvsfish.org/. The 'About Me' section states 'The Fish Contamination Education Collaborative'. The 'Subscribers (6)' list includes EarthArmy, MyReNChMaSa, seafoodfo..., cubanetta, marpresto..., and UPSRING. The 'Friends (3)' list includes davidkell..., lucaebosurgi, and marpresto. The 'Channel Comments' section is empty, with a message 'There are no comments for this user.' and an 'Add Comment' button.

Profile	Subscribers (6)	Friends (3)
<b>Channel Views:</b> 1,118		
<b>Total Upload Views:</b> 1,916		
<b>Style:</b> Educational		
<b>Age:</b> 25		
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<b>Subscribers:</b> 6		
<b>Website:</b> http://www.pvsfish.org/		
<b>About Me:</b> The Fish Contamination Education Collaborative		





# Facebook





# Facebook



*No one likes to be the first person to the party*



# Facebook

f Fish Contamination Education Coll... x

Google x +

## 91 People Like This



Sherry Carpenter



Herwin Icasiano



Leana Rosetti



Refugio Reg



Virgie Van Zandt



Joseph Macias

## Favorite Pages

6 of 18 Pages

See All



Cabrillo Marine Aquarium



CA Department of Public Health



Department of Toxic Substances Control (DTSC)



Mackerel



Kerosene



The Fish Sniff



13 hours ago · Like · Comment



**Fish Contamination Education Collaborative (FCEC)** That's quite a few mackerel, Boun. Thanks for sharing!

13 hours ago · Like



**Boun Prasert** Yeah, it was a good mackerel day...right on, no worries.

13 hours ago · Like



**Nick Laurell** mackerel coming = fishermen coming

7 minutes ago · Like

Write a comment...



**Frankie Orrala** Angler Outreach Worker with a sea star at Pier J



14 hours ago · Like · Comment



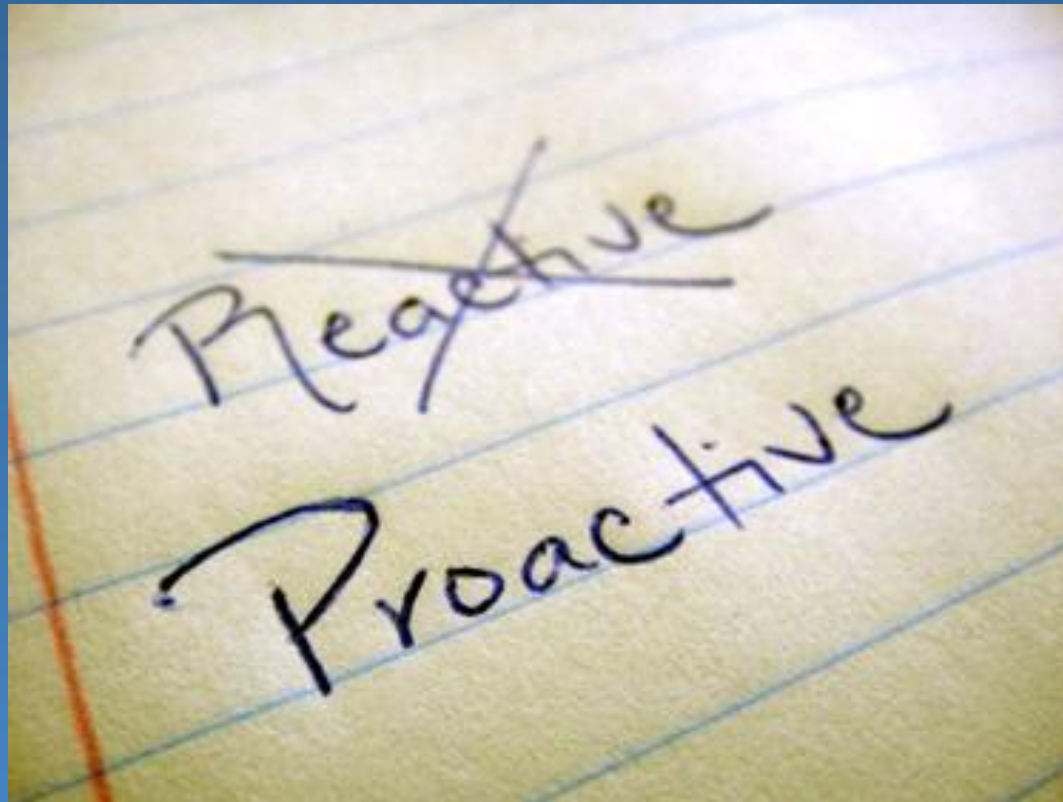
**Jeanette Garcia** That's awesome!

12 hours ago · Like

Write a comment...



[www.pvsfish.org](http://www.pvsfish.org)





[www.pvsfish.org](http://www.pvsfish.org)

## Content Management System (CMS)





[www.pvsfish.org](http://www.pvsfish.org)

## Search Engine Optimization (SEO)

- Number 4 in Google Search “fcec”
- Number 5 in Google search “Palos Verdes Shelf Superfund Site”
- Number 9 in Google search “fish contamination”
- Number 19 in Google search “healthy fish to eat”
- Number 22 in Google search “white croaker”
- Number 33 in Google search “California fishing”
- Number 95 in Google search “pier fishing”



# Blog

FCEC



## Whole Foods Takes the Lead in Labeling Sustainable Seafood

Posted by FCEC | January 14, 2011

Have you ever walked down the seafood aisle at your local grocer and tried to figure out how sustainable its fish are?

With a wide range of labels—organic, sustainable, dolphin safe, sustainably farmed—you might get confused about which fish are eco-friendly and safe for your health.

Thankfully, supermarket chain [Whole Foods](#) has become the first major retailer to provide consumers with [seafood sustainability ratings](#) that are easy to understand. They were announced last September and were designed together with the [Blue Ocean Institute](#) and Monterey Bay Aquarium's [Seafood Watch](#) program; it's a great addition to the store's existing label for [responsibly farmed seafood](#).

The ratings are color-coded like a stoplight: red means the species is not caught sustainably, yellow means there may be some issues, while green is your best choice for sustainability.

Blogger [Lauren from Sensei Talks](#), who writes about health and wellness, explains that Whole Foods gives a product the green label if the supplying fishery keeps the species' population abundant and uses catching methods that do not harm natural habitats or other marine life.

Although Whole Foods currently carries red-labeled products, it plans to phase them out by Earth Day 2013.





# Integration



- Home
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- Education
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- California Fishing

## User Navigation

FCEC



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→ Select Language ▼

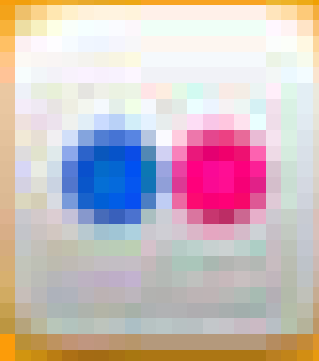
## Welcome to FCEC!

**The Fish Contamination Education Collaborative (FCEC)** is the public outreach and education component of the United States Environmental Protection Agency's (USEPA) program to protect the most vulnerable populations from the **health effects** of consuming contaminated fish related to the Palos Verdes Shelf Superfund Site.





# Excuse the Blur...





# We're Up... Waaaaay Up



55% Web Traffic



14% Friends in 1  
month



# THE END

