



2nd Annual Fisherman Appreciation Day

Santa Monica Pier

June 25, 2011



FAD – Santa Monica

- Location: End of Santa Monica Pier, behind Mariasol
- Date: Saturday, June 25, 2011
- Time: 11:00 a.m. to 2:00 p.m.





FAD – Santa Monica

- More than 250 community members were educated on the Palos Verdes Shelf fish contamination issues and the following materials were distributed:
 - Tip Cards
 - English: 152
 - Spanish: 50
 - Informational Brochures
 - English: 9
 - Vietnamese: 1
 - Chinese: 2
 - Vietnamese Recipe Brochure: 1
 - Tote Bags: 46
 - Stickers: 33
 - Fishing Grab Bags: 50






FAD – Santa Monica

- At check-in, anglers were asked to fill out surveys which were designed to understand their fish consumption habits.

– Fish Consumption Surveys

- 43 Completed Surveys


Fisherman's Appreciation Day | Participant Survey | June 31, 2010

Thank you for attending the Fisherman's Appreciation Day Celebration. We appreciate your participation in today's presentation, and hope you took away some valuable pointers. Since we're always trying to improve, please take the time to fill out this brief survey. The information you provide will remain anonymous and confidential.

[[Background Information]] Before we start, tell us a little about yourself:

1. Gender (Circle One) male female refused

2. With which ethnic/racial group do you most closely identify?

Canadian	Chinese	Polynesian	African	Latino/a	Native American
African American	Caucasian/White	Vietnamese	Pacific Islander	Other: _____	Refused

3. What is your approximate age?

18-29	30-39	40-49	50-59	60+
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4. What language are you most comfortable speaking? (Circle all that apply)

English	Spanish	Portuguese	French	Spanish	Chinese
Other: _____	Tagalog/Pinoy	Italian	Vietnamese	Other: _____	Refused

5. What is your ZIP code? _____

don't know/refused

[[General Fishing Habits]] Now, let's talk about fishing:

6. Have any outreach workers on the piers talked to you about what kind of fish you catch?

yes no don't remember

7. Have you heard anything about any of these fish being contaminated?

barred sand bass:	yes	no	white croaker:	yes	no	topamato:	yes	no
black croaker:	yes	no	barraouta:	yes	no	halibut:	yes	no
rockfish:	yes	no	yellow croaker:	yes	no	salmon:	yes	no

8. What do you usually fish for? (Circle all that apply)


barraouta	rockfish	yellowtail	yellow croaker	halibut	salmon	shark	black croaker	guitarfish
blue perch	spinyfin	quinnat	white croaker	corona	hoo-baa	anything	jacksmelt	scorpionfish
sea-bass	snapper	other: _____	other: _____	other: _____	other: _____	other: _____	other: _____	other: _____

9. How often do you go saltwater fishing in Southern California? (*IF NEVER skip to question 20*)

never	a few times in my life	a few times a year	once a month	once a week	a few times a week	everyday
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10. How often do you go fishing between Santa Monica Pier and Seal Beach Pier? (*IF NEVER skip to question 20*)

never	a few times in my life	a few times a year	once a month	once a week	a few times a week	everyday
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Fisherman's Appreciation Day | Participant Survey | June 31, 2010

The following questions only refer to fish caught between Santa Monica Pier and Seal Beach Pier. If you catch or eat these fish from a different area, but not from the specified location, then please select N/A as your answer.

11. What do you usually do with the white croaker you catch between Santa Monica Pier and Seal Beach Pier? (Circle all that apply)

eat give to friends/family use as bait other: _____ don't know/refused N/A

12. What do you usually do with the topmatt you catch between Santa Monica Pier and Seal Beach Pier? (Circle all that apply)

eat give to friends/family use as bait other: _____ don't know/refused N/A

13. What do you usually do with the barred sand bass you catch between Santa Monica Pier and Seal Beach Pier? (Circle all that apply)

eat give to friends/family use as bait other: _____ don't know/refused N/A

14. What do you usually do with the black croaker you catch between Santa Monica Pier and Seal Beach Pier? (Circle all that apply)

eat give to friends/family use as bait other: _____ don't know/refused N/A

15. What do you usually do with the barraouta you catch between Santa Monica Pier and Seal Beach Pier? (Circle all that apply)

eat give to friends/family use as bait other: _____ don't know/refused N/A

16. How long have you been fishing (in your lifetime) in Southern California?

<1 year	1-2 years	3-5 years	6-10 years	10-15 years	15-20 years	20+ years
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17. How long have you been fishing (in your lifetime) between Santa Monica Pier and Seal Beach Pier?

<1 year	1-2 years	3-5 years	6-10 years	10-15 years	15-20 years	20+ years
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18. How often do you eat the fish that you catch between Santa Monica Pier and Seal Beach Pier? (*IF YOU DON'T EAT FISH caught in this area: skip to question 20*)

never/don't eat 1 or less times more than 1 or 2 times

19. And for these fish that you catch, how often do eat just the fillet, with the skin off?

never	never	sometimes	always	always	don't know/refused
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[[Follow-Up Information]] Let's keep in touch:

20. We'd like to keep in touch with you about local fish contamination issues through our newsletter. Could you please provide us with your email address?

email: _____ don't know/refused

21. We'd like to follow up with you in a month to conduct one last survey about your fishing practices. Could you please provide your contact information and the best time to reach you below? Thank!

email: _____ don't know/refused


phone: _____ don't know/refused

best time to call: _____ no preference



FAD – Santa Monica


Materials Given Away



THE FISH CONTAMINATION EDUCATION COLLABORATIVE

PROTECTING PUBLIC HEALTH AND REDUCING RISK

- Reaching out to fishermen, families and communities
- Creating awareness of contaminated fish from the Los Angeles and Orange County coasts
- Educating the public on safer fish choices



For more information, visit www.pvsfish.org

PROTECT THE HEALTH OF YOU AND YOUR CHILDREN
Join with other fishermen and follow the advice in this tip card



www.pvsfish.org



FCEC distributed multiple materials in an effort to spread its message. These included fliers, brochures, tip cards in English, Spanish, Chinese and Vietnamese, and FCEC branded tote bags.



Fisherman Appreciation Day



FCEC invites local fisherman, families and communities to learn more about local water and fishing practices!

- Location:** The End of Santa Monica Pier
- Date:** Saturday, June 25, 2011
- Time:** 11:00 am – 2:00 pm

- 100% FREE event!
- Interactive displays and games
- Face Painting, raffles and more!
- Talk one-on-one with fishing experts

www.pvsfish.org
[Facebook.com/FCECprogram](https://www.facebook.com/FCECprogram)





FAD – Santa Monica

Our generous partners provided us with prizes and donations exceeding \$5,000 in total, including:

- 1 Custom Wrapped Fishing Pole from Santa Monica Bait & Tackle Shop
- 30 Tickets to the Santa Monica Aquarium
- 8 Tickets to the Aquarium of the Pacific
- 2 tickers to a Harbor Cruise from Spirit Cruises
- 2 tickets to a Whale Watching cruise from Harbor Breeze Cruises
- 2 tickets to a Harbor Cruise from Harbor Breeze Cruises
- 10 Tickets to the Westside Comedy Theater
- 1 Theater Class from the Westside Comedy Theater
- Lunch from Mariasol Restuarant



FAD – Partners

15 Public and Private organizations partnered with FCEC to make this year's FAD including:

Heal the Bay





FAD – Partners

Marina Del Rey Anglers





FAD – Partners

Montrose Settlements Restoration Program





FAD – Partners

Seafood For The Future





FAD – Partners

Santa Monica Baykeeper





FAD – Partners

AND...

- Aquarium of the Pacific
- Spirit Cruises
- Creative Faces
- Harbor Breeze Cruises
- Mariasol
- Santa Monica Bait and Tackle Shop
- Santa Monica Aquarium
- Westside Comedy Theater





Highlights

Delicious Mexican Food
Provided by Mariasol
Restaurant

On the Menu:

- Flautas
- Taquitos
- Quesadillas
- Guacamole





Highlights



“Fishing for Answers”
Game Show

Hosted By:
Mr. Hook Baitman!



Coverage

In addition to a blog post on June 9, 2011, an eBlast sent out to 659 people on June 21, 2011 and more than 10 Facebook posts made on various pages, online coverage was attained in promotion of FAD 2011 through twitter feeds, blogs, mentions in newsletters and website calendars.

The screenshot shows a blog post on the website pvfish.org. The post is titled "Our Second Annual Fisherman Appreciation Day: Join Us for a Celebration at Santa Monica Pier" and was posted by FCEC on June 9, 2011. The post includes a "Tweet" button with 0 tweets and a "Like" button with 19 people who liked it. The main text of the post describes the event, which is held at the end of Santa Monica Pier on Sunday, June 26, 2011, from 11:00 am to 2:00 pm. It lists activities such as face painting, educational booths, and a workshop. A sidebar on the right features a Facebook widget for the Fish Contamination Education Collaborative (FCEC), a "Subscribe" button, a search bar, and a YouTube channel link. The bottom of the page has a comment section with a "DISQUS" login button and a comment form.



Coverage

Amesberg Community Beach House Summer Opening Day – Saturday, June 25, 2011
 Amesberg Community Beach House presents SUMMER'S HERE! At 10am, the Aquallies kick off the day with a performance at the Pool. From 10 am – 2 pm, create chalk art in the courtyard, go on a Beach House treasure hunt, make and personalize a hula hoop or assemble large-scale and small hand puppets for Santa Monica Rep's August production of *The Tempest*. For guests 16 and up, check out the Sand & Sea Fitness Room. The Marion Davies Guest House and Gallery will be open 10 am – 4 pm, and the Pool will be open 10am-5pm.

Celebrate America Fireworks Show – Saturday, June 25, 2011
 SMC's Independence Day Celebration—the biggest, most sensational patriotic community event on the Westside! Bring your family and friends to SMC for a star-spangled salute to our nation's independence. Come early, picnic on the lawn, enjoy continuous entertainment and special exhibits (with plenty of refreshments available for purchase), and cap off the evening with a spectacular fireworks salute to America. Starts at 5pm.

Fisherman Appreciation Day – Saturday, June 25, 2011
 You are invited to join local fisherman, families and communities to learn more about local water and fishing practices on Saturday, June 25 from 11AM to 2PM. This is a FREE event including interactive displays and games, face painting, raffles and more! Plus, get a chance to talk one-on-one with fishing experts. All activity takes place at the west end of the Pier (near Mariasol Restaurant).

11th Annual Summer Solstice – Sunday, June 26, 2011
 Party like it's 2011! Main Street's 11th Annual Summer Solstice Sunday, June 26th 11am-7pm. Enjoy live bands all day. Sidewalk sale Saturday and Sunday, June 25th and 26th. Produced by the Main Street Business Improvement Association.

Take some Kids Fishing - MDRA Day on the Docks

In addition to his normal fishing classes Joshua is going to get us all out to teach local kids to fish from the Marina docks. Working with Del Rey Sportfishing who are sharing the docks. Come on out everybody! Bring out your kids/grand kids/nieces and nephews or that neighbor kid in need of a little time away from the game station. The event will be geared for kids of elementary school ages etc. Joshua is working with Rick O and they will wave the \$10 to fish from the docks in front of Fisherman's Village. Lots of fun and learning to be had for the kids.

What a great kick off for the little kids just out of school that week! The timing is perfect!

We need mentors and volunteers to man the booths and distribute handouts. All MDRA members interested need to contact Joshua to coordinate. Do try to attend. Teaching kids to fish is fun.

Note: Another event later the same day is looking for volunteers to man a MDRA info booth. Contact Keith for details. It is a FCEC Hosted, EPA sponsored...
Fisherman Appreciation Day.
 From 11 am to 2 pm on the Santa Monica Pier.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25

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Santa Monica Buzz
FISHERMAN APPRECIATION DAY! 6/25! Join fisherman, families for this FREE event! Games, face painting, raffles & more! <http://ow.ly/5UeU>

Fisherman Appreciation Day - June 25 - Fun Things To Do - Santa Monica Pier
ow.ly

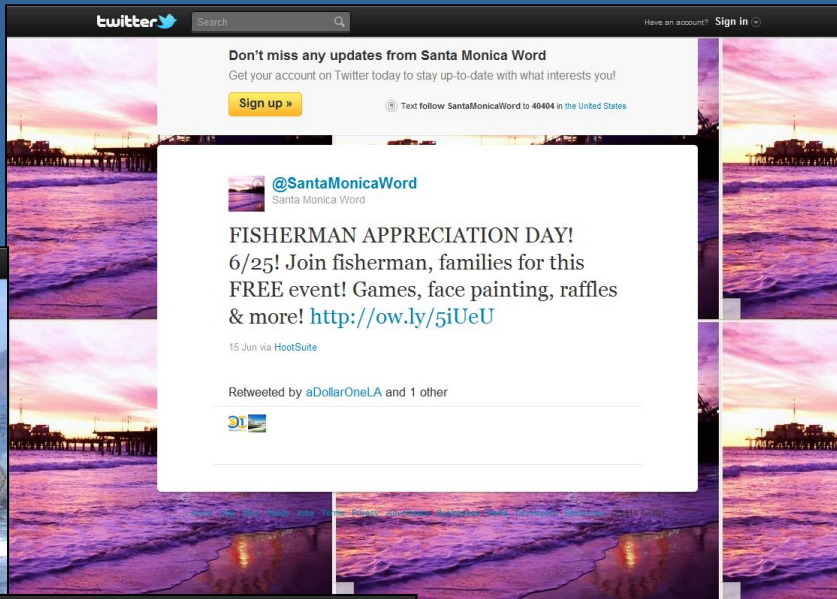
You are invited to join local fisherman, families and communities to learn more about local water and fishing practices on Saturday, June 25 from...

June 22 at 5:10pm via HootSuite · Like · Comment · Share



Coverage

FAD was tweeted on Santa Monica Word, The Pacific Ocean and Go Santa Monica having a combined total of 9,904 followers!





FCEC team members Tiffany Jonick and Jeanette Garcia answer some questions about FAD at the check-in table



Anglers checking into FAD and signing up for FCEC's e-Newsletters



Angler families take a break from fishing to see what FAD is all about!



Anglers participating in our survey about fish consumption habits



Team member Vedrana staffs the FCEC booth



Fisherman Appreciation Day – filled with people of all shapes and sizes!



Creative Faces provides some fun face painted artwork for the kids



Two children with lovely face paint stand in front of our FCEC display!



Kids playing the fishing game to win a FCEC sticker





People of every age enjoy FCEC's fishing game!



Marina del Rey Anglers teach kids how to tie a proper knot with fishing line



FCEC team member Paula Combs goes over the FCEC Tip Card



Father and son enjoying Fisherman Appreciation Day



Mr. Hook Baitman
getting the crowd hooked on
the “Fishing for Answers”
game show!





Young anglers answering an FCEC related question and scoring some free prizes!



Fishing expert Larry Fukuhara from Cabrillo Marine Aquarium gave a presentation on the Palos Verdes Shelf Superfund site, its effects and how to catch healthy fish to eat.



Serving food to the anglers and their families



The FAD crowd gathers to hear the raffle results



Anglers excited to win some great raffle prizes!

