

RMA S-52:

Create an effective reef protection mascot/logo campaign to increase awareness for protection.

Submitted	Name	Interests in reef	interest if other	county	county if other	RMA improve reef ecosystem?	RMA improve life?	support this RMA?	support or change to support?	other comments?	Ref #
2016-03-01 17:07:01		FISHING, DIVING				Definitely So	Definitely So	Definitely So			1337
2016-02-29 23:36:48	N.P.F.	DIVING		BROWARD		Definitely So	Definitely So	Definitely So	A good mascot and campaign can help ensure good outcomes. I remember Ready Kilowatt for electrical companies and Smokey the Bear to prevent forest fires. A school could be utilized to determine a good mascot so there is buy-in from school-age children. Could send and reinforce a good, consistent message.		1308
2016-02-29 14:21:31	Coastal Conservation Association Florida	FISHING				Likely	Likely	Likely	CCA is in support of all 14 education and outreach RMA's. These are important and cost-effective tools that will bring awareness of the reef to all ages.		1244
2016-02-28 22:11:27	Nicholas Muzia	FISHING, DIVING, BOATING, PROTECTION		MARTIN		Likely Not	Definitely Not	Likely Not	There seems to be much more cost effective ways to promote the reef protection. The Our Florida Reefs current logo is simple and effective. I feel a mascot will not help.		1181
1/26/16 12:00	mark cloutier			MARTIN		Definitely So				involving N-15+ N-14 + S-91=S-52 should be grouped as one. S-91+N-37+N-19+N-15 should be grouped as one	40
1/26/16 12:00	scott harris			MARTIN					contact scott camberson at professor clark the science shark books about the mascot 561-602-3127		42
1/27/16 18:00	Amy Bauer			PALM BEACH		Likely	Likely	Definitely So	hold a school-aged childrem (elem-high) contest for logo creation		76
1/26/16 12:00				MARTIN					contact scott lamberson 561-602-3127 re using professor clark the science shark book characters as mascots		163
2/18/16 18:00		FISHING, DIVING, BOATING, PROTECTION		MIAMI-DADE		Likely	Likely	Likely	it wont hurt, but im not convinced it will really make a difference unless coupled with an education and outreach program		305
2/18/16 18:00	T fawcett			MIAMI-DADE						have SBHS and New river middle school develop mascot	354