

Lessons Learned from the SLO MPA Collaborative Visitor TV Project

1. Schedule California Department of Fish and Wildlife (CDFW) participation with at least 3 months advance notice. Consider interviewing Christine Pattison or Marnin Robbins or Calla Allison, or a local warden for an overview of what MPAs are and what is allowed for the specific MPAs being filmed.
2. Ask CDFW MPA staff to meet with the lead on the project and the videographer after you have a solid plan for the video to avoid potential pitfalls and to communicate what should be shown and how to show it properly.
3. Give each person you intend to interview the specific names of the MPA and adjacent land that allows shore access to use in the video. Even if they are experts on MPAs they may not have the exact wording that CDFW or the land agency wants used.
4. If tidepooling is included in the video have the speaker talk about the lowest impact approach and make sure that the video shows only visitors sitting and observing without touching anything. Include tips for respectful wildlife viewing at the end of the video if possible.
5. If fishing is allowed in any of your MPAs get the specific rules before filming anyone fishing to make sure that they are following all the latest rules. This would be a great day to have a warden with the videographer to help pick good candidates to film/interview. If filming kayaking, boating, surfing, etc... make sure the people being filmed are being respectful of wildlife, have proper safety equipment, and are following the laws of the MPA.
6. Make sure that your videographer understands the importance of not disturbing wildlife while filming, especially by drone. Any images of alert animals cannot be used. Make sure that the project lead gets permits from the proper agency before filming begins as commercial filming may require a permit.
7. Have speakers stress what can be enjoyed in the MPAs and that they are not off-limits but places to enjoy. Have speakers talk about each MPAs special characteristics. Talk about what people can do to safely enjoy their MPAs and how to view wildlife without causing disturbance while showing people enjoying MPAs. Show any ADA accessible viewing areas if possible.
8. Compile a list of potential speakers and backups for your videographer for each location. Give all of your speakers the talking points that you want covered and the correct names to use. Make sure that your speakers understand who the intended audience for the video will be.
9. Have at least 2 opportunities to provide major edits to the video in the contract, even if it means the videographer needs to do more filming.
10. Let your videographers do their jobs. They are experts at creating the story that will reach your audience. Give them clear guidelines and let them create the magic!!!