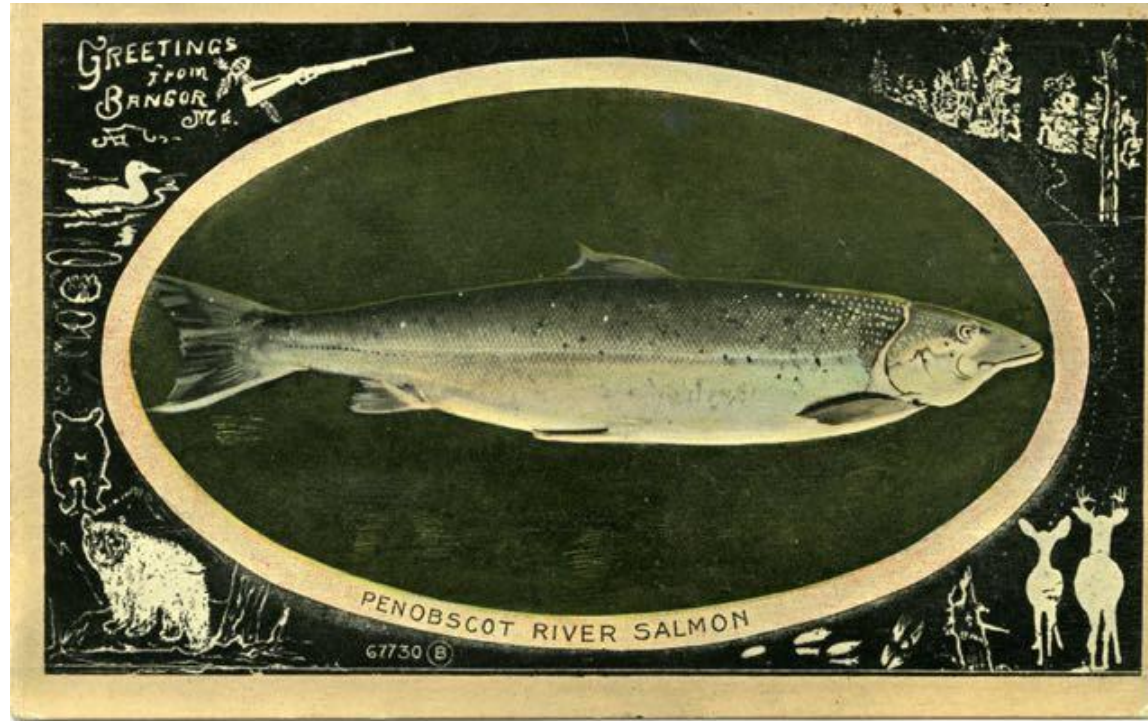
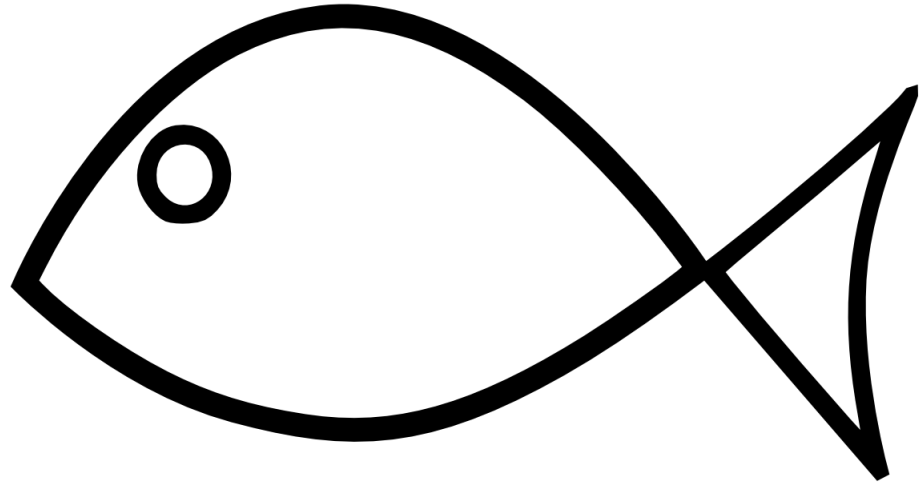


Framing Fish



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NOAA HABITAT BLUEPRINT

NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

A framework to improve habitat for fisheries, marine life, and coastal communities

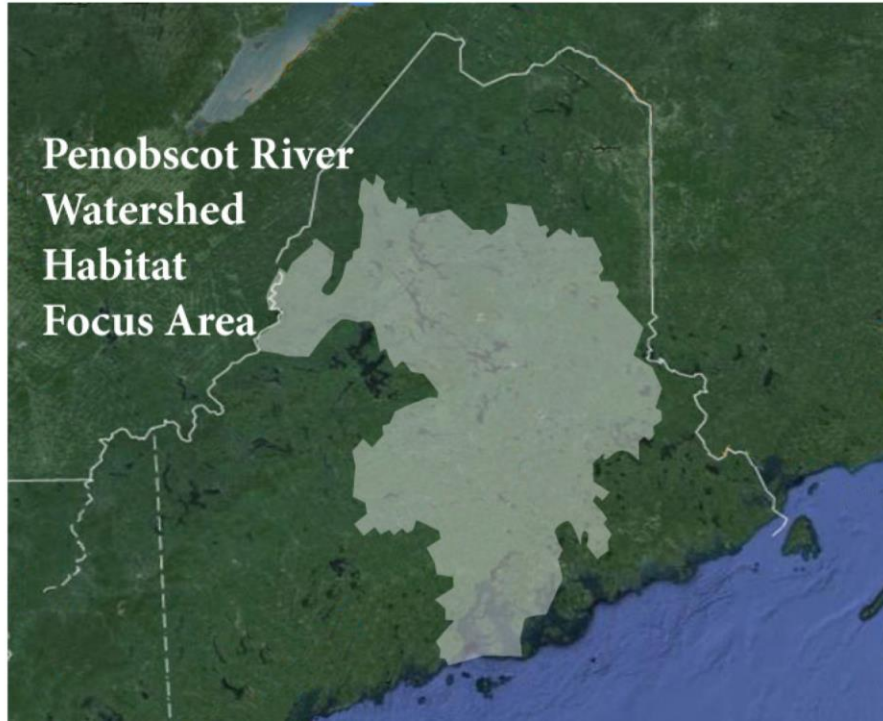
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- Habitat Focus Areas
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- Landscape-Scale Conservation
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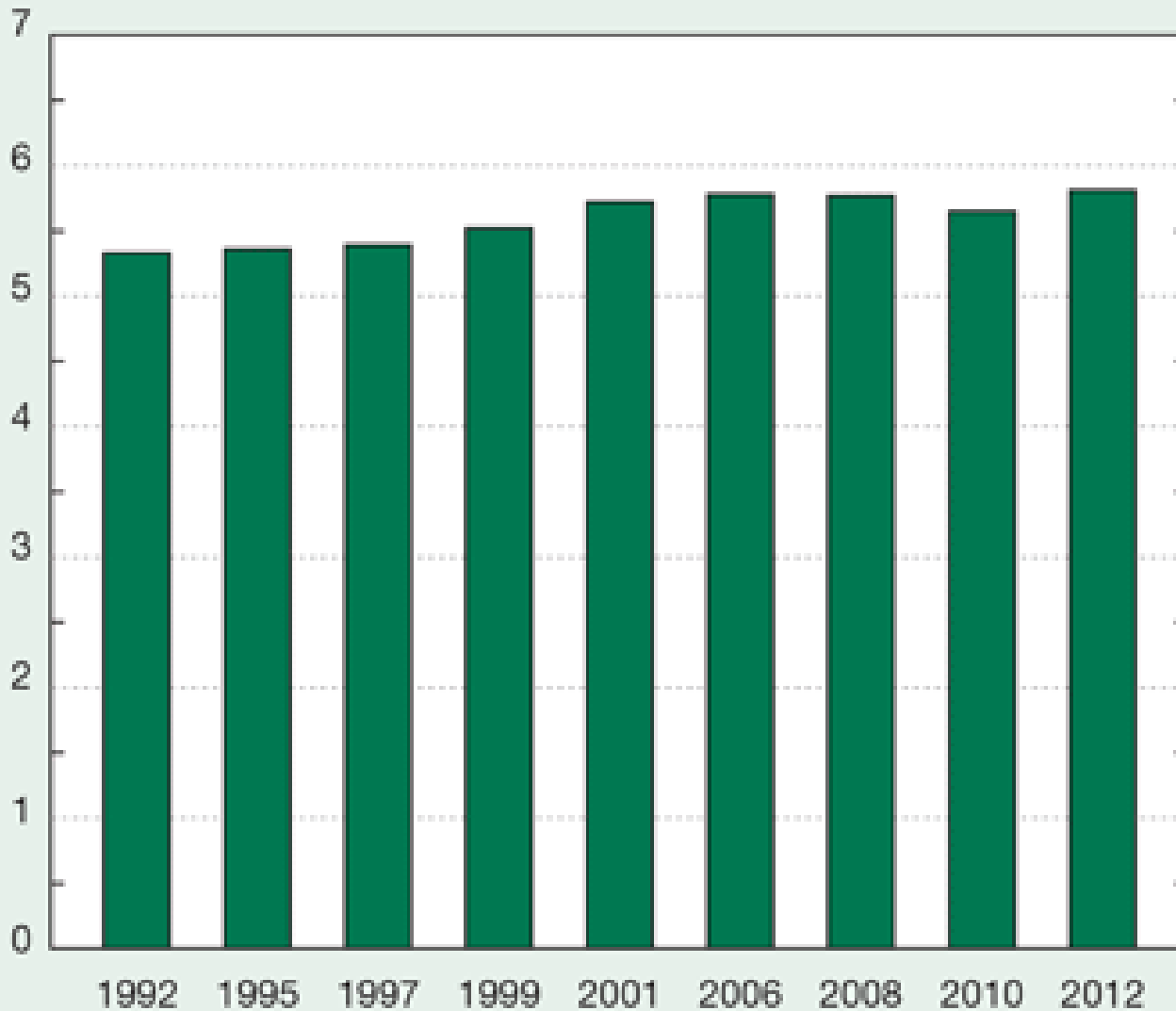
- 
NOAA Habitat 2 Oct
 @NOAAHabitat
 Want to learn more about how living shorelines can save coastal habitat? Watch this latest video from @RAEstuaries ow.ly/SWdlw
 Expand
- 
NOAA Habitat 1 Oct
 @NOAAHabitat
 RT @noaacleancoasts: WATCH divers restore coral



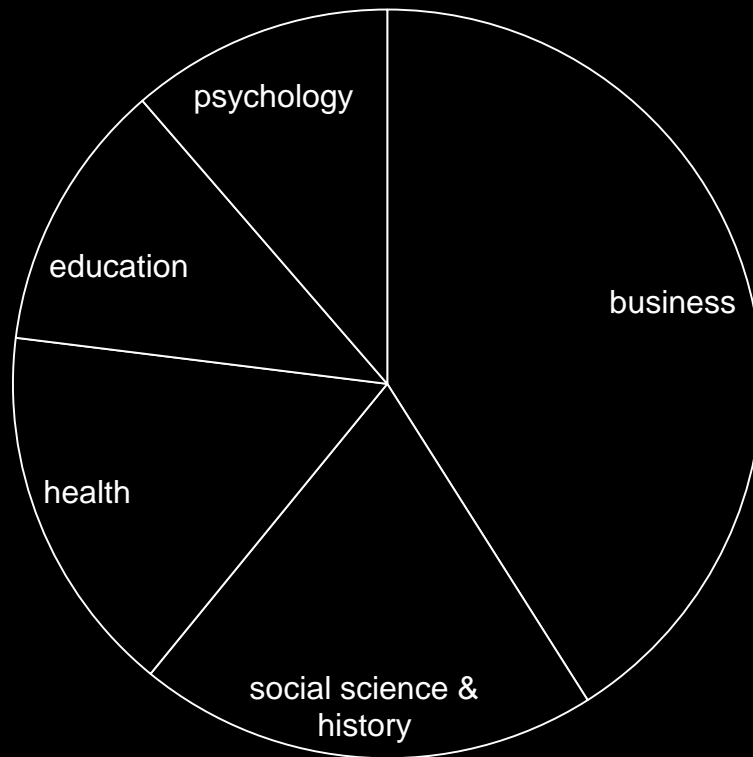


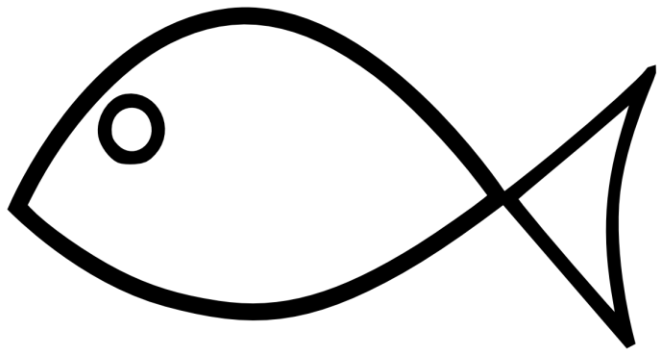
Mean number of correct answers to questions asked by National Science Foundation as part of biennial *Science and Engineering*

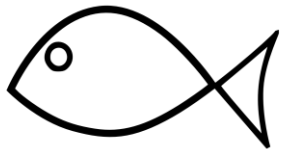
Indica



Bachelor's Degrees, 2010-2011







Frames / Filters / Mental Shortcuts / Heuristics

Knowledge

Belief

Values

Feelings

Family views

Friend
opinions

Experience

Identity

Frames / Filters / Mental Shortcuts / Heuristics



Talk about ?

Sources of information about audience:

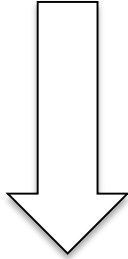
University social science research
(Mueller 2011; Noblet 2014; Urioste-Stone 2014)

NOAA survey of dam owners

NGO-sponsored survey of residents

NGO-sponsored political campaign polls

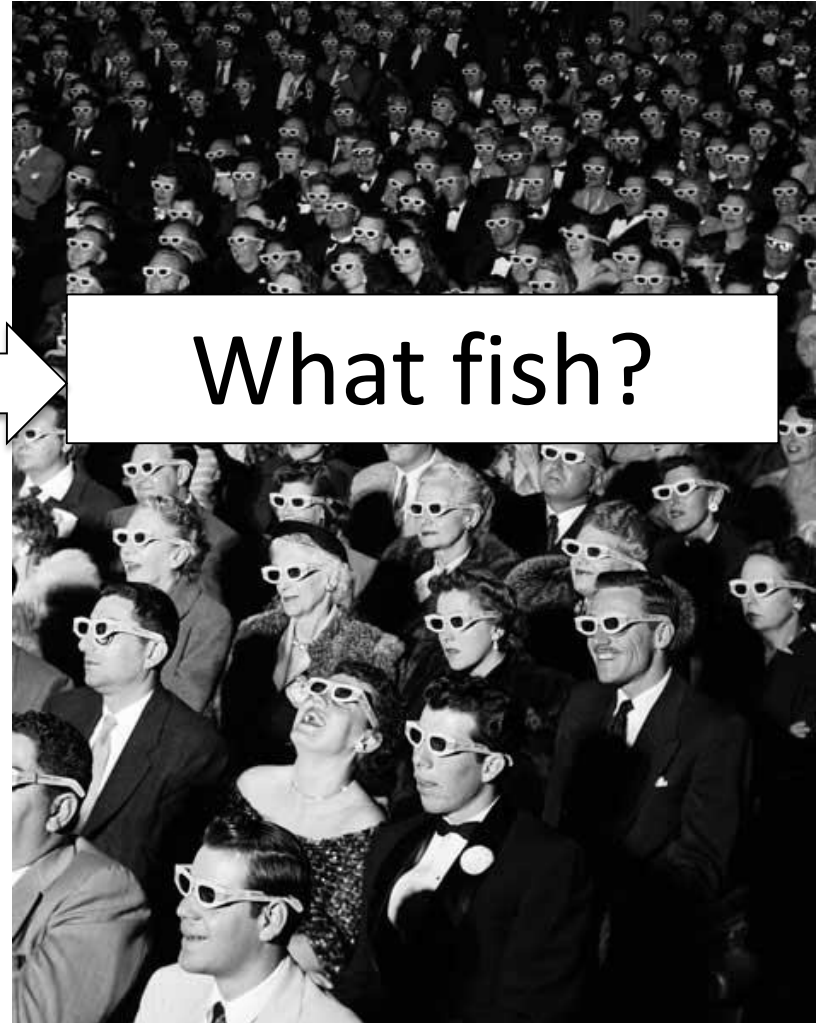
How do I gain support for salmon?



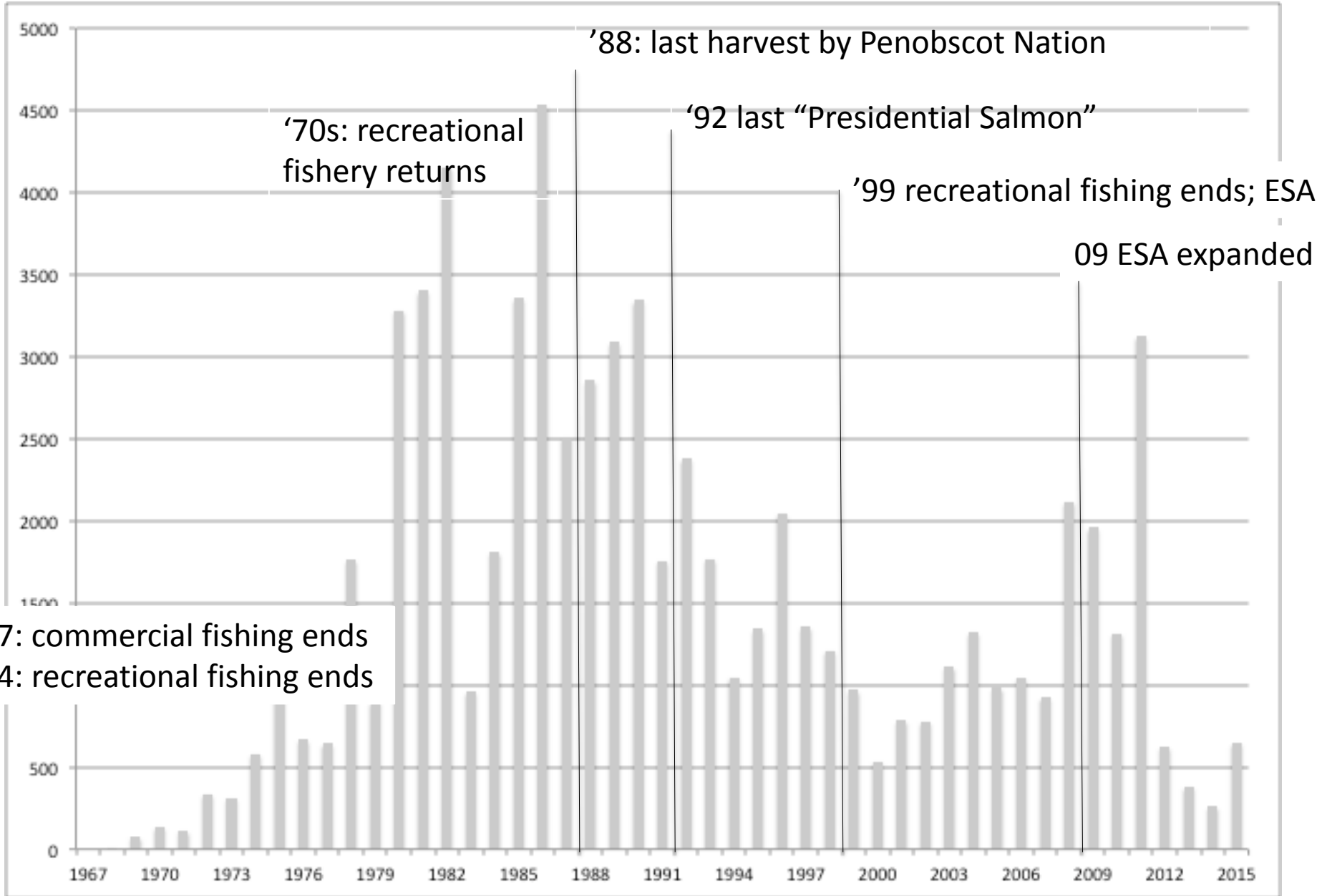
Talk about fish.



What fish?

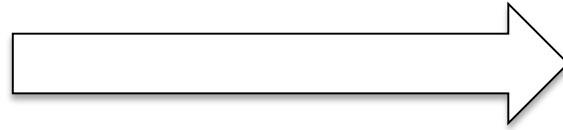


Adult salmon returns to the Penobscot River



Shifting baselines

1980s



2010s



~3,000 salmon returning/year

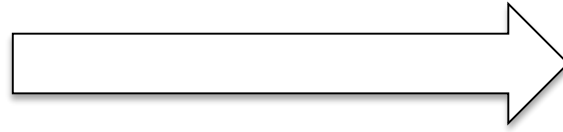


<1,000 salmon returning/year

See Mueller 2011

Shifting baselines

1980s



2000s

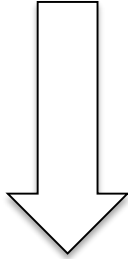


“active” engagement with salmon river



“passive” experience of nature

How do I gain support for salmon?



Talk about _____.



Talk about heritage.

HERITAGE AND MEMORIALS & LOGS

OUTDOORS

Spring tradition: Anglers vied to catch Penobscot's presidential salmon



Talk about heritage.

"The dam is not going to last forever. It's not permanent. Eventually Mother Nature will take the dams over. Let's not wait until that point. There may be a better way to memorialize the mills and preserve the historic integrity of the sites."



- *Andy Goode, Atlantic Salmon Federation*

Talk about “the economy.”

“Dam removal will provide numerous community benefits including paddling and fishing.”

- *Penobscot River Restoration Trust*

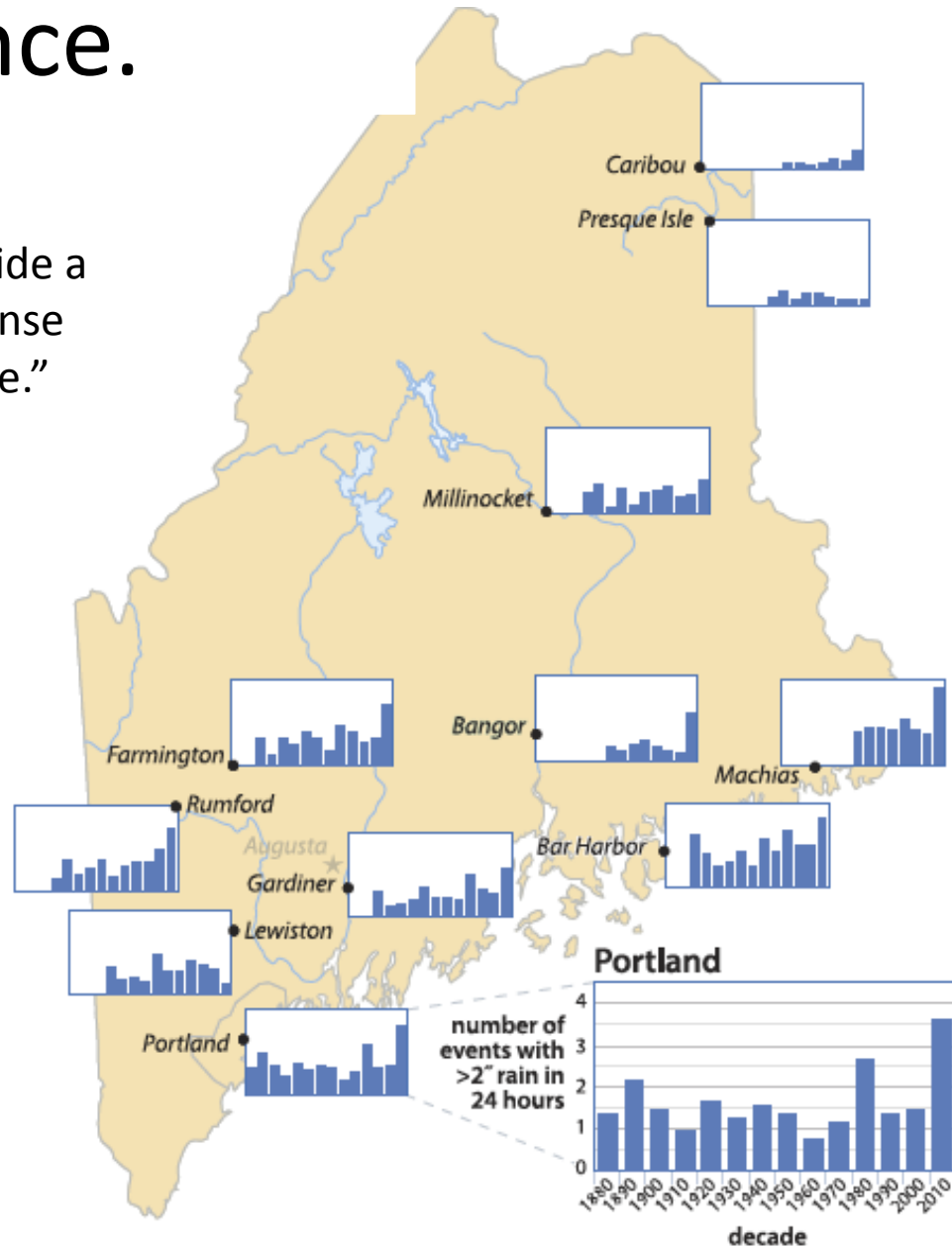


Talk about resilience.

“Making improvements to culverts that can reduce flood risk, can reduce costs, and provide a host of environmental benefits just makes sense especially in response to our changing climate.”

– Alison Bowden, *The Nature*

Conservancy



Talk about clean water and birds.



Photo by C. Daigle

Talk about America.



Don't talk.

vimeo

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Milford Lift June 2014 - Penobscot Trust

from **Penobscot River Trust** PLUS 1 year ago NOT YET RATED

The new Milford Dam fish lift window highlights the life returning to the watershed: five of the species we are working to restore as

<https://vimeo.com/85005239>

Show, don't tell.



Talk about people.



Thank you.

