Messaging with local elected officials?
Elected officials will ask:

- What's the economic impact of:
  - Oyster Industry
  - Blue Crab
  - Commercial Fish
  - Charter Boat
  - Tourism

Figure out some way of answering the question ????????
You know what really grinds my gears?

People who discredit everything on the internet and assume it's false but then turn on the television and accept everything as ultimate truth.

Caution: Conspiracy Theory Ahead

I just don't believe you!
Then we stumbled on this?
Bonus: County Level Data!
Geography Lesson?
Red – V- Yellow
### Brunswick County, North Carolina

#### Ocean Jobs = A Healthy Economy

In 2012, ocean-related businesses provided 11.5% of the total jobs in Brunswick County. This represents an 8% increase in ocean jobs since 2005. Nationwide, ocean jobs represent double the number of jobs supported by agriculture.

<table>
<thead>
<tr>
<th>Brunswick County ocean jobs account for</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,219 employees</td>
</tr>
<tr>
<td>$56m in wages</td>
</tr>
<tr>
<td>$111m in goods &amp; services</td>
</tr>
</tbody>
</table>

### Colleton County, South Carolina

#### Ocean Jobs = A Healthy Economy

In 2012, ocean-related businesses provided 1.5% of the total jobs in Colleton County. This represents a 27% increase in ocean jobs since 2005. Nationwide, ocean jobs represent double the number of jobs supported by agriculture.

<table>
<thead>
<tr>
<th>Colleton County ocean jobs account for</th>
</tr>
</thead>
<tbody>
<tr>
<td>764 employees</td>
</tr>
<tr>
<td>$10m in wages</td>
</tr>
<tr>
<td>$20m in goods &amp; services in 2012</td>
</tr>
</tbody>
</table>

### Pender County, North Carolina

#### Ocean Jobs = A Healthy Economy

In 2012, ocean-related businesses provided 8% of the total jobs in Pender County. This represents a 13% increase in ocean jobs since 2005. Nationwide, ocean jobs represent double the number of jobs supported by agriculture.

<table>
<thead>
<tr>
<th>Pender County</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.7% employees</td>
</tr>
<tr>
<td>2.1% in wages</td>
</tr>
</tbody>
</table>

### Ocean Jobs by Sector

Comparing Pender County’s ocean sectors to the state and nation shows how local concerns may or may not coincide with state and national priorities.

- **Pender County**
  - 96.2%
  - 3.8%

- **North Carolina**
  - 87.7%
  - 6.6%

- **Nation**
  - 71.3%
  - 14.5%
Culturally matched the message to the audience

Minimized some discrediting of facts