Federal and state agencies such as the U.S. Coast Guard, National Marine Fisheries Service, and Oregon's Departments of Fish and Wildlife, Agriculture, and Environmental Quality, and the State Marine Board. It has recently begun cooperating with the Pacific Regional Council, which oversees fisheries under extended jurisdiction. Oregon has held electronics workshops featuring lecturers from Alaska and British Columbia; MAP faculty under presented jurisdiction on economics, food technology, and marine education in every other cooperating state and British Columbia. In a similar way, appropriate educational media are produced cooperatively and shared by MAP and the sister programs.

Public education. To stimulate appreciation for the importance of ocean resources, MAP education specialists lead school tours of the Marine Science Center and of nearby estuaries and beaches. Year-round they offer educational programs for the general public. These include the summer Seaquau lectures, short courses, hikes, and films. The public programs at the center have served almost 3,000,000 visitors since 1965.

Recreation and youth programs. MAP staff has originated marine projects for 4-H clubs, which have now been adopted by California, Washington, and Alaska. OSU undergraduates directed by MAP education specialists have developed coastal nature trails and lab exercises in marine biology.

Marketing, tax and business management. Workshops by Extension economists have explained seafoods for home and export markets. MAP specialists have documented economic data, enabling seafood producers to qualify for loans to expand their businesses. Agents and specialists were instrumental in opening Production Credit Association loan programs to commercial fishermen. Tax management workshops for marine businessmen have returned thousands of dollars to local entrepreneurs by familiarizing them with tax incentives such as investment credit, and have helped them obtain rebates by amending past tax returns.

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Publications. MAP newsletters and single-issue publications furnish practical information to ocean resources users. One-time publications include calendars of advisory activity, "how-to" bulletins, proceedings from conferences, and many more materials. Publications are an essential educational tool, and the program welcomes suggestions for new titles.
Why a Marine Advisory Program?

In Oregon, as virtually everywhere, attention shifting to the sea is a response to the dwindling of the land. Oregon State University, one of the first four universities to be designated a Sea Grant College by the Federal Government, is at work finding better ways to harvest and manage marine resources.

Supported by the National Sea Grant Program and from the State of Oregon and coastal counties, the OSU Sea Grant College Program conducts an energetic program of research and instruction bearing on the uses of marine resources. This Sea Grant College Program is developed and carried out by agents and specialists of the Oregon State University's Marine Advisory Program (MAP). This program is carried on to put Oregon's ocean resources to work. Sea Grant sponsors projects in economics, engineering, physical and medical sciences, law, and the social sciences.

To extend the dividends of Sea Grant research into practical application in the community is the goal of the Marine Advisory Program. The Who, Where, and How of MAP are: Presently there are four Extension agents on the MAP staff. Each has an office in, and lives in the vicinity of, a port community. They provide marine advisory services to all coastal counties and along the Oregon side of the Columbia River, and help to identify problems for investigation by Sea Grant.

A group of agents and specialists has been formed, and a Marine Advisory Program has been developed, to identify problems for investigation by Sea Grant.

The University opened its Marine Science Center in Newport in June 1965 and since has maintained and expanded public programs in marine education. Over the years, OSU Extension supported a succession of advisory educational projects dealing with marine problems. These ranged from crises in fisheries to citizen concerns over the environmental quality of estuaries, coastal industries, and the general public. Potential MAP clients include just about anyone in Oregon with a concern for how marine resources are used.

Reflective of Athelstan Spilhaus' philosophy, MAP is sensitive to the need to present new information in fits of different audiences. Thus, advisory service is another name for information transfer--two-way, active exchange of information, and capacity identifying audience and responding to that audience's needs with practical solutions to real problems.

In communicating research findings, doing their own investigations, and locating resources for projects, MAP staff bridges between university and community. Communication flows both ways. Agents and specialists involve their clients in the delivery of advisory services. They use news media, educational publications, lectures, vocational symposiums, liaison conferences, hall sessions, educational short courses,Helping People Help Themselves examples of recent activities illustrate the variety of MAP's work.

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Helping People Help Themselves.

Workshops, seminars, and meetings. When marine resource users need information, MAP helps provide it. Advisory presentations have included: conferences on managing estuarine resources; workshops on fishing gear; town hall sessions on university research, issues affecting fisheries, and government regulations; seminars on liability; seminars on the cold-water survival gear; workshops on marine electronics and navigation; training programs for fish processors and their employees; seminars for marine businessmen on finances, management, and insurance; seminars on marine careers, for high-school counselors; recreational shellfishing demonstrations; and industry conferences on Oregon's maritime future.

Resource planning and management. MAP is active in resource management in the coastal zone. MAP assisted Lincoln County in its reefs-designing zoning of the shore, water, and bottom of Yaquina Bay; advised the Tillamook Bay Study Task Force in its analysis of alternative management options for Tillamook Bay resources; helped the Oregon Coastal Conservation and Development Commission involve tribes in planning management guidelines for coastal resources; and maintains liaison with the Oregon Land Conservation and Development Commission.

Industry liaison. In 1976 MAP staff was instrumental in helping charter boat operators organize an association to strengthen their industry. Where competing demands for marine resources are not the responsibilities of other agencies, MAP can help resolve differences. In 1975 MAP hosted annual meetings between Pacific towhaul operators and crab fishermen. There the commonly held interests of shipping lanes, protected fishing grounds, and all but eliminated previous numerous lawsuits and conflicts. Now they are holding the meetings.

Agency cooperation. MAP works closely with agencies responsible for marine resources and programs.
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