

“Good morning (or afternoon), my name is XXXX and I’m calling on behalf of Monterey Bay National Marine Sanctuary. Is the owner of the business available?”

If yes, ask to speak with him/her. (Skip to next paragraph).

If no ask “When would be a good time to callback and leave a message with the person on the phone that you called on behalf of MBNMS to schedule a time to conduct the interview about wildlife viewing operations as discussed in the letter they received recently from the sanctuary.” Then schedule a callback and thank them for their time.

Once the operator is on the phone, reintroduce yourself if necessary. “Good morning (or afternoon), my name is XXXX and I’m calling on behalf of Monterey Bay National Marine Sanctuary.”

Continue “We recently sent you a letter explaining an upcoming survey that MBNMS is engaged in to collect up to date information from wildlife viewing operations in the Monterey Bay region. We are calling now to schedule a time to come out and complete the interview. When would be a good day and time for you, the survey will take roughly 2 hours to complete in person.” (Please see below if there is any resistance to completing the survey).

Once the interview time has been scheduled “Thank you for your time. We look forward to seeing you STATE THE DATE AND TIME OF SCHEDULED INTERVIEW to complete the survey. If you have any questions between now and then please feel free to contact us.” (Phone number is xxx-xxx-xxxx if needed and ask for XXXX).

If a respondent seems opposed to providing information or completing survey remind them that “This data is needed to support the conservation and management goals of MBNMS to strengthen and improve conservation of marine wildlife, including whales, pinnipeds, sea otters and seabirds within the jurisdiction of the sanctuary. Your participation, which is completely voluntary, helps to ensure that our information is inclusive and you and your business is represented in the ongoing Management Plan review process.”

If a respondent seems concerned about the length of time or their ability to complete all sections remind them that “They could schedule multiple appointments to complete the survey or that if there is someone within their business able to answer the questions that person may complete the survey or that portion of the survey.” If they want someone else to complete certain portions of the survey asked to speak with that person and set up an appointment.