**Presentation comments from Costello:**

**Intro:**

-talk about a general thing about ocean impacts but slide says COBI, so is not connected. If start with global problem and fisheries and MPAs, have a slide with slide where MPAs are. Though lots of small-scale fisheries have put in MPAs in conjunction with, but there is no user-friendly tool for evaluating them. These reserves are added every day.

-The problem that is occurring globally is also happening in Mexico. Our client, COBI is facing this problem. COBI implemented reserves. They need a tool that can be used to help them in Mexico and help these reserves elsewhere. (basically condenses first four slides into 2)

-Top-down and bottom-up not important for story = exclude it.

-Get rid of slide with graphs

**Outline of presentation slide:**

-Do slide with objectives on the diagonal. State that we are not implementing. Title it “Project Steps”

-make sure matches sequence of slides after this slide (objectives, select indicators (fix name on slide) and data sources, delete framework, analysis, guidebook, app)

-Step 1, step 2, step 3

-When get to slide say step 1

**Objectives & Indicators:**

-Say that there are stakeholders involved in every reserve. They have different objectives. This is master list of objectives, but any reserve may only have one or two objectives.

-Make one slide for reserve objectives and one for indicators

**Data:**

-Exclude talking about Fishbase

-Frame data collection as a collection. So we have identified objectives and indicators, but where does the data come from for evaluating these indicators? When put figure together, go from left to right for what say. Tell more of a story (same with Melaina)

-Have good biophysical data and socioeconomic data (government or logbooks -> picture of yellow log book from Rosario).

**Survey:**

-There is a lot of data gaps with this type of data, so created a survey.

-Survey, make more clear why there is a survey involved at all. We built survey and tested it, not gathering data.

-Used passive language, use active language. “We developed a survey” -> do it in final report too

**Biophysical Model:**

-Explain in model, say that if Beta 3 is pos this mean this. Go one more step to say why Beta 3 means something. Talk about if is sig diff

-Instead of subindex, say index

**Explaining DiD:**

-legend: red for reserve and blue for control

-make it 10 for year after or put actual years

-Take other graphs out at first (only should 1 graph and first thing that show is the red thing (dotted line for before and after). First thing that say to audience “did the reserve work?” after show red line. And pause for a second. Your initial gues would be yeah it worked, Depends on what would have done if reserve went in and couldn’t know that if didn’t have control site. Let me plot a control site. Blue line pops up. Oh, control went up. So is reserve effective? Looks like reserve and see that is effective because of x. Looks like reserve is a little bit Comes down to a statistical test to determine if is sig or not (Reserve 1)

-No effect ex (Reserve 2)

-Negative effect (Reserve 3)

-could also make the reserve line the same in each

-would think that the reserve is working no matter what, but actually depends on the control

-maybe not have beta three and just say if is sig or not

**Descriptive indicator analysis:**

-Descriptive indicators: remind audience of where we are (but if do steps, don’t have to say this). We told you how to do analyze the numeric socio and biophys indicators -> but now we talk about how to analyze descriptive indicators (say what are descriptive indicators)

**Guidebook:**

-Now we spent a lot of effort getting substance of the analysis “we wanted to turn that into a user-friendly way of doing the analysis (not just have fancy graphs and regressions for scientific publication). The rest of the talk will be showing you how we did that.”

**App & Results:**

-Make sure say that the user will get a red if the reserve will get red and green (in app part so is okay not to say for results)

**Limitations:**

-Limitations: leave the words -> many of limitations, we are aware of them, here are three of them our report describes them further and then move on

**Accomplishments:**

-COBI committed to use this for evaluating their 19 current reserves and future reserves

-Mexican fishery authority (don’t say INAPESCA) has shown interest in adopting the framework

**Where expect questions:**

-Make sure red or green is right (ben and steve wont ask that)

-Steve and Ben will ask broader questions

-climate change

-Don’t get tripped up on simple or hard questions: we have the answer. Don’t assume that don’t have the answer

-Don’t need to have extra slides, just answer

-Ben may ask about descriptive indicators

-Someone will ask where control sites come from