

**False Killer Whale Take Reduction Team  
Outreach Work Group Teleconference, Friday, March 5, 2010**

**Teleconference Synopsis**  
*(prepared by CONCUR, Inc.)*

**Date:**

- Friday, March 5, 2010

**Participants:**

- Paul Dalzell
- Robin Baird
- Hannah Bernard
- Kris Lynch
- Ryan Steen
- David Nichols
- Kristy Long
- Bennett Brooks
- Scott McCreary

**Three main topics discussed**

- Outreach to different ethnic groups within fishery
- Input from fishermen on depredation techniques
- Looking at shortline/kaka line fisheries

**Key ideas considered**

- Outreach to Longliners
  - Hold informal fisheries workshop – between April and May meetings; provide food and beverage (beer good, if doable); outreach must emphasize import to fishermen in attending and engaging; perhaps joint HLA-NMFS sponsorship
  - Publicize Team outreach efforts in different languages and venues—fliers dockside and at fishing supply stores, ads in papers, articles (Hawaii Fishing News)
  - Support ongoing HLA efforts – monthly board meetings, board member outreach to HLA members, etc.
  - Send letters to permit holders – announcing effort, explaining import, informing ways to get involved, encouraging input through Team members
  - Sequence activities above to get best results; successful outreach will necessitate NMFS-HLA coordination
- Shortline/Kaka Line Outreach
  - Near-term: Identify shortline/kaka line fishermen able to provide information on depredation avoidance strategies; provide input into April “potential solutions” discussion
  - Longer-term: Start building relations with shortline/kaka line fishermen to address longer-term needs
  - Use State contacts, H. Bernard contacts, possible harbormaster contacts

**Other issues raised:**

- Importance of two-way communication with fishermen
- Need to “market” outreach to fishermen – explain why it’s in their interest to care and get engaged
- Be aware of and sensitive to cultural norms
- Informal gatherings, with food and beverage, may be best
- Attempts to reach full fleet are notoriously difficult; only meeting said to have been really well attended was regarding the proposed swordfish closure
- Fishermen workshops need to be carefully timed, accounting for fishing schedule, lunar calendar, time of day (evening considered best), etc.
- HLA outreach efforts need to be bolstered with more personal and direct contact
- Consider using East-West Center, Hawaii Sea Grant for translation services; Sea Grant may also have ideas on outreach

**Next steps – Near Term***General*

- Follow-on Outreach Work Group Call, Wednesday, March 24
  - 2 p.m. (EST), 11 a.m. (PST), 8 a.m. (HST)

*Regarding Outreach*

- HLA, CONCUR, NMFS talk about outreach strategies
- NMFS: Confirm ability to send out permit letters, translate materials
- CONCUR: Outreach to Dang, Kim Lu (VAK Fisheries)
- CONCUR: Contact William Aila, harbor masters as possible conduit to shortline/kaka line fishermen
- NMFS: Follow with Sea Grant: outreach ideas, translation services
- NMFS: Follow with East-West: translation services

*Regarding shortline/kaka line fishery*

- David Nichols to provide names of shortline fishermen (from Reginald Kokobun)
- Hannah Bernard to serve as conduit to fishermen

**Next steps – Longer Term**

- Push at shortline/kaka line: information needs, where get, incentives for fishermen to share information