



**NOAA
FISHERIES**

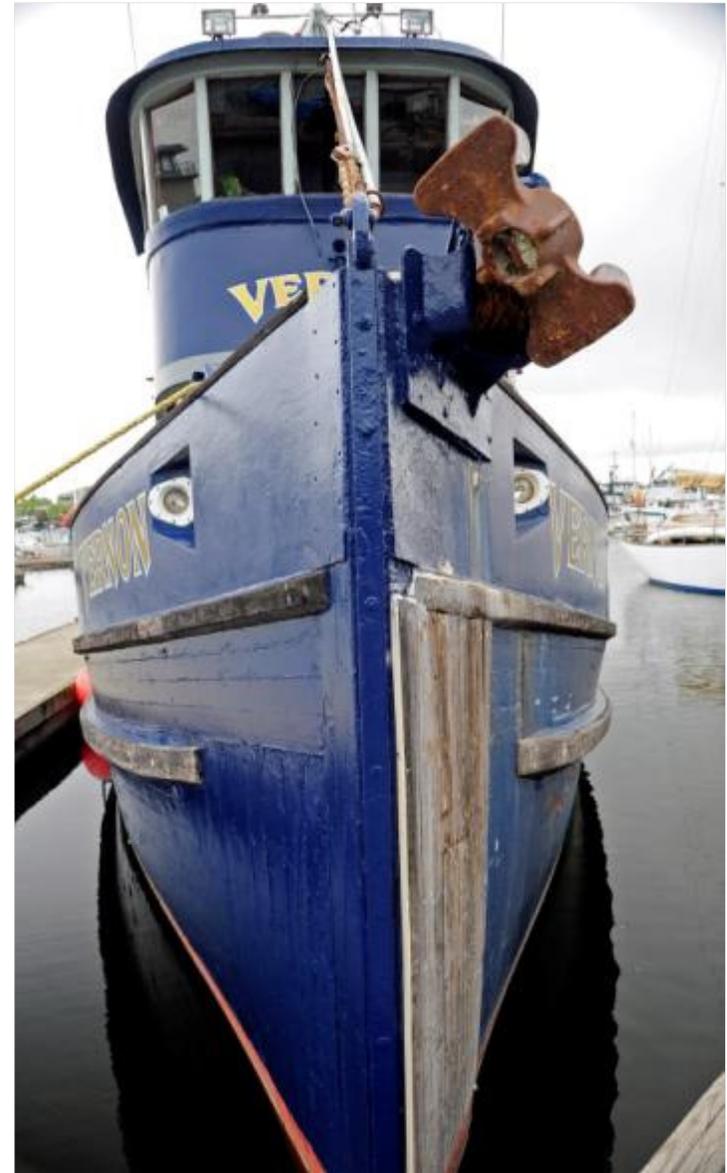
Office of Communications Presentation to New Council Members

Kate Naughten, Director
NOAA Fisheries Office of Communications &
External Affairs

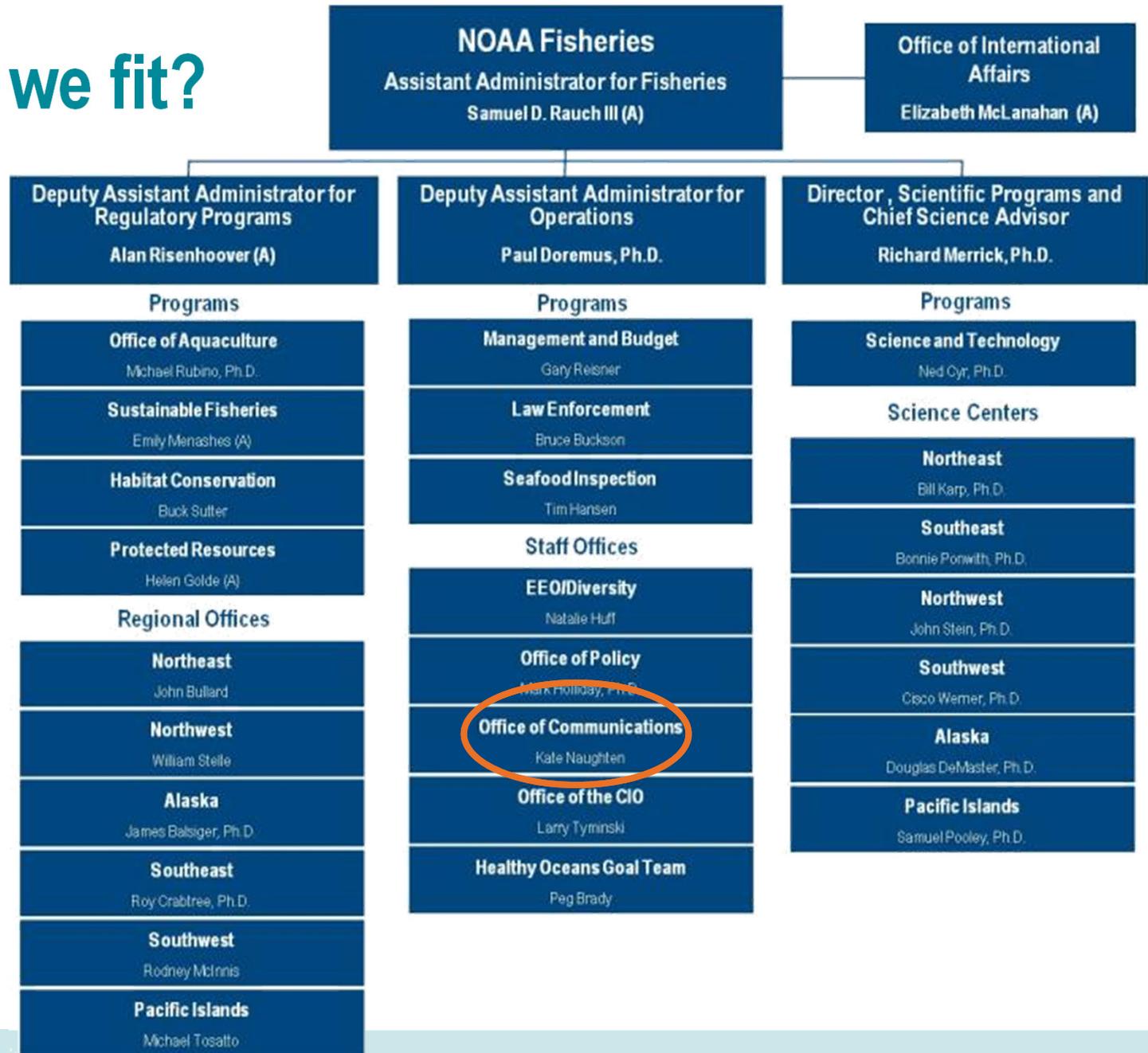
October 23, 2012

Outline

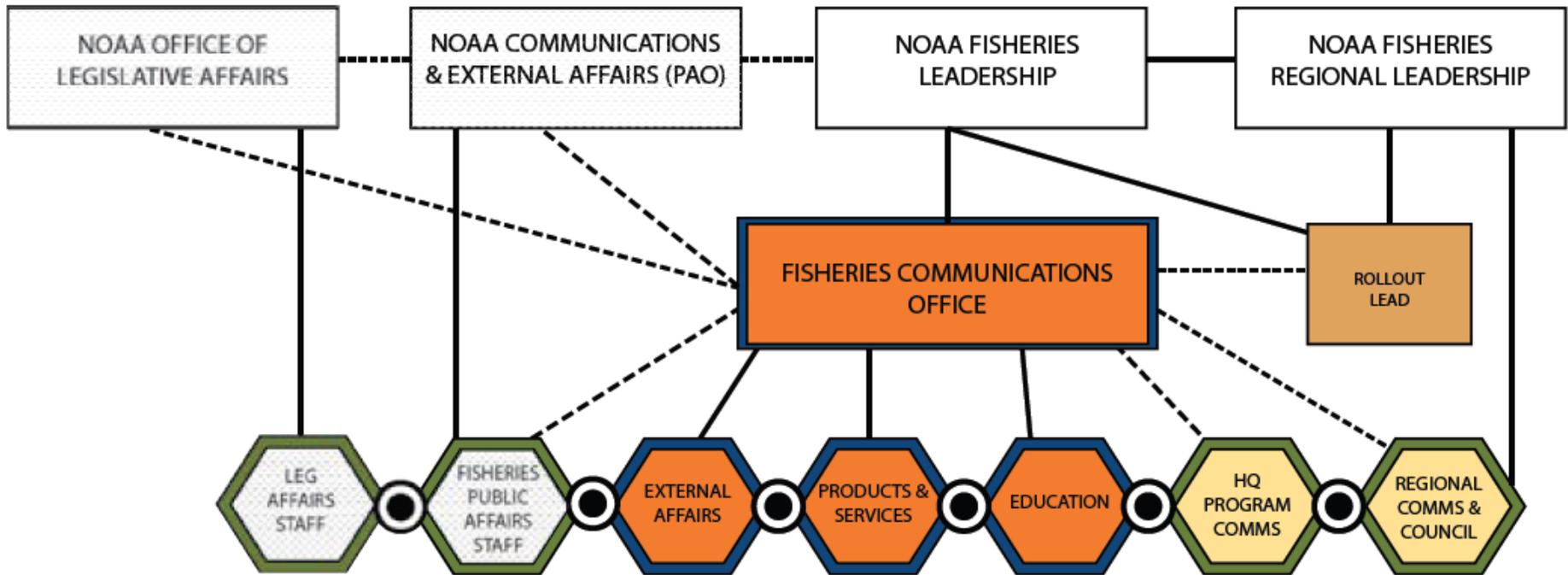
- How are we organized?
- What's our strategy?
- Issues Management
- Products & Services
- Examples



Where do we fit?

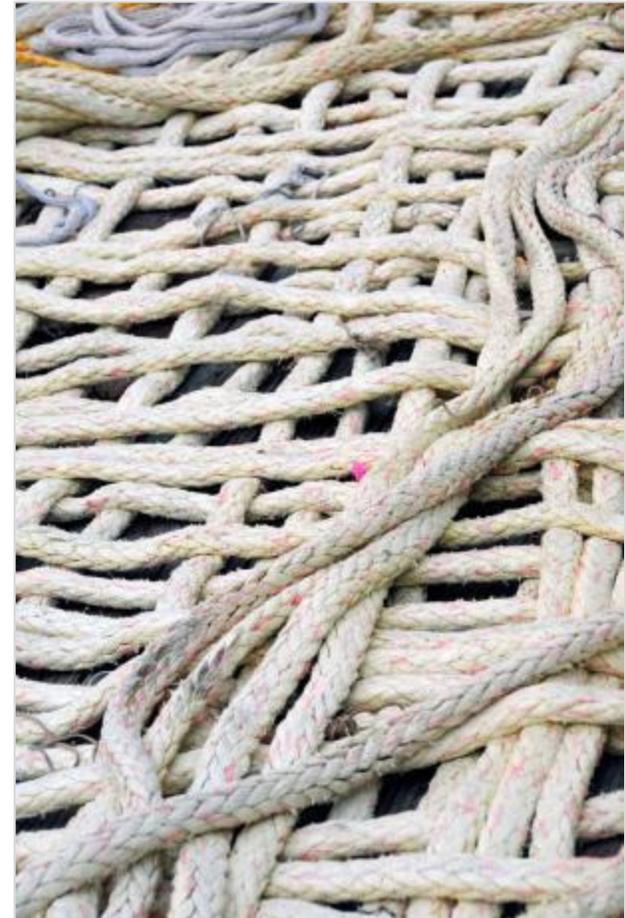


NOAA Fisheries Communications Office



A Few Team Members

- Kate Naughten, *Director*
- Rebecca Ferro, *Acting Deputy*
- Laurel Bryant, *External Affairs*
- Jennifer Hammond, *Teacher at Sea*
- Forbes Darby, *Recreational Fishing*
- Katie Semon, *FishWatch*
- Rich Press, *Science Writer*



NOAA Fisheries is Integral to NOAA's Success just as the Councils are Integral to NOAA Fisheries' Success

NOAA Vision

- Healthy **ecosystems, communities, and economies** that are resilient in the face of change

NOAA's Mission

- To understand and predict changes in climate, weather, **oceans, and coasts, share that knowledge** and information with others, and **conserve and manage coastal and marine ecosystems and resources.**



What's our strategy?

- Build public awareness, stewardship, and support for our mission
- Inform, energize, and engage the workforce
- Enhance our science communications
- Deploy integrated campaigns for agency priorities (2012)
 - Fisheries/Turning the Corner (incl. Aquaculture)
 - International/Pirate Fishing
 - Habitat Conservation/NOAA Habitat Blueprint
 - Protected Resources/MMPA 40th
 - Recreational Fishing/MRIP



Issues Management

Advance Strategy & Preparation, Advise & Support Leadership, Plan High-level / Sensitive Rollouts



Issues Management

Coordinate National Level Announcements

- Disaster Declarations
- Illegal, Unreported, and Unregulated Fishing
- Barataria Dolphin Study
- New Research Vessel Launch
- Unusual Mortality Events
- Marine Mammal/Brucella Outbreak
- Grants Announcements
- New Staff/Leadership Announcements
- New Council Member Appointments
- Status of Stocks
- Fisheries of the United States
- Fisheries Economics of the United States
- Alternative Aquaculture Feeds
- Bycatch
- Marine Mammal Stock Assessments
- Budget Announcements
- Corals Listing Petition

Provide Expertise and Guidance to Programs port

- MMPA 40th anniversary
- MRIP Announcements / Resources
- Enforcement Communications Planning
- FishSmart Meetings (MRIP)
- FishWatch Rollout

Coordinate with Legislative and Public Affairs Offices

- Briefings on the Hill
- National/International Announcements

High Level Events

- International Seafood Summit
- Pacific Marine Expo
- Council Coordinating Committee
- Maine Fishermen's Forum
- Boston Seafood Show
- Support for International Events
- Great American Seafood Cookoff

Rollout Package Example —Status of Stocks



U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service

NOAA FISHERIES SERVICE

Status of Stocks

Annual Report to Congress on the Status of U.S. Fisheries

Stocks at a Glance

- 202 stocks (80%) are not subject to overfishing
- 38 stocks (14%) are subject to overfishing
- 174 stocks (79%) are not overfished
- 45 stocks (21%) are overfished

| Category | 2010 | 2011 |
|------------------------|----------|----------|
| Subject to Overfishing | 40 (14%) | 38 (14%) |
| Overfished | 46 (17%) | 45 (17%) |
| Rebuild | 27 | 27 |

NOAA FISHERIES SERVICE

Status of Stocks 2011

Annual Report to Congress on the Status of U.S. Fisheries

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NOAA Fisheries @NOAAFisheries

2011 Status of Stocks shows we're actively turning the corner on ending overfishing. More @ 1.usa.gov/XjMKE

29 RETWEETS | 5 FAVORITES

NOAA Fisheries Service

We have good news for both fish and fishermen. Our 2011 Status of Stocks report shows a record-breaking 6 fish stocks declared rebuilt—more stocks rebuilt than in any other single year tracked. The term rebuilt indicates a stock has increased to its target population level after falling below the critical overfished level. Take a look at the full report <http://1.usa.gov/XjMKE>

Photo Credit: Alaska Seafood Marketing Institute

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Products & Services

➤ Infuse consistent agency messaging in our feature stories, leadership messages & talking points, and social media

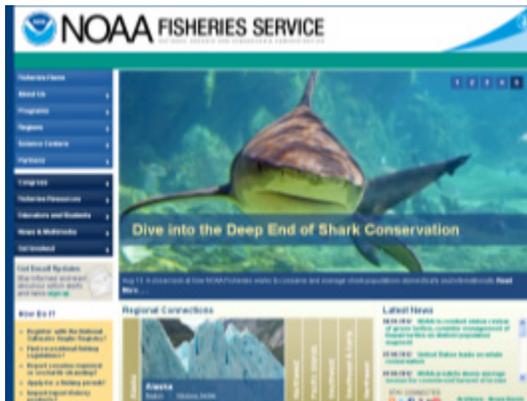


Services

- Advance Strategy & Preparation
- Advise & Support Leadership
- Plan High-level/Sensitive Rollouts
- Online Coordination
- Exhibits

Products

- Consistent Branding Across Agency
- Online—All Roads Lead to Website
 - Social Media
 - Video
 - Content



 This site All of NMFS

- SEAFOOD PROFILES
- WILD-CAUGHT SEAFOOD
- FARMED SEAFOOD
- BUYING SEAFOOD
- EATING SEAFOOD

FISH FINDER

NORTH ATLANTIC SWORDFISH



Xiphias gladius

ALSO KNOWN AS:

Broadbilled swordfish, Broadbill, Espada, Emperado

SOURCE:

U.S. wild-caught from U.S. Atlantic and Gulf of Mexico waters

STATUS

| POPULATION | FISHING RATE | HABITAT IMPACTS | BYCATCH |
|------------|--------------|-----------------|---------|
| | | | |

CLICK THE ICONS TO LEARN MORE ABOUT EACH CRITERIA

- OVERVIEW
- ABOUT THE SPECIES
- THE SCIENCE
- THE FISHERY
- THE SEAFOOD
- RELATED LINKS

OVERVIEW

In 1998, the North Atlantic swordfish population was low, at only 58% of its target level, and was declared overfished. Pelagic longlines, which were the primary commercial gear used to catch swordfish, were also catching endangered sea turtles. Fast forward over 10 years and this same population of swordfish is thriving and interactions between pelagic longlines and sea turtles have been reduced by 90%.



A large swordfish pulled up on a vessel that took part in the experiment on new gear on the Grand Banks from 2001 to 2003.

[LAUNCH GALLERY](#)

LOOKING AHEAD

The International Commission for the Conservation of Atlantic Tunas, or ICCAT, coordinates international management of the Atlantic swordfish fisheries. Each year, member nations negotiate the amount of Atlantic swordfish that each nation can harvest. Due to several factors, including regulations put into place to rebuild and maintain the swordfish population and other parts of the ecosystem, the United States is not harvesting their entire swordfish quota. Our swordfish fishery is highly monitored - catch of or interactions with protected species are

What happened in less than a decade to change the fate of the swordfish fishery in the



NOAA OFFICE OF SCIENCE AND TECHNOLOGY

NATIONAL MARINE FISHERIES SERVICE

- S&T Home
- Recreational Fisheries Statistics
- Commercial Fisheries Statistics
- Cooperative Research
- Observer Program
- Marine Mammals & Turtles
- Ecosystems
- Stock Assessments
- Economics
- Human Dimensions
- Apps & Tech
- About Us
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Home Access Data Program Overview In-Depth Outreach Resources



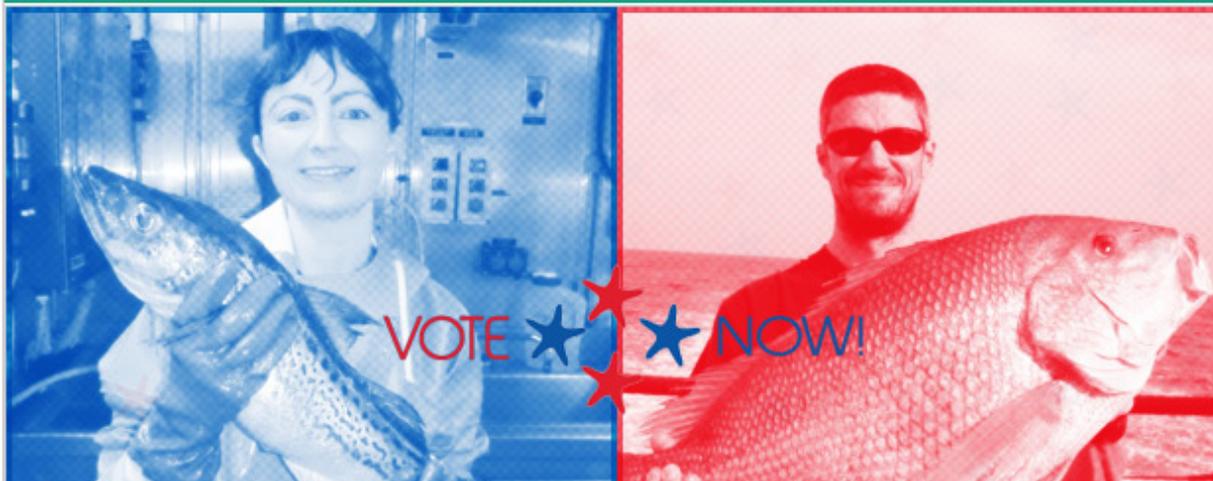
Recreational Fisheries Statistics

The Marine Recreational Information Program, or MRIP, is the new way that NOAA Fisheries is collecting and reporting recreational fishing catch and effort data.

Working with scientists, managers, fishermen and others, MRIP is making significant improvements to virtually everything we've done in the past.

MRIP plays a critical role in sustainably managing our ocean resources by providing estimates of fishing activity are both **accurate and trusted**.





Snapper vs Pollock! Vote Now!

So put down your party line and pick up your fishing line because we want YOUR vote! [MORE »](#)

QUICK LINKS FOR TEACHERS

- [Program Highlights »»](#)
- [Frequently Asked Questions »»](#)
- [Teacher Blogs »»](#)
- [How to Apply »»](#)
- [Current Season »»](#)
- [Photos and Videos »»](#)

QUICK LINKS FOR ALUMNI

- [Resources »»](#)
- [Stay Connected »»](#)
- [Alumni Forms »»](#)
- [Alumni Spotlight »»](#)



CURRENT SEASON



ALUMNI SPOTLIGHT



Caroline Singler (TAS 2010)

PHOTO OF THE WEEK



Oh buoy! TAS Sue Oltman watches as a buoy covered in mussels and fouling organisms is

FROM THE TAS BLOG

Kaitlin Baird: Did You Know?
September 25, 2012 [22 Sep 2012»»](#)

Allan Phipps: From Unalaska to Un-Alaska, September 21, 2012 [20 Sep 2012»»](#)

Kaitlin Baird: Girl Power in Changing Oceans, September 19, 2012 [17 Sep 2012»»](#)

Examples of Online Product Packages

NOAA FISHERIES SERVICE

Eagle Saved from Drowning Thanks to NOAA Enforcement Officer

By Noah Messerhimer

It was a matter of life and death for one bald eagle caught in a boating line in Alaska recently. Drowning alone than a happy ending thanks to NOAA enforcement officer Noah Messerhimer, who decided to go out to save the bird from drowning, pull it to safety, and when it came back up using his own jacket.

On June 22, Messerhimer was in Ninilchik, Alaska, about 100 miles from Anchorage, conducting other related duties when a boater's motor died and a bald eagle was observed in the incoming tide. Because NOAA's Office of Law Enforcement does not manage boat traffic, the officer quickly radioed U.S. Fish and Wildlife Service for assistance on how to handle the animal to minimize harm—but he was on his own.

"I was up to my neck in water in the incoming tide," Messerhimer explained. "I asked the Fish and Wildlife Service from what would be the best way I could save the bird."

The light suggested Messerhimer use a long pole to reach the eagle out of the water and above the high water line. Drowning 100 miles from the boat and 100 miles from the beach, the officer used his own life jacket to rescue the bird.

"The difficulty is to get it out of the slick oil at the slicks at all," Messerhimer noted. "It was very tough."

Although Messerhimer got the eagle back to shore, the cold, wet eagle was still in the clear. The bird was still young. So, this time, the officer had a few approaches to get the bird to the boat. The eagle caught the line, and allowed Messerhimer to drag him about 25 yards before being freed.

"The bird was up to his neck in water in the incoming tide," Messerhimer said. "I was up to my neck in water in the incoming tide. Drowning 100 miles from the boat and 100 miles from the beach, the officer used his own life jacket to rescue the bird."

NOAA Fisheries and Wildlife are always looking for ways to protect our nation's fisheries. If you have any questions or need more information, please contact us at 1-800-FISH-NEWS.

Additional Resources

- [Wildlife Viewing Guidelines](#)
- [How to Report a Wildlife Incident](#)
- [Alaska Marine Mammal Health and Stranding Response](#)

NOAA FISHERIES SERVICE

U.S. Commerce Department Announces 2012 Regional Fishery Council Appointments

June 26, 2012

The Commerce Department today announced the appointment of 30 new and returning members to the eight regional fishery management councils that are responsible for managing ocean fish stocks in U.S. waters.

Council History

The councils were established by the Magnuson-Stevens Fishery Conservation and Management Act to provide for the development and implementation of fishery management plans for the nation's fisheries. Each council is composed of representatives from the fishing industry, academia, and the general public. The councils are responsible for developing and implementing fishery management plans for the nation's fisheries.

Appointees

The new and reappointed council members begin their five-year terms on August 1. Council members are appointed through a process which can vary by region, and is designed to ensure that each council has a diverse and representative membership.

Additional Information & Resources

- [June 26, 2012 News Release](#)
- [New England Council](#)
- [Pacific Council](#)
- [Northwest Council](#)
- [Southwest Council](#)
- [Atlantic Council](#)
- [Gulf of Mexico Council](#)
- [Caribbean Council](#)
- [New England Council](#)

Stock Assessment 101 Series

Making Sense of Fish Stock Assessments

How NOAA Fisheries' scientific stock assessments are key to fisheries management. They provide high-quality information to fisheries managers on the current status of fish stocks and future trends in fisheries production. [Read More...](#)

Making Sense of Fish Stock Assessment Models

Can 100 How do we make sure our nation's fisheries are sustainable and productive? It starts with fish stock assessment modeling—gathering data to evaluate fish stock health necessary to inform fisheries management decisions. [Read More...](#)

NOAA Fisheries Service

NOAA Fisheries Law Enforcement to the rescue—Officer Noah Messerhimer helped rescue an injured bald eagle that was caught in a rising tide in Ninilchik, Alaska. Get the full story on how the eagle made it to safety here <http://1.usa.gov/R8oUS1>

Like · Comment · Share

NOAA Fisheries Service

This just in—today the Commerce Department announced the appointment of 30 new and returning members for the eight regional fishery management councils. These councils partner with NOAA Fisheries to manage U.S. ocean fish stocks. <http://1.usa.gov/Q47E1I>

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NOAA Fisheries @NOAAfisheries

1 lucky bald eagle lives to see another day thanks to rescue from #NOAA Fisheries Law Enforcement officer 1.usa.gov/R8oUS1

17 RETWEETS 3 FAVORITES

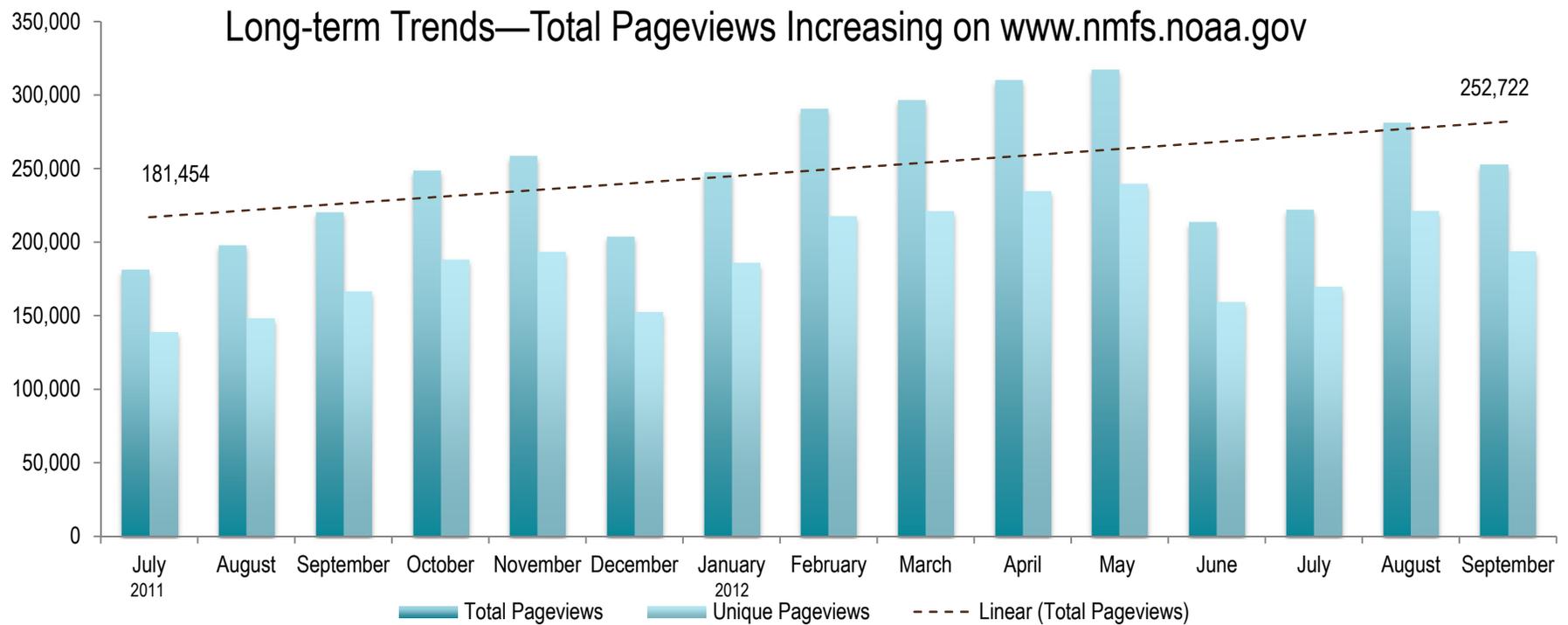
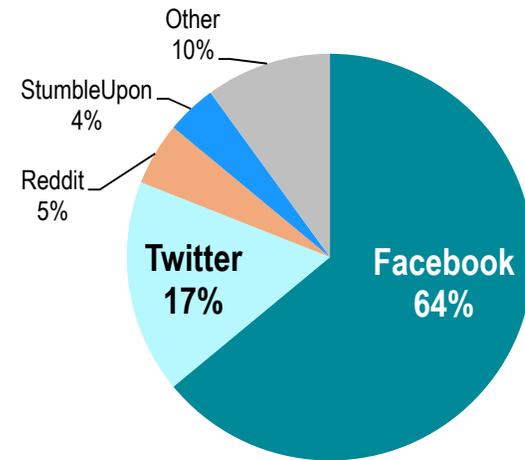


Online Themes

- Sustainable Seafood
- Recreational Fishing
- Fisheries Management (MONF III)
- International
- Habitat Conservation
- Aquaculture
- Seafood Safety
- Marine Mammals/MMPA 40th
- Enforcement & ESA
- Science & Technology



Monthly Online Statistics





Discussion