

Science, Service, Stewardship



Ending Overfishing – Ensure Sustainable Seafood and Jobs: A Communications & Engagement Initiative

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Council Coordinating Committee Meeting

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**NOAA
FISHERIES
SERVICE**



2011 – A Year of Opportunity

The U.S. is on the verge of ending overfishing on major stocks, poised to make significant progress to fully rebuild remaining overfished stocks and is actively sustaining rebuilt stocks. Watershed moment in the history of fisheries management.

- Highlight investment and successes of U.S. fishermen FMC process.
- Address misperceptions and build ‘Big Picture’
- Increase public literacy
- Expand stakeholder base



Background and Objectives - NOAA

External Affairs – Focused effort on strategic elements
of the Next Generation Strategic Plan

Six themes – NOGP, Climate & Water, Science, Gulf,
Arctic, and Fisheries

Define Goals & Messages

Identify spectrum of opportunities – focus on outreach &
engagement

Allow NOAA leadership to be strategic – where and how
leadership participates

Coordinate – Leg Affairs, External Affairs, Media Affairs



Sustainable Fisheries – Strategic Elements

Build the story – link actions and accomplishments to mission of sustainable seafood & jobs

Across programs – SF, PR, HC, Enf

Think National – reflect regional

Routinely Integrate consistent themes and messages in the action-specific communication plans

Improve Coordination – LA, EA, and Media shops

Build on key outreach & engagement opportunities

Redesign FishWatch – Reflect “the story”& messages



Message Themes

Sustainability is not achieved – it's actively maintained

Adaptive management – culmination of 35 years

10 National standards – biological, ecological and economical considerations

Economic benefits and job stability – opportunities are enormous

Cannot be maintained without investing in restoring marine habitats and ecosystems

U.S. fishermen can't do it alone -- international efforts

Fully rebuilt global fisheries cannot sustainably feed the planet – sustainable aquaculture



Engagement 2011 – Council Coordination

Events:

Routine tradeshows, Initiative-specific events, announcements

***Status of U.S. Fisheries Report to Congress (May/June 2011)**

*Smithsonian Industry Panels and Seafood fest (June 2011)

Stakeholder Expansion:

Expand Active engagement with broader diversity of businesses and interests – food and hospitality industries, manufacturing, human health orgs, related media, etc.

FishWatch:

Re-Design, soft launches and focus groups – including the CCC

Public launch with SOS report to Congress

Councils....



Council Coordination

Celebrate the (regional) differences - Emphasize the (national) similarities of success

How can we coordinate:

- Communicating the national story on '*Sustainable Fisheries and Jobs*' in the U.S.?
- Expanding engagement with seafood consumers?