

Outreach Report on RFMC Activities (Jan-April 2011)

I. Communication Committee Collective Efforts

In 2009, the RFMCs jointly executed six major activities: **1)** a glossy information brochure, *U.S. Regional Fishery Management Councils: Opportunities and Challenges* (40 pages); **2)** an **exhibit display, banners and ads** that promoted the RFMC system; **3)** an **RFMC website** www.fisherycouncils.org; **4)** participation at **Capitol Hill Ocean Week (CHOW) as an exhibitor and a co-sponsor** of the panel “Feeding a Nation: The Role of Fishing and Aquaculture in Today’s Economy” with NOAA Fisheries; **5)** participation in the **NOAA Fish Fry with booths featuring regional cuisine** from Hawaii and Puerto Rico and distribution of RFMC informational material and RFMC logoed totes; and **6)** **production of a special issue of *Currents*** (National Marine Educators Association journal) issue on Regional Fishery Management Councils.

In 2010, the RFMCs: **1)** maintained the **RFMC website**; **2)** created an **exhibit display and leaflet on *Marine Protected Areas (MPAs) Created by the RFMCs***; **2)** co-sponsored with NOAA Fisheries the **CHOW symposium** on Clean Energy and a Healthy Ocean, during which the RFMCs exhibited their MPA display and distributed outreach material; and **3)** participated in the **NOAA Fish Fry**, with booths featuring regional cuisine of Hawaii, American Samoa, South Atlantic and Puerto Rico and distribution of RFMC totes, ladles and informational material.

In 2011, the RFMCs **1)** produced the *U.S. Regional Fishery Management Councils: Decades of Knowledge and Experience in Coastal and Marine Spatial Planning*, a six-page informational brochure for the national CMSP workshop to be held in June (6,000 copies); and **2)** **maintained and updated the RFMCs website**.

On Nov. 7, 2010, the Councils Communication Group by teleconference agreed to move forward with the following action items:

- **All Council website:** After initial setup, the website has been modified only twice because we don’t have a dedicated person. The website is a place to post all the CCC info, meeting minutes, references, copies of letters from RFMCs to NOAA, etc. It could serve as a clearing house for SSC national workshops and support MONF3.
- **CHOW** participation at a sponsorship level (which includes an exhibit booth and speaking and advertising opportunities).
- **NOAA Fish Fry** participation, including hosting booth(s) with guest chef(s) and recipes that feature US sustainable fish products.
- **Face-to-face meeting of the Councils’ public information officers:** Agenda would include MONF3, the all Council website and other joint initiatives.
- **Participation of RFMCs’ public information officers at NOAA outreach and education meetings and workshops** as appropriate.
- **NOAA Education Council:** The group agreed to send a letter to get a seat on this Council.
- **Managing Our Nations Fisheries III conference** to be held in Washington, DC.
- **Partnerships with public aquariums** to get the good news to the public, restaurateurs, retailers and consumers about the status of US fisheries and their sustainability, as well as the important roles that the Regional Fishery Management Councils and NOAA Fisheries play in those successes. The National Aquarium in the Department of Commerce building is being renovated. Currently, all of the displays are about the Sanctuaries.

II. Individual Council Effort (January-April 2011)

a. Western Pacific Council

MARIANA ARCHIPELAGO

A Council press release in January on the availability of a study conducted for the Council by the National Institutes of Occupational Health and Safety, *The Impact of Marine Preserve Areas on the Safety of Fishermen on Guam*, was widely picked up by media and organizations interested in safety/risk, fishing and/or indigenous issues.

In conjunction with Advisory Panel and Plan Team meetings, the Council held a Sea Turtle Workshop (Jan. 25-27), Open Ocean Cage Culture Symposium (Jan. 26-27, co-organized with the Northern Marianas College) and Traditional Lunar Calendar Workshop (Jan. 27-28) on Saipan.

In Saipan, the Council participated in a one-hour radio talk show, broadcast in English, Chamorro and Refaluwasch. It is now a Council-sponsored weekly radio show on fisheries issues. The Council exhibited student assistants at the Environmental Expo (March 12-14).

On Guam, the Council co-organized, the 3rd Gupot Fanha'aniyan Pulan CHamoru, i.e., Chamorro Lunar Calendar Festival (Jan. 30, 2011), one of the biggest community events on Guam. All of these events in the Mariana Archipelago were widely covered by the media.

AMERICAN SAMOA ARCHIPELAGO

The Council produced Samoan language versions of the American Samoa Fishery Ecosystem Plan and Pacific Pelagic Fishery Ecosystem Plan brochures; reports of studies conducted for the Council, including Current Surveys between Potential Marine Managed Areas in American Samoa (by American Samoa Environmental Protection Agency) and Mapping and Assessing Critical Habitats for the Pacific Humphead Wrasse (*Cheilinus undulatus*) (by American Samoa Department of Marine and Wildlife Resources); and the Council's Pacific Islands Monograph Series #3, American Samoa Archipelagic Fishery Ecosystem Report.

These studies and other issues were presented and discussed at events on the role of fishermen and communities in sustainable fisheries development and community-based management, including a community meeting (March 4), student symposium (March 5), meeting with more than 50 mayors (March 7) and Fishers Forum (March 8). The media widely covered these events.

HAWAII ARCHIPELAGO

The Council partnered with Hawaii Pacific University to offer a 12-session seminar series on fisheries management during the fall 2010 and spring 2011 semesters at the university's campus. On Feb. 5, 2011, Council participated in the NOAA Marine Science Workshop to review the grades 3 to 5 draft curriculum for Hawaii. On March 16, 2011, a research firm contracted by the Council conducted a focus group with Hawaii fishermen on Council outreach and education. The Council exhibited at the Izuo Brothers Fishing Supply Trade Show (Jan. 24-25), Hawaii Skin Diver Expo (March 20) and Hawaii Ocean Expo (April 9-10) and has a weekly 15-minute radio talk show segment begun on KHVH News Radio on AM 830.

WESTERN PACIFIC REGION-WIDE

On April 12, 2011, the Council hosted the "Finding Common Ground in Fisheries Management" session at the 31st Annual Symposium on Sea Turtle Biology and Conservation in San Diego. The Council has completed an interactive computer game on island fishery ecosystem and video podcasts for fishermen and students. Ongoing activities include co-chair Traditional Knowledge Committee of the National Marine Educators Association (NMEA), formal evaluation on the effectiveness of traditional lunar calendars as an outreach tool for fishery ecosystem management, Council website updates, press releases, meeting and display ads, and articles in Hawaii Fishing News, Lawaia, Hawaii Skin Diver, Marianas Fishing Magazine and other relevant publications.

b. North Pacific Council

Glossy Outreach Publications

- *Groundfish Species Profiles*. February 2011. A glossy brochure that describes the process for setting ACLs and a summary of the biology, management, fishery, catch history and economics of each of the species groups managed under the GOA and BSAI Groundfish FMPs. 58 p. 2,000 copies printed.
- *Navigating the North Pacific Council Process* (3rd edition). April 2011. A glossy brochure that describes the North Pacific Council process to persons unfamiliar with the Council. 27 p. 500 copies printed.

Recent Scientific Papers Published by Staff

- Fina. M. 2011. Evolution of Catch Share Management: Lessons from Catch Share Management in the North Pacific. *Fisheries* 36(4):164-177.

NPFMC Website is undergoing a re-design to make information more easily accessible. Look for our new design in the coming month or so.

Rural Outreach Committee has been established by the Council to 1) advise the Council on how to provide opportunities for better understanding and participation from AK Native and rural communities; 2) provide feedback on community impacts sections of specific analyses; and 3) provide recommendations regarding which proposed Council actions need a specific outreach plan and prioritize multiple actions when necessary.

Special Salmon Bycatch Outreach Meetings

- At Federal Subsistence Regional Advisory Council meetings March 17 in Anchorage and March 23 in Sitka, staff presented on the Council's activities with respect to Chinook salmon bycatch management in the GOA pollock fishery and discussed how the public can provide input into the Council decision-making process.
- Council members and staff presented on and answered questions about the Council process, outreach efforts and proposed action on chum salmon bycatch reduction measures at meetings with Western and Interior Alaska villages and tribes, including Yukon River Panel (Dec. 5–11, 2010; Anchorage); Yukon River Drainage Fisheries Association annual meeting (Feb 14–17, 2011; Mountain Village); Bering Strait Regional Conference (Feb. 22–24, Nome); Yukon-Kuskokwim Delta Regional Advisory Council (Feb 23–24, Mountain Village); Western Interior Regional Advisory Council (March 1–2, Galena); Eastern Interior Regional Advisory Council (March 3–4, Fairbanks); Bristol Bay Regional Advisory Council (March 9–10, Naknek); Tanana Chiefs Conference annual meeting (March 15–19, Fairbanks). Input will be incorporated into the impact analysis. The Council will be provided a report on the meetings prior to final action.

Outreach Presentations and Workshops

- January 2011. Alaska Marine Science Symposium, Anchorage, Alaska. Presentation and participation in workshop panel to scientists and non-scientists on "How to work with Alaska communities and community educators."
- February 2011. Alaska State Legislature, Juneau, Alaska. Presentation on Council process and current issues.

c. Pacific Council

Web-based Outreach

- *Streaming audio and video of Council meetings.* At its March meeting, the Council began streaming audio and limited video of its Council meetings on the internet.
- *Twitter feed (@PacificCouncil).* Increased number of Twitter followers to nearly 700.

Media

- Sent out two press releases and worked with media to cover decisions on the 2011 salmon season.

Outreach Publications

- *Council fact sheets.* Updated series of Council fact sheets on fishery concepts and management actions.
- *Spring Newsletter.* Currently developing spring issue of Council newsletter, one of four issues planned for the year.

Other

- Worked with Monterey Bay Aquarium to review their Seafood Watch listings for West Coast salmon.
- Worked with state fish and wildlife agencies to conduct three public hearings on 2011 salmon seasons.

d. South Atlantic Council

- The Council hired an Assistant Public Information Officer. Andrea Grabman joined the Council staff in January.

Web-based Outreach

- *Website upgrade.* The Council is working with a contractor to upgrade its current website www.safmc.net to include a redesign of the graphic layout, update and streamline the site map, and increase ease of navigation. The use of social media, including blogs, Facebook, Twitter etc. may be incorporated.
- *Streaming audio of Council meetings.* SAFMC continues live streaming of the Council meetings, advisory panel meetings, and meeting of the SSC on the internet. Using the service U-Vault, audio and projection of motions and Powerpoint presentations on the internet. Since 2009, the viewership has grown from 40-70 hits per meeting to several hundred during the most recent SAFMC meetings.
- *Collaboration with NOAA Fisheries SERO.* Southeast *Fishery Bulletins* from NOAA Fisheries Service and other releases relative to the southeast continue to be posted on the website.

Media

- *Press releases.* Three releases have been distributed since January 2011: March Council meeting follow up, advisory panel openings, and a release to publicize upcoming meetings.
- *Media contact.* The Council maintains a list of approximately 350 media contacts and distributes press releases as well as meeting announcement post cards to the contacts via email and hard copies if requested. Southeast *Fishery Bulletins* from NOAA Fisheries' Southeast Regional Office are also forwarded to media contacts. The PIO worked closely with media during live coverage of public hearing/scoping meetings held earlier this year.

Outreach

- *Public Hearings and Scoping meetings.* A total of 14 public hearings and scoping meetings have been held from NC to the FL Keys regarding 9 amendments to various FMPs since January. These meetings include informal staff presentations and Q&A sessions on each amendment and the ability to provide public comment to area Council members over a period of several hours. Several staff members are involved in the presentations and Q&A.
- *Regulations update.* A 2-page color update of Recreational Regulations for Snapper Grouper Species has been printed and continues to be distributed with the SAFMC Regulations Brochure.
- *Newsletter.* The Winter 2011 issue of the quarterly *South Atlantic Update* newsletter was completed and the Spring issue is under development. 5,000 hard copies are printed and mailed each quarter. The publication is also distributed via email and posted online.
- *Newsletter features.* Working with the FL Keys Commercial Fishermen's Association, Council staff had the opportunity to conduct interviews with area fish house owners, fly over the Florida Everglades with a Monroe County council member, and participate in a local radio show. The interviews and photos from these outreach opportunities will be featured in upcoming issues of the *South Atlantic Update* newsletter.

Other

- *USCG Fisheries Training Center.* Council staff provided a presentation to the Manager's Class at the TRACEN in February regarding current fisheries issues and regulations. Interviews were conducted with the Commanding Officer of the TRACEN and the USCG Cutter *Yellowfin*. A feature article will be included in a future issue of the newsletter highlighting the training and job responsibilities of boarding officers.

e. **New England Council**

Web-based Outreach

- *Streaming audio of Council meetings.* At its April 2011 meeting, the NEFMC began live streaming audio, along with meeting motions and powerpoint presentations, of its meetings on the internet.

Media

- *Press releases.* Two releases were sent out in conjunction with the January and April Council meetings.
- *Media contact.* Efforts to respond to inaccurate media coverage have been increased. To date, one letter to the editor has been published in a fishing community newspaper.

Outreach

- *Newsletter.* The “Council Report” is sent out within a week of each Council meeting with details and background about each approved Council action.
- *Scoping hearings.* Ten meetings were held in fishing ports from Maine to North Carolina to gauge fishermen’s interest in adopting some form of catch share program in the east coast monkfish fishery.

Other

- *Marine Resource Education Program.* Council staff participated in the management module of this twice annual seminar-style program developed to provide fishermen with a better understanding the fisheries management and science process. The goal is to provide them with tools that will enable them to become more effective participants and advocates for their positions.

f. Mid-Atlantic Council

Council Meeting Webinars

The Council continues to broadcast live stream audio of Council meetings with the associated presentations via webinar.

Public Listening Sessions

The Council held its first "Public Listening Session" at the April, 2011 Council meeting in Annapolis, Maryland. The session was designed to allow stakeholders an opportunity outside of the normal Council agenda to ask questions or express concerns regarding Council management issues. Questions and comments were taken from both those attending in person and those attending virtually via the internet. The Council will continue to hold the listening sessions at each Council meeting.

Public Hearings

Council staff along with Council members and staff from various marine fishery agencies held nine scoping hearings from Maine to North Carolina on Amendment 6 to the Monkfish Fishery Management Plan.

Regulations Brochure

The Council staff updated and distributed the 2011 Proposed and Final Federal Commercial and Recreational Management Measures Brochure. The brochure contains the 2011 management measures for the species managed by the Mid-Atlantic Council.

Press Releases

The Council has sent out 6 press releases for upcoming Council meetings and to inform the public of important issues that were discussed at Council meetings. Press releases are posted on the front page of the Council's website under "Latest News" as well as under the press release button. Press releases are mailed by e-mail and regular mail to Council members, Advisory members, and interested parties.

Council Reports

Since February 2011, the Council has prepared Council Reports which summarize action items and discussions at Council meetings. This report is done after each Council meeting and posted on the front page of the Council's website.

Council Brand/Logo

The Council is reviewing the Council's brand/logo which will be revised to more closely identify the activities of the Council. The Council has consulted with a company to audit the existing brand/logo to provide ideas for improving the brand/logo.

MAFMC Website

The staff will be working on redesigning the Council website to make it easier to navigate and understand.

Recruitment for Public Information Officer (PIO)

The Council had initiated recruitment of a PIO. Due to budget concerns, this recruitment action has been delayed.

g. Gulf Council

Regulations App

- Went live March 28, 2011
- Over 2150 downloads
- Contains both recreational and commercial regulations
- Made for iPhone with options to develop for Droid and Blackberry

Regulations Hotline under development

- Will provide real-time fishing regulations on the (for those without an iPhone)

Educational Videos via YouTube

- Video Topics:
 - Who We Are
 - What We Do
 - Why We Manage
 - How to Get Involved
 - Data Collection Series (under development)
 - Seven other topics to follow

Fisheries 101

- Delivered during Council Meetings
- Will be packaged and posted on the web
- Topics to date include:
 - The Magnuson-Stevens Reauthorization
 - What do you need to conduct a stock assessment?
 - So you have some data – now what? *The underpinnings of a stock assessment*
 - ICCAT

Outreach & Education Advisory Panel

- Developed a draft Five-Year Strategic Communications Plan
- Meeting later this summer to review Communications Audit prepared by University of South Florida graduate students.
- Will begin developing stakeholder survey and review status of current outreach efforts

Outreach & Education Committee

- Approved draft Five-Year Strategic Communications plan. Approval

Outreach Presentations and Workshops

- Sea Grant In-Service Training/Gulf Council Office
- Tampa Tribune Outdoor Expo/Tampa, FL
- Orange Beach Charter Boat Association/Orange Beach Alabama
- Gainesville Offshore Fishing Club/Gainesville Florida

h. Caribbean Council

CFMC Website is continuously being updated to keep the constituents and the general public abreast of Council meetings, public hearings, new information and we are adding links to other institutions or places of interest that provide fisheries information, as well.

Orientation meetings are provided to the different areas of Puerto Rico and the US Virgin Islands to personally bring the information to the interested parties, and have eye to eye Q&A sessions.

Special workshops are provided to the stakeholders depending on the need of information and orientation. Presently, CFMC has provided orientation meetings to the west coast of Puerto Rico deep-water fishers, who have requested to be educated on the issue of catch shares. The CFMC has been assisting them in providing educational meetings to talk about pros and cons of establishing a catch share program in their area. This will be extended to the rest of the Puerto Rico fishing areas that request it as well as the USVI.

Newsletters, fact-finding sheets and public announcements in magazines are prepared. At the beginning of this year the magazine “Que Pasa” which is a booklet that contains information about hotels, restaurants, places of interest, etc., in Puerto Rico, provided us a space to publish during three months the message “Keep Paradise in its Place,” directed to inform people not to take corals, conch shells and other species, which are restricted by law.

Participation in Sportfishing Tournaments and other activities has been another effective way to reach the marine environment community. The CFMC has participated in various tournaments and open meetings at which educational material is provided to the participants. This has proven to be a very successful manner to reach out and bring information to other sectors of our community that are indirectly associated with fishery management.

Working in Special Projects with schools has been another very effective way to communicate the message to not just the local people, but also to broaden the communication lines in schools outside the Caribbean area and to promote coral reef awareness.

Partnership with other agencies and entities to create and reproduce existing booklets, posters and other educational materials, as well as special meetings coordinated with our partners has been a great tool and has provided all the participating partners a chance to create awareness among constituents and stakeholders. Partners include Sea Grant, FAO, UNESCO, GCFI, and NGOs.

III. Funding

The Councils have received from NOAA \$50K in 2009 and \$60K in 2010 to support joint outreach and education activities. However, the RFMCs have been asking for regular funds for both joint and individual RFMC outreach and education activities.

On June 5, 2009, the Councils wrote to Dr. Lubchenco requesting “additional funding of \$2M annually from NOAA to the eight Regional Fishery Management Councils for their education, outreach and engagement efforts” (e.g., to fund staff trained and dedicated to these activities). They also requested that “NOAA Fisheries Service (i.e., National Marine Fisheries Service) be directed to implement its Outreach Strategic Plan in close collaboration with the Councils, which are identified in the plan as formal partners.” These recommendations were based on the NOAA Science Advisory Board Report recommendations that NOAA spend 10% of its total budget on outreach and that it strengthen its outreach with partners.

On Dec.17, 2009, Dr. Lubchenco responded, saying the Administration had requested an increase of \$4.0 million for work on annual catch limits for Council-managed fisheries.

On Jan. 13-14, 2010, the Councils reviewed Lubchenco’s letter at the CCC meeting. Strong reasons were voiced on why the Councils need additional dedicated funding for outreach and education. In addition to the drivers referred to in the 2009 brief that was attached to the Council’s letter to Lubchenco, there was now additionally the Draft NOAA Catch Share Policy, stating that NOAA will collaborate with the Councils to provide information and training to raise awareness and increase understanding, to improve general catch share literacy in communities and to increase stakeholder engagement in the policy development and review process.

On Feb. 26, 2010, the Western Pacific Council wrote to Lubchenco, saying “We need additional funds now to meet our outreach and education responsibilities in FY2010. The Councils cannot adequately meet these responsibilities through the Administration’s requested increase of \$4.0 million for work on annual catch limits for Council-managed fisheries, as there are more pressing uses for these funds.” The request was reiterated for \$2M additional funds for outreach and education.

At the May 2010 CCC meeting, the Councils reiterated the \$2M request, with \$460 K for a national conference and the rest to Councils.

In late 2010, additional drivers were implemented for Council involvement in outreach and engagement and strengthened partnerships with NOAA Fisheries. NOAA’s *Annual Guidance Memorandum for FY 2011-15* contains a section on “Environmental literacy and decision support.” NOAA’s *Next Generation Strategic Plan* has long-term goals on “Healthy Oceans: Marine fisheries, habitats, and biodiversity sustained within healthy and productive ecosystems” and “Resilient Coastal Communities and Economies: Coastal and Great Lakes communities are environmentally and economically sustainable.” The first goal, for example, includes “Strong partnerships and enhanced coordination and cooperation among NOAA scientists, policymakers, the Fishery Management Councils, the commercial and recreational fishing industries, non-governmental organizations, coastal stewards, and academic centers will ensure a transparent and effective approach to manage ocean resources.” The plan also says “NOAA will work to enhance coordination and cooperation among scientists, policy makers, and stakeholders to ensure that information is understood and incorporated in management practices” as well as such objectives as an engaged and educated public with an improved capacity to make scientifically informed environmental decisions.

In February 2011, the Councils’ wrote to Eric Schwaab, Assistant Administrator for Fisheries, reiterating their position regarding needed education and outreach funding of \$2M.