



**NOAA Fisheries Service**  
Science, Service, Stewardship

# **Fisheries - National Communications**

## **2011-2012**

Council Coordination Committee Meeting  
Silver Spring, MD  
**January 26, 2012**

**Laurel Bryant**  
**NOAA Fisheries Office of Communications & External Affairs**



# Overview

- Strategic Beginnings and Impacts: Look back at 2011
- 1<sup>st</sup> Steps with FMCs and National Communications
- What's Ahead in 2012
- Upcoming Opportunities with FMCs



# 2011 – Strategic Beginnings

*Realign public perception to the reality of progress that's been made in U.S. Fisheries*

- Consistent Messages
- Coordinated, Broad Deployment – Internal & External
- Employ strategic communication tools
- Expand Stakeholder Base
- Turning the Corner 2011-2012





## NOAA Fisheries Messages - 2011

- Sustainability is not achieved – it's maintained – dynamic, requires constant and routine adjustment between what we learn from the science and how we need to modify human behavior to adjust to changes in the ecosystem and fish populations.
- Science-based management works – 35 years of evolution and innovation in science and management
- U.S. fish populations previously overfished are rebuilt or actively rebuilding.
- In 2011 – Tools for ending overfishing in the U.S. will be in place and rebuilding of all managed stocks fully underway.
- U.S. harvested seafood is sustainable or on its way to being sustainable because of science-based management.
- Fisheries are managed according to 10 national standards of sustainability, a mix of biological, ecological and socio-economic variables. Standards are implemented in a very adaptive, public process. Management is informed and must comply with the most up-to-date science available about the stock and the ecosystem in which it lives.



## NOAA Fisheries Messages – cont.

- Misperceptions about seafood undermine progress – efforts to encourage, expand and export stewardship practices that work and should be rewarded by market mechanisms. How do we overcome these and keep public informed with up-to-date info that builds their confidence in U.S. seafood? (FishWatch can help!)
- Even if all wild-caught fisheries are fully rebuilt and managed sustainably, it is not enough to feed the planet. Aquaculture is critical to the future of sustainable seafood and working waterfronts.
- U.S. fishermen can't do it alone. We must move forward with addressing the far more complex problems of land-based pollution, habitat degradation and illegal, unreported and unregulated fishing that are threatening the health and abundance of our global fisheries.



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## How Do I?

- Register with the recreational fishing information program?
- Report a marine mammal or sea turtle stranding?
- Apply for a fishing permit?
- Import/export fishery

## The Road to End Overfishing: 35 Years of Magnuson Act

### Assistant Administrator for Fisheries Talks about the Cornerstone of Sustainable Fisheries

I want to acknowledge and highlight the 35 th anniversary of the *Magnuson-Stevens Fishery Conservation and Management Act*. Simply called "the Magnuson Act", this law, its regional framework and goal of sustainability, has proven to be a visionary force in natural resource management - both domestically and internationally. The Magnuson Act is, and will continue to be a key driver for NOAA as we deliver on our nation's commitment to ocean stewardship, sustainable fisheries, and healthy marine ecosystems

Because of the Magnuson Act, the U.S. is on track to end overfishing in federally-managed fisheries, rebuild stocks, and ensure conservation and sustainable use of our ocean resources. Fisheries harvested in the United States are scientifically monitored, regionally managed and legally enforced under 10 strict national standards of sustainability. This anniversary year marks a critical turning point in the Act's history. By the end of 2011, we are on track to have an annual catch limit and accountability measures in place for all 528 federally-managed fish stocks and complexes. The dynamic, science-based management process envisioned by Congress is now in place, the rebuilding of our fisheries is underway, and we are beginning to see real benefits for fishermen, fishing communities and our commercial and recreational fishing industries.

But, we did not get here overnight. Our nation's journey toward sustainable fisheries has evolved over the course of 35 years. At this particular moment it is important to take time and reflect back on where we have been to understand where we are and fully appreciate the historic visions and strategic investments that got us here, particularly by the Act's principal architects, the late U.S. Senators Warren G. Magnuson of Washington State and



During the 1990s, efforts to rebuild depleted Atlantic sea scallop populations led to their full recovery by 2001. The Atlantic sea scallop fishery is now not only one of America's most valuable, but also the most valuable wild scallop fishery in the world.

FishNews

## Regions

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New NMFS National Brochure!

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# MSA 35<sup>th</sup> – A Year of Opportunity

## Web Platforms

- Social Media
- E-communications

## Monthly Forums

- International Boston Seafood Show - March
- MSA 35<sup>th</sup> Anniversary - April
- NOAA Day on the Hill – May
- Capitol Hill Ocean Week - June
- Status of Stocks – July
- Great American Seafood Cook Off - August
- Joint Agreement Against Pirate Fishing – Sept.
- Pacific Marine Expo – Seattle Times/Ads – Nov.

## Expanding Strategic Engagement

- Retailers, Culinary and Restaurant industry
- Sea Grant Extension
- Information Brokers



# First Steps with FMCs

- Regular, advance notifications on national issues of interest from the A.A. to FMCs
- Collaborative effort on 2011 Status of Stocks
  - Full Communications Treatment
  - Advance Coordination
- More routine outreach from Fisheries HQ Communications to FMCs



# Web and Stakeholder Expansion

## Web

- July-Jan11.3 million home-page views
- June to July – 136,00 visits, 60,000 page views
- Nov – Dec – 139,000 visits, 268,000 page views
- 25% of traffic is coming from social media effort

## Stakeholders

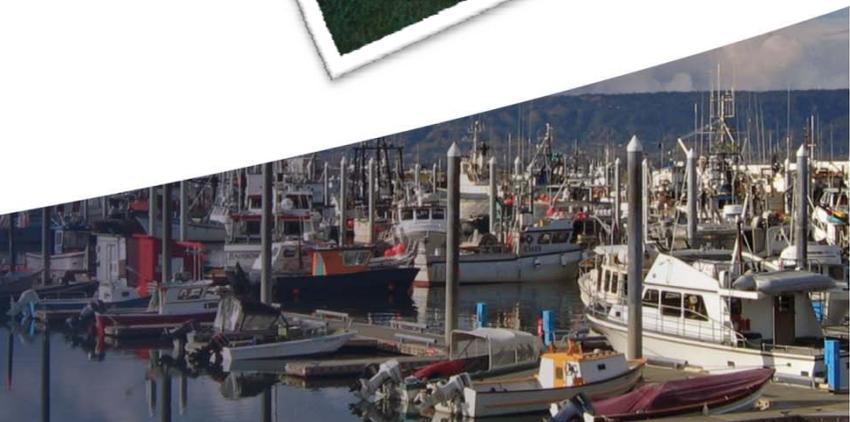
Food Marketing Institute – SSWG

Sea Grant – SSSS WG

FishChoice – Includes FishWatch

Retail, Restaurants and Chefs –

Strategic Relations w/3<sup>rd</sup>-party validators



# Impacts from Stakeholder Engagement

- “In a Sea of Despair – U.S. Fisheries Offer Reason” (*MFCN - July*)
- “For Healthy, sustainable Fish: Buy American” (*CFAP-Sept*)
- “Fight Against Pirate Fishing” (*MFCN Dec*)
- “Celebrating a Good Year for Marine Conservation” (*Pew-Dec*)
- “New Years Resolution 2012: Let’s Gain Weight in the Ocean” (*Nat. Geo.-Jan*)
- “Historic Anniversary for Fishing in America’s Oceans” (*Pew website-Jan*)
  
- **“Putting Fish Before Politics”** Co-Authored by Bill Hogarth and Lee Crockett

## Recent Media Coverage

- “U.S. Tighten Fishing Policy, Setting 2012 Catch Limits for all Managed Species” (*Wash Post Jan.8*)
- “A Milestone in Fisheries Management” (*NYT Jan 19*)





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## Schwaab: Catch Limit Milestone Now within Reach

Jan. 9: This statement from Eric Schwaab, Assistant Administrator for NOAA Fisheries, highlights how NOAA Fisheries will have all Annual Catch Limits in place for federally managed fisheries before the start of the 2012 fishing season. [Read More ...](#)

### Get Email Updates

Stay informed and learn about our action alerts and news [sign up](#)



### How Do I?

- Register with the National Saltwater Angler Registry?
- Find recreational fishing regulations?
- Report a marine mammal or sea turtle stranding?
- Apply for a fishing permit?
- Import/export fishery products?
- Find a Volunteer coastal restoration effort near me?
- Find a catch and landing information for commercial and recreational fisheries?

### Regional Connections

Alaska	Northwest	Pacific Islands	Southwest	Southeast & Carib.	Northeast
 <b>Alaska</b> <a href="#">Region</a> :: <a href="#">Science Center</a>					

### Latest News

- 01/20/2012 NOAA designates additional critical habitat for leatherback sea turtles off West Coast
- 12/22/2011 NOAA seeks comment on draft environmental impact statement on Arctic oil and gas exploration
- 12/20/2011 Deaths of ringed seals in Alaska

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### FishWatch



**SAFE  
HEALTHY  
SUSTAINABLE**  
[FISHWATCH.GOV](http://FISHWATCH.GOV)

# 2012 – Looking Ahead

*Expand and sharpen thematic messages ,and open the aperture for their use  
Through broader coordination with partners – both internal and external.*

- January kick-off of “Turning the Corner 2.0” – Celebration of U.S. fisheries management process and ACLs
- National messages playing off of Turning the Corner
  - MRIP
  - MMPA 40<sup>th</sup>
  - Habitat Blueprint
  - “Pirate Fishing”
- Launch FishWatch Update
- Expand work with partners

# 2012 – Council Communications

Continue coordinating with FMC Communications on national messaging

- Amplify “success” stories provided by FMCs
- Cross pollinate and leverage announcements – FMC newsletters
- Utilize high-profile events

Key Opportunities

- Status of Stocks report
- Fisheries of the U.S.
- FishWatch



# FISHWATCH

U.S. SEAFOOD FACTS

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# www.fishwatch.gov

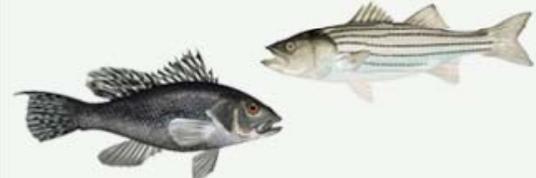
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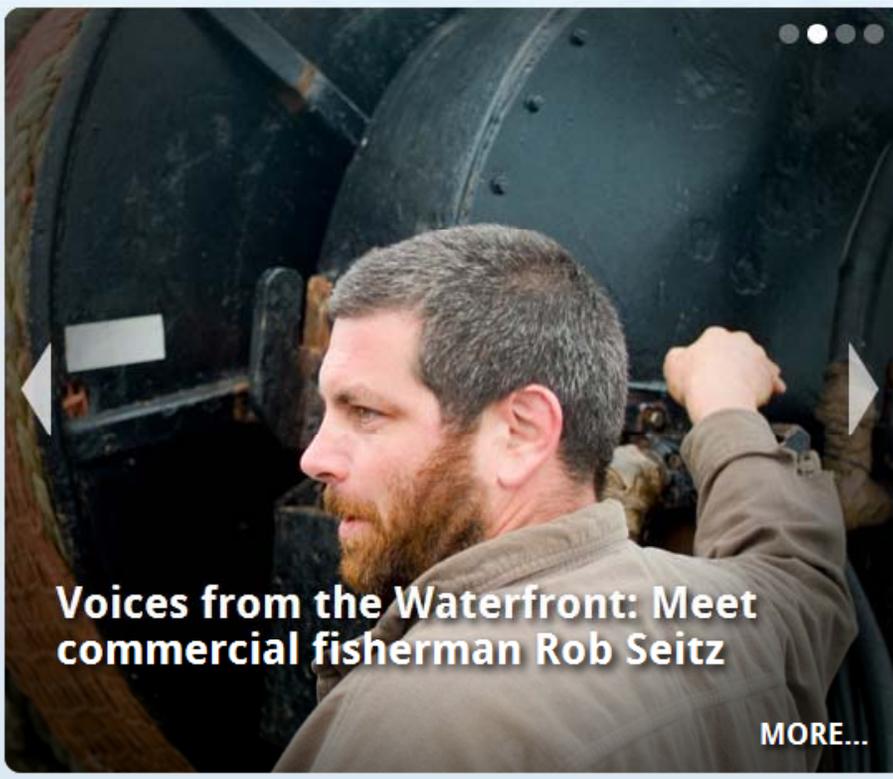
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**FISH FINDER**

Anchovy 

Bass 

Bluefish 



FishWatch is suspendisse potenti. Curabitur leo est, pulvinar in molestie nec, hendrerit faucibus nisi. Sed in mi nec sapien consectetur molestie.





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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 Fisheries