



**COUNCIL COORDINATION COMMITTEE**  
**Mauna Lani Bay Hotel**  
**68-1400 Mauna Lani Drive, Kohala Coast Hawaii 96743**  
**April 30 – May 3, 2012**

**SYNOPSIS**

**NOAA Fisheries Activities**

Laurel Bryant, NOAA Fisheries Office of Communications and External Affairs, will give a presentation by teleconference on opportunities for collaboration between NOAA Fisheries and the Regional Fishery Management Councils (FMCs). Overviews will be given on 1) the status of the stocks, which is tentatively scheduled to be rolled out on May 9; 2) FishWatch website, which is a work in progress; and 3) monthly national themes and messages.

**FMC-Council Coordination Recommendations**

Staff members involved in communications from the FMCs will present the CCC with recommendations from a meeting they held on April 30, 2012, at the Mauna Lani Bay Hotel both face-to-face and by teleconference. The agenda for the communications meeting includes a presentation on NMFS-FMC collaboration opportunities from Laurel Bryant (see above) and a presentation on social media from a Honolulu marketing firm as well as discussions on best communication practices in the regions, current FMC-NOAA regional coordination activities to inform the public, and joint Council efforts/system (including the Managing Our Nations 3 Conference, the fisherycouncils.org website, Capitol Hill Ocean Week and NOAA Fish Fry activities). Recommendations may suggest ways to formalize FMC-NOAA/NMFS communication collaboration efforts and strengthen the FMCs joint communication efforts, especially in light of NC3.

**Managing Our Nation's Fisheries Conference 3 (NC3)**

Don McIsaac, chair of the Pacific FMC, will provide an update on the NC3 purpose, session themes, focus topics and tentative agenda. The event is scheduled to be held May 7-9, 2013, in Washington, DC.