

## **Council Communications Workgroup Update November 2019 CCC Meeting**

The Council Communication Workgroup was briefed via email following the May 2019 CCC Meeting in Charleston, SC about the CCG Report and discussions. This included:

- Dave Whaley's request for informal fact sheets for Congressional briefings on the topics of (1) Forage Fish, (2) Climate Change (changing ocean conditions and shifting fishery stocks); and (3) Timelines for Creating FMPs/Amendments. To expedite completion of the fact sheets it was determined by the CCC that the Executive Directors would provide the summaries to Dave.
- Options to have the CCG Workgroup develop fact sheets or other outreach tools to address these three topics in a more comprehensive manner in the future.
- Additional presentations provided by the SAFMC staff on current projects including the Council's Citizen Science Program and its Scamp Release and FISHstory pilot projects, MyFishCount recreational reporting app, and outreach efforts for for-hire reporting requirements. Staff were available with demonstrations during the CCC meeting breaks and the format was well-received.

Since the May CCC meeting, the Council Communications Workgroup has been informally communicating via email about various projects underway in each region to improve communications and outreach. Items to note include:

- The Western Pacific Fishery Management Council launched its new website in October <http://www.wpcouncil.org> and recently added a new education and outreach coordinator to its staff.
- The Pacific Council's "remodeling" of its current website that is underway.
- Development of a new community outreach effort by the North Pacific Council to provide an *Introduction to the Council Process* during its Council meetings. The effort includes in-person staff introductions, discussions, and a presentation at the Council meeting along with new fact sheets and dedicated web page. Learn more: <https://www.npfmc.org/council101/>. The NPFMC is considering taking this effort on the road to other communities. A final report from the NPFMC Community Engagement Committee will be available in May 2020 and additional outreach tools may be forthcoming.
- Discussions between CCG members about upgrades to AV equipment and tele/video conferencing tools. Both the South Atlantic and North Pacific Councils are undergoing office remodels (including conference rooms) and we have been sharing information on what works (and doesn't) for inhouse meetings, Council meetings, and video conferencing for advisory panel meetings, public hearings, etc.

*(Continued)*

- **Other Outreach/Communication Efforts –**

- Best Fishing Practices: Sharing of information at the Gulf Council’s recent Release Mortality Symposium and meeting of its Outreach and Education Technical Committee. The SAFMC is continuing development of an outreach plan following its approval of regulatory actions (use of descending devices, hook modifications).
- Offshore Wind: The Mid-Atlantic and New England Councils developed a joint “Offshore Wind in the Northeast Region” <http://www.mafmc.org/northeast-offshore-wind> webpage to: (1) keep fishermen and other stakeholders informed about the status of ongoing offshore wind projects in the region; (2) serve as a repository for Council comments on wind energy development activities; and (3) provide links to additional information and resources.
- Wireless Microphone System - the Mid-Atlantic Council transitioned to a wireless microphone system for our Council meeting audio (<https://www.televic-conference.com/en/products/wireless-products>). Questions? Contact Jason Didden at [jdidden@mafmc.org](mailto:jdidden@mafmc.org) or 302/526-5254.
- More from the North Pacific Council:
  - Incorporating infographics into analyses and presentations
  - Refining electronic agenda platform with robust search filter that searches within PDFs, online commenting, and other materials.
  - Digitizing and archiving all historical Council documents
  - Website redesign with tentative launch in April 2020
  - New “Brief Summary of Agenda Items” – with tech staff required to provide a 2-sentence summary on each agenda topic.  
[https://www.npfmc.org/wp-content/PDFdocuments/meetings/October\\_2019\\_Agenda\\_Summary.pdf](https://www.npfmc.org/wp-content/PDFdocuments/meetings/October_2019_Agenda_Summary.pdf)
- From the Caribbean Council:
  - Social Media – Facebook, YouTube, and Twitter accounts are now being used.
  - New 15-minute videos have been produced about the contribution of fishers from Puerto Rico, St. Thomas, and St. Croix to CFMC initiatives.
  - Book and short videos describing the Caribbean fishery ecosystem, essential fish habitats, fishing impacts, and importance of fishery management have been developed.
  - Sustainable Seafood Campaign – Developed in coordination with Sea Grant, NGOs, and local government agencies to promote the responsible use of resources and educate consumers.

(Continued)

The CCG continues to work with Mary Sabo at the Mid-Atlantic Council to provide updates to the all-council website [www.fisherycouncils.org](http://www.fisherycouncils.org) on a continuing basis and with Cameron Rhodes, Outreach Program Coordinator with the South Atlantic Council for posting 2019 CCC meeting information, with efforts to coordinate with NMFS on providing the meeting dates, materials, etc. The CCG continues to provide updates to information relative to individual RFMCs, and other updates as to the website as needed.

The CCG has informally discussed the need to have an in-person meeting to better share current communication and outreach efforts and discuss needs as future issues arise.