



WESTERN  
PACIFIC  
REGIONAL  
FISHERY  
MANAGEMENT  
COUNCIL

## 180<sup>th</sup> Meeting of the Western Pacific Regional Fishery Management Council

October 22-24, 2019

Governor Sunia Ocean Center, Pago Pago, American Samoa

### Regional, National and International Education & Outreach Report

This report summarizes education and outreach efforts that are regional, national or international in scope conducted by the Western Pacific Regional Fishery Management Council since its 178<sup>th</sup> meeting in June 2019.

#### Publications

Pacific Islands Fishery News: The summer 2019 issue of the Council's quarterly newsletter was distributed in October. Distribution was primarily electronic through Constant Contact with 2,000 subscribers. Less than 100 hard copies were direct mailed. A few hundred hard copies are being distributed at events and through local agencies and fishermen throughout the region.

Western Pacific Region Status of the Fisheries 2018: To monitor the fisheries, the Council publishes annual reports for the five fishery ecosystem plans that the Council has developed, monitored and amended. This publication summarizes and provides highlights from these annual reports. Distribution was primarily electronic through Constant Contact. A few hundred hard copies are being distributed at events and through local agencies and fishermen throughout the region.

Magazines: The Council supported the inaugural issue of the *Marianas Pond*, a new quarterly publication by the Saipan Fishermen's Association, with an article highlighting the Council's capacity-building efforts in the region through its scholarship program.

#### Education & Outreach

Education Committee Subgroup meetings: Council staff visited Saipan, Guam and American Samoa in fall 2019 to hold meetings with Education Committee members in each island area.

The meetings had several purposes:

- welcome new members and familiarize them with past committee activities and plans
- discuss new focus areas in the revised Memorandum of Understanding, including incorporating fisheries resources into K-12 classrooms and vocational education and training
- brainstorm and prioritize projects or materials to develop, either on a regional or local scale
- inform members of the local AP's educational activities so that both groups collaborate and avoid effort duplication.

#### Sponsorship:

- The Council supported the 35th Annual Saipan International Fishing Tournament in July 2019, and the Mariana Islands Fishing & Seafood Festival in September 2019.

Sponsorship benefits for the latter included promotion in the event booklets, media and live exposure at the event and festival tent space.

- The Council also supported the 24th Annual Guam-Marianas International Fishing Derby and Department of Aquatic and Wildlife Resources Kids' Fishing Derby in September 2019.

#### Upcoming conferences:

- The Council is assisting in planning for the International Pacific Marine Educators Network conference on July 9 to 12, 2020, and the National Marine Educators Association (NMEA) conference to be held July 14 to 16, 2020. Council staff participates in NMEA as co-chair of its Traditional Knowledge Committee and a member of its Strategic Plan Committee.

#### **Media and Public Relations**

Media Relations: Council staff responded to media requests from, and/or provided op-ed/information to *atuna.com*, *Environment Hawaii*, *Hawaii News Now*, *Honolulu Civil Beat* and *KITV*.

Media Coverage: The Council was mentioned in articles/news broadcasts by *1st Discount Brokerage*, *atuna.com*, *azcentral.com*, *Environment Hawaii*, *The Environmental Notice*, *Fox 21 Delmarva*, *Fox 40 WICZ TV*, *Great American Financial Resources*, *Hawaii Fishing News*, *Honolulu Civil Beat*, *International Business Times*, *IT Business Net*, *Investor Place*, *KITV*, *Maui Now*, *Pittsburgh Post-Gazette*, *Renewable Energy*, *Samoa News*, *Saving Seafood*, *Seafood News*, *Stock Market*, *StreetInsider*, *Undercurrent News* and *West Hawaii Today*.

Council staffs were interviewed on KKMP in Saipan, and K57 and The Point in Guam to inform the public and promote their regional activities with regard to the Regional Ecosystem Advisory Committee, Archipelago Fishery Ecosystem Plan Advisory Panel (AP), Bottomfish and Education Committee Subgroup meetings.

Press Releases: The Council distributed press releases on the 178<sup>th</sup> and 179<sup>th</sup> Council meeting outcomes and to announce the 134<sup>th</sup> Scientific and Statistical Committee and 179<sup>th</sup> and 180<sup>th</sup> Council meetings.

Public Relations: Council staff responded to requests regarding the lunar calendars, outreach materials, scholarships, sea turtle interaction-related documents, upcoming meetings, and other matters.

Website: The Council's new website is completed and was launched in early October. The website url remains unchanged: [www.wpcouncil.org](http://www.wpcouncil.org).

The Council has recently made progress on making their annual Stock Assessment and Fishery Evaluation (SAFE) Reports more accessible to both fisheries managers as well as the general public. Issues in disseminating the annual SAFE Reports and their data in the past have been associated with the immense size of the reports, and it can additionally be difficult to retrieve data displayed in the reports directly from their pdf's. Portals for both the Archipelagic and Pelagic Annual SAFE Reports, which allow for easier content navigation and data access, will be available online by the end of October at [www.wpcouncildata.org](http://www.wpcouncildata.org).