



164th Meeting of the Western Pacific Regional Fishery Management Council

October 20 and 21, 2015

Fale Laumei, Utulei, American Samoa

Hawai'i Outreach and Education Report

During the second quarter of 2015, Council staff has completed or has been involved in the planning of the following events, outreach projects and educational initiatives in Hawai'i.

Shutdown! The effects of arbitrary tuna quotas on Hawaii's fishing community and consumers – This approximately 9-minute video was created to educate the public, fishery managers and government representatives about the impacts of the more than two-month longline closure in the Western and Central Pacific Ocean for Hawaii permitted vessels targeting tuna as well as a closure that continues until the end of the year for Hawaii longline vessels targeting tuna that are over 24 meters in length. The video includes a narration by Council Executive Director Kitty Simonds and clips from nearly two dozen interviews with fishermen, boat owners, suppliers, the Honolulu auction, buyers, wholesalers, retailers and a chef. The video has been released to Olelo community television, the Mike Buck radio fishing talk show and other venues, and a press release with a link to the video was distributed through the Council's online database (more than 1,000 entries), fax media list, PR News, Saving Seafood and ENN World Wire. The Council's two press releases on the topic generated coverage of the issue by the Associated Press, Washington Post, US News & World Report, Atuna and two local television stations among others.

Fishermen Code of Conduct – The Fishermen Code of Conduct campaign continues with the completion of PSAs in English and Hawaiian; 5 x 7 inch postcards in English and Hawaiian; metal 18 x 24 inch signs that will be placed near life guard stations. Posters have distributed to harbor masters and the Office of Hawaiian Affairs and will continue through the end of the year to other sectors, including to teachers with a DVD that contain the posters and PSAs in multiple languages. The PSAs will also be scheduled to run at various radio and television stations.

Go Fish! Radio Show - The Council continues to co-sponsor and provide speakers for this radio talk show on KHNR, hosted by Mike Buck. Since the last Council meeting topics covered included the Council's Fishermen Code of Conduct campaign, community-based fishery management plans, surveying fishermen and developing a noncommercial fishers database, seafood waste usage, Council's five-year research priorities, community FADs, fishery independent data, catch reporting, ecosystem and fishery indicators of productivity, the Fishers Forum on seafood safety and traceability, fishing tournaments as a venue for data collection, the 163rd Council meeting outcomes, the social and economic importance of small yellowfin, tools and strategies for assessment and management of data-limited fish stocks, overfishing of bigeye tuna, the Saltonstall-Kennedy Grant Program, Hawai'i green turtle uplisting and more. The Council is posting past interviews from the show on the Council website, under the outreach and education page.

23rd Annual Hawai'i Conservation Conference – Council staff and student interns presented at this Aug. 4-6 event at the University of Hawai'i at Hilo. The theme was *Hanohano Hawai'i Kuauli: Celebrating Collaboration and Wisdom across Hawaii's Ecosystems*

Civil Cafe: Are We Overfishing Hawaii Waters? – Council senior scientist Paul Dalzell participated in a panel at this event hosted by Honolulu Civil Beat on Aug. 25 in Honolulu. Other panelists included David Henkin of Earthjustice and Josh Shade of Ahi Assassins.

Hawai'i Science Teachers Association annual conference – The Council staffed an informational table with educational resources focused on seafood safety and traceability at this Sept. 12 event in Honolulu. The Council also provided bilingual (English and Hawaiian) postcards of the Fishermen's Code of Conduct as a conference bag stuffer.

OCEANIA Marine Educators Association – Council staff participated in this Sept. 12 meeting of Hawaii's marine educators, which provided an opportunity to network with other marine educators to share news of upcoming events and available resource materials.

14th Annual Native Hawaiian Convention – The Council provided bilingual (English and Hawaiian) postcards of the Fishermen's Code of Conduct as a conference bag stuffer at this Sept. 22 to 24 event in Honolulu.