



176th Meeting of the Western Pacific Regional Fishery Management Council

March 19-21, 2019
Laniakea YWCA, Fuller Hall, 1040 Richards St., Honolulu

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 174th meeting in October 2018.

Publications

Pacific Islands Fishery News: The fall 2018 and winter 2019 issues of the Council's quarterly newsletter were distributed in December 2018 and February 2019, respectively. Distribution was primarily electronic through Constant Contact with 2,000 subscribers. Less than 100 hard copies were direct mailed. A few hundred hard copies were distributed at events and through local agencies and fishermen throughout the region.

Tradition Based Natural Resource Management: Council staff reviewed and contributed photographs and the Foreword (by Council Executive Director Kitty M. Simonds) for this book by Ed Glazier. It features the Council's involvement in the Puwalu leading to the State's recognition of the Aha Moku process of traditional natural resource management and ensuing community efforts to revive this system. The publisher, Palgrave Macmillan, is expected to release the book later this year.

Holiday Cards: A limited number of holiday cards were produced and distributed. The cards feature Hina, the Hawaiian moon goddess, on the front and Hawaiian values taken from the Council's 2019 Hawai'i lunar calendar on the back along with greetings in the five official languages of the region.

Media and Public Relations

Conventional Media

MEDIA REQUESTS: Council staff responded to media requests for information, interviews, photos, etc. on the Trump Administration's national monument review, the federal government shutdown, lunar calendars, WCPFC15, Solomon Island oil spill, shark finning, Council seats, fisheries data, and the Council chair.

MEDIA COVERAGE: Articles mentioning the Council appeared in *NOAA Fisheries* (Kona crab), *Undercurrent News* (Fresh Island Fish from the Council's winter newsletter), *Hawaii Fishing News* (Council provides a monthly column), *Lawaia magazine* (Council provides a

quarterly article), *Marianas Variety* (US Pacific Territories Capacity Building Scholarship), *Saipan Tribune* (US Pacific Territories Capacity Building Scholarship), *Guam Post* (scuba fishing ban), *National Fisherman* (federal shutdown), *Maui News* (bottomfish restricted fishing areas), *Environment Hawaii* (174th Council meeting, bottomfishing restricted fishing areas) and *Hawaii Boats and Yachts magazine* (lunar calendars and fisherman code of conduct).

PRESS RELEASES: The Council released three press releases and one media advisory in October 2018 regarding the 174th Council meeting; one press release in November on educational sessions on registration, permit and license options for Hawai‘i noncommercial fisheries; one press release in December on the 175th Council meeting; two press releases in January on the Modern Fisheries Act and the government shutdown; and one press release to date in March announcing the Scientific and Statistical Committee, Advisory Panel and 176th Council meetings and Fishers Forum (in addition to announcements via social media and paid advertisements).

STOVE BOAT: In February, the Council contracted with Stove Boat, Inc., a Washington, DC, based public affairs and strategic communications firm, to assist in promoting, monitoring and analyzing coverage of the Council in conventional media in an effort to increase such coverage particularly in the US mainland. The New England Fishery Management Council has utilized Stove Boat for similar purposes for several years.

Social Media

FACEBOOK: From Oct. 18, 2018, to March 7, 2019, the Council’s FB page reached 25,291 users of which 1,633 engaged users (i.e., users who clicked anywhere in the Council FB post).

TWITTER: From Oct. 18, 2018, to March 7, 2019, the Council’s Twitter account had 29,200 impressions (i.e., tweets that were delivered to a Twitter account’s timeline). The Council tweets resulted in 102 clicked links, 82 likes, 19 retweets and 4 replies.

INSTAGRAM: The Council opened an Instagram account in February. The nametag is “wpcouncil.”

CONSTANT CONTACT: From Oct. 18, 2018, to March 7, 2019, the Council sent 27 press releases, newsletters, announcements, news articles of interest, etc. via email through the Council’s Constant Contact account, which has 2,000 subscribers. The open rate average was 41 percent.

ISSUU: The Council posted its Fall 2018 and Winter 2019 newsletter on ISSUU.

WEBSITE: From Oct. 18, 2018, to March 7, 2019, the Council’s website engaged 7,338 users. Of these 13 percent were returning visitors and 87 percent were new visitors (or returning visitors who had cleared their cache/cookies). The top five highest page views were the Upcoming Council and advisory body meetings with 709 page views; Hawai‘i regulations and enforcement with 701 page views; lunar calendars with 607 page views; American Samoa Protected Species with 555 page views; and Hawai‘i Archipelago under managed fishery ecosystems with 551 page views. The Council is in the process of redesigning its website, with the launch expected to occur this spring.

Public Relations

TEACHER, STUDENT AND OTHER EDUCATIONAL REQUESTS: Council staff responded to dozens of requests for information, interviews and resources including for lunar calendars (teachers); for info on National Standard 1 (UH student); for a high school mentor (teacher); for information on traditional resource management (college student); for info on marine debris (elementary school teacher); on community-based fishery management (high school student); video project on overfishing (middle school teacher); for a reviewer (*Journal of Geoscience Education*); about invasive species (university student); for teaching guides reviewer; for an interview on coral reefs (Chinese students); and for the scholarship application and information about the program (students).

GENERAL PUBLIC REQUESTS: Council staff responded to dozens of requests from the general public for lunar calendars; permission to use Council materials; for Council documents; an assessment of project impacts to fisheries habitat; information on how to remotely access Council meetings; posters; permission to use Council photos; submission of public comments on Council meeting agenda items (e.g., precious coral); and to be added to the Council mailing list.

GOVERNMENT REQUESTS: Council staff responded to dozens of request from government agencies for FEPs, Kona crab management information, to join Council database, permission to use Council photos and illustrations, about the Council Social Science Planning Committee, Council review of draft documents, assistance in distributing materials to Council members, about impacts of billfish conservation act amendment, about the makeup of the Council members, Council staff bio, help distributing RFPs and announcements, and updates on Council chairs and vice chairs.

Outreach and Education

Fishers Forum on Using Life History for Stock Assessments: The Council has organized and will host this event March 19 at the Ala Moana Hotel, Hibiscus Ballroom. It will include seven exhibitors, an emceed panel discussion and dozens of donated door prizes. The event has been publicized through radio, television and printed ads as well as direct mailed flyers. The Forum is a part of the 176th Council meeting.

Posters and Displays: In preparation for the 131st Scientific and Statistical Committee meeting and the 176th Council meeting's Fishers Forum, the Council produced seven posters related to fishery spatial management and a display on using life history to inform stock assessments.

US Pacific Territories Fishery Capacity Building Scholarship: Nine students are currently in the program, three from American Samoa, five from the CNMI and one from Guam. Students 1 to 4 have graduated and are employed at their local agency. Students 5 to 9 are working toward completing their degrees. Six other qualified students responded to the 2019 scholarship solicitation (two from American Samoa and four from the CNMI); their applications are under review; and up to three will be selected to begin the program this fall. This scholarship program is open to university graduate and upper-level undergraduate students from the US Territories who are seeking a fisheries-related degree. Undergraduate students are required to fulfill a summer internship with the Council, and all students are required to work one year at their local fishery agency for each year that they received the scholarship.

- Student 1 graduated from the University of Hawaii at Hilo (UHH) with a BS in marine science in the summer 2017 and is currently fulfilling her employment obligations at the American Samoa National Park Service. Her employment obligation will end on Sept. 4, 2021.
- Student 2 graduated with a BS in marine science from UHH in the summer of 2017 and is currently fulfilling her employment obligations at the American Samoa Department of Marine & Wildlife Resources (DMWR) as the Coral Reef Advisory Group Priority Watershed Coordinator. Her employment obligation will end Sept. 25, 2019.
- Student 3 graduated with BS in marine science from Hawaii Pacific University (HPU) in spring 2017 and is currently employed at the CNMI Division of Fish & Wildlife (DFW) as a Fishery Biologist Inshore Creel. Her employment obligation will end July 26, 2019.
- Student 4 graduated with BS in marine science from UHH in fall 2018 and is currently employed at the CNMI DFW as a public outreach officer for the sea turtle section. Her employment obligation will end March 3, 2021.
- Student 5 is expected to graduate with MS in marine science from the University of Guam (UOG) in spring 2019 and is expected to return to work at CNMI DFW where is already employed. His employment obligation would end summer 2021.
- Student 6 will conduct her internship with the Council during the summer of 2019 or 2020 and is expected to graduate with BS in marine science from UHH in fall 2020 and then to be employed at the CNMI DFW from 2020 to 2022.
- Student 7 Katelynn Delos Reyes is expected to conduct her internship with the Council this summer and to graduate with BS in marine science from HPU in the spring of 2020 and then to be employed at the CNMI DFW from 2020 to 2022.
- Student 8 is expected to graduate with MS in marine science from the UOG in spring 2020 and then to work at the Guam Division of Aquatic & Wildlife Resources beginning the summer 2020. His employment obligation expected to end in 2022.
- Student 9 is expected to intern with the Council the summer of 2019 or 2020 and to graduate with BS from HPU in 2020 and then to be employed at the American Samoa DMWR from 2020 to 2022.