



189th Meeting of the Western Pacific Regional Fishery Management Council
December 7-9, 2021

Regional Communications and Outreach Report

This report summarizes regional communications and outreach efforts conducted by the Western Pacific Regional Fishery Management Council since its 187th meeting in September 2021.

Publications

2022 Lunar Calendars

Council staff, along with the regional Advisory Panel members, finalized the 13-month 2022 lunar calendars, which highlights species managed under the Council's Fishery Ecosystem Plans in Hawai'i (pelagic, bottomfish and crustacean), American Samoa (pelagic, bottomfish), Guam (pelagic, bottomfish) and the Commonwealth of the Northern Mariana Islands (bottomfish). Each month includes common, regional native language, and scientific names for each species, along with life history and fishery information, current regulations, management and stock status, and a delicious recipe to enjoy. In addition, a pocket-sized water-resistant Hawai'i calendar was created especially for fishermen. The five calendars will be distributed to congressional representatives, legislators, schools, libraries, fishing clubs and stores, among others. They will also be available to download and print from the Council website: www.wpcouncil.org/educational-resources/lunar-calendars.

Pacific Islands Fishery News

The fall issue of the Council's quarterly newsletter was distributed in November 2021 primarily through the Constant Contact email list with ~2,000 subscribers. Less than 100 hard copies were direct mailed. A few hundred hard copies are being distributed through local agencies and fishermen throughout the regions. This issue highlights recommendations for mitigating false killer whale interactions with the Hawai'i longline fishery, fall meeting updates, the Hawai'i Bottomfish Restricted Fishing Area reopening and data issues, opportunities for underserved communities in the Pacific, Council scholarship recipient and graduate updates, and the American Samoa palolo harvest, among others (www.wpcouncil.org/wp-council-newsletters).

Hawaii Fishing News

The Council submitted articles for the October, November and December 2021 issues on the Hawai'i Advisory Panel's project to map traditional fishing koa and introducing members, improvements to seabird bycatch reduction measures, main Hawaiian Islands uku annual catch target update, and tuna and billfish management in the Pacific.

Media

Mariana Archipelago Fishing Film

The Council sponsored the production of a ~26-minute film on "Open Ocean Fishing in the Mariana Archipelago." The film features archeological evidence for open ocean fishing dating



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back 3,000 years, then moves through fishing during Spanish colonization, World War II and 21st century fishermen, including several Mariana Archipelago Advisory Panel members. Judy Amesbury, Guam Advisory Panel member and archeologist, was the executive director and screenwriter, and Carlos Barretto, Shooting Star Productions, was the production director.

The film will be shown on PBS in Guam Jan. 1, 2022, at 4pm ChST in a series called PBS University Higher Learning. It will also be shared with congressional representatives, legislators, local government officials, schools, the Guam Museum, Council family members and others. Link on the Council website: www.wpcouncil.org/open-ocean-fishing-in-the-mariana-archipelago-video.

Press Releases

The Council published press releases on the September Science and Statistical Committee (SSC) meeting and 187th Council meeting, the October 188th Council meeting and the availability of the online data portal for the 2020 annual Stock Assessment and Fishery Evaluation (SAFE) reports. See www.wpcouncil.org/category/press_releases. The SSC and Council press release topics focused on seabird bycatch mitigation with tori lines, impacts of monument expansion, false killer whale bycatch management strategies, future SSC research priorities, including climate change, uku catch limits, exploring cultural take of green sea turtles, and American Samoa bottomfish catch limits, among others. From Sept. 1 to Nov. 22, 2021, there were 46 instances when news outlets either picked up Council press releases or mentioned the Council.

Television

Honolulu TV news station KITV4 asked to interview Council staff about our press release regarding the release of the 2020 annual SAFE reports Council's online portal: www.wpcouncildata.org. These reports on nearshore and pelagic fisheries in the Western Pacific Region provide data and trends on last year's fishery participation, landings, catch rates and other factors that influence fishery performance like environmental and oceanic variables. The online portal allows visitors to easily navigate portions of the reports, and visualize and download the data. Full reports can be found at www.wpcouncil.org/annual-reports. Press release: <https://tinyurl.com/SAFEReportPR>
KITV4 video clip: <https://tinyurl.com/KITV-SAFEReport>

Council NWHI webpage

Council staff is updating information on the Council website about the Northwestern Hawaiian Islands, including proposed sanctuary fishery regulations FAQs and NOAA's request for comments on the sanctuary's goals, boundaries, and other topics through Jan. 31, 2022. See www.wpcouncil.org/nwhi-fisheries/national-marine-sanctuary-proposal.

Social Media

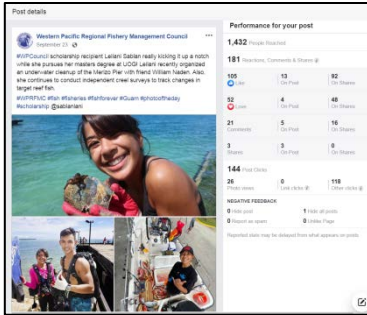
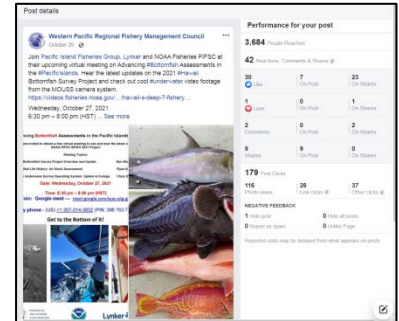
The Council has continued efforts to connect with target audiences via several social media platforms, including Facebook, Twitter, Instagram and LinkedIn at least three times per week. Looking at engagement statistics, it's clear that certain posts resonate more than others.



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Examples

A Facebook post on Oct. 25, 2021 about Pacific Islands Fisheries Group updates on bottomfish assessments in the Pacific Islands reached 3,684 people and was shared 9 times.



A Facebook post on Sept. 23, 2021, about one of our Council scholarship recipients reached 1,432 people and had 181 reactions, comments and shares.

Data from August 8 to November 8, 2021

- The Council Facebook account has 913 page likes, and Council staff scheduled 58 posts that reached ~18,700 people—a 210% increase over the previous three months. The number of post engagements was ~1,200 (270% increase), along with 639 page clicks and 22 new fans.
- The Council Twitter account has 530 followers and, over the same time period, staff uploaded 56 tweets, had 23 engagements and 2 retweets of tweets in which the Council was mentioned.
- The Council Instagram account has 75 followers; 59 posts reached 919 people, with ~1,200 impressions* (166% increase). Reach refers to the number of unique accounts that saw any posts or stories at least once.
- The Council LinkedIn account has 64 followers (+17), with 37 posts and 774 impressions (~82% increase). Two jobs were posted during this period that increased the activity on this account.

**Note - impressions track the number of times content is shown to users on the platform. In other words, an impression is counted when someone scrolls down his/her feed and passes your post.*

Regional Initiatives – American Samoa

Council staff supported the Buds and Suds Tournament, Nov. 26-27, 2021, co-hosted by the National Marine Sanctuary of American Samoa with an outreach table. Printed Council outreach materials and promotional items, including branded canvas bags, were given to each category winner.

Regional Initiatives – Guam

Council staff supported the Earth Day event on Nov. 13, 2021, held at the Guam Marianas Yacht Club, Sasa Bay Marine Preserves and hosted by the Guam Department of Agriculture. Staff shared printed materials about the Council and promotional items with visitors at an outreach table. In addition, staff told visitors about the importance of quality fishery data, the need for



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collaboration with fishermen, and the Catchit Logit app as a supplement to the regular creel survey by allowing fishermen to self-report their catch. Information was collected to create new Catchit Logit accounts. Approximately 100 people attended the event, which featured activities like kayaking through mangroves and jet ski tours of the Sasa Bay Marine Preserve, among others.

Regional Initiative – Hawai‘i

Go Fish! with Mike Buck radio program: The radio show airs Saturdays from 4 p.m. to 5 p.m. and is repeated on Sundays from 7 a.m. to 8 a.m. with ~7300 weekend listeners on AM 690 and FM 94.3. Podcasts are available on the radio station webpage (<https://theanswerhawaii.com/radioshow/659>). Council staff and invited guests have recently covered the following topics: tori line experimental fishing permit results, the September 187th Council meeting highlights (tori line regulations, main Hawaiian Islands uku catch limits, honu cultural take), Hawai‘i small boat fisheries management, uku catch limit and management, 2020 annual SAFE reports and 2022 lunar calendars.