



187th Meeting of the Western Pacific Regional Fishery Management Council
September 21-23, 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 186th meeting in June 2021.

New Council Member Training Workshop – The Council held a training workshop for new Council members Matt Ramsey (Hawai‘i), Will Sword (American Samoa) and Manny Dueñas (Guam). This training, held virtually Aug. 26, 2021, is in addition to the National Marine Fisheries Service training given annually in October, and focused on topics and issues particular to the Western Pacific Region. Council staff provided a brief overview to the MSA, Council functions and composition, meeting logistics and format, the five main program areas, tips to engage as Council members and current issues they will face at upcoming meetings. Workshop participants were also asked to engage in activity using a virtual whiteboard to imagine the future of U.S. fisheries in the year 2030 and 2050 as a way to envision and share future challenges and uncertainties.

Publications

Pacific Islands Fishery News – The summer 2021 issue of the quarterly Council newsletter highlights reasons behind increased tuna prices, recent fishery trends and COVID-19 impacts in the Western Pacific Region, National Marine Sanctuary updates, a mapping traditional fishing ko‘a project, U.S. Pacific Island Fisheries Capacity-Building Scholarship student internships and fishing tournament support, among others.

Hawaii Fishing News – The Council submitted articles on the Hawai‘i Advisory Panel, President Biden’s Executive Orders concerning diversity and potential benefits for Hawai‘i fishermen, and an interview with new Council member Matt Ramsey.

Media

The Council distributed information about a paper published by Poseidon Fisheries Research on ulua aukea (giant trevally) and omilu (bluefin trevally), and press releases on the American Samoa Marine Conservation Plan approval and mandatory implementation of electronic reporting in the Hawai‘i and American Samoa longline fisheries.

From June to August 2021, there were 34 instances when news outlets either picked up Council press releases or mentioned the Council.

Social Media

The Council has recently increased efforts to connect with target audiences via several social media platforms, including Facebook, Twitter, Instagram and LinkedIn. A new online tool



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allows staff to plan and schedule posts in advance to extend the reach of education and outreach efforts such as *Pacific Islands Fishery News* articles, *Hawaii Fishing News* articles and Go Fish! radio podcasts, along with promoting fishing derbies and other events and topics important to the Council.

- The Council Facebook account has 910 page likes, and from May 26 – August 24, 2021, Council staff scheduled 54 posts that reached 3,961 people—a 173% increase over the previous three months.
- The Council Twitter account has 533 followers and, over the same time period, staff uploaded 39 tweets and had 20 mentions by other people/organizations and 126 likes/retweets of tweets in which the Council was mentioned.
- The Council Instagram account was created in June 2021 and has 51 followers; 25 posts reached 770 people. Reach refers to the number of unique accounts that saw any posts or stories at least once.

Regional Initiatives – Guam

Fishing Tournament

Council staff supported the 1st Annual Gregorio D. Perez Sportfish Foundation Fishing Derby on August 21, 2021—52 years to the day that Perez caught a world record Pacific blue marlin off Guam weighing 1,153 pounds. The record held for 13 years and remains a Guam record. Printed Council outreach materials and promotional items, including branded canvas bags, were given to each category winner—first to third place for blue marlin, yellowfin tuna, skipjack tuna, wahoo and mahimahi. Council staff also served as a weigh master at the Agat Derby Station, one of two for the tournament, with the other at the Gregorio D. Perez Marina Station. The first place winners, Captain Edgar Orallo and crew members Mervin Angulo and Erwin Davis, landed a 413-pound marlin and received \$4K.

Regional Initiatives – CNMI

Fishing Tournaments

Council staff provided outreach materials, promotional items for category winners and social media outreach for the following events:

- May 29-31, 2021 - APNEAS spearfishing Club Gamson King (Octopus) Tournament: 11 fishers participated. 1st place for the biggest gamson category - Isidoro Cabrera and Felix M. Kileleman Jr. (43.5 inches).
- June 12, 2021 - TasiToTable Youth Derby (Trolling): 30 vessels participated.
- July 10-11, 2021 - 37th Annual Saipan International Fishing Tournament: 90 vessels participated (including four traditional flying proas), totaling 377 anglers. Grand prize billfish of 358 pounds caught by *Da'Net*, Captain John Hattig and crew member Frank Benavente.
- Aug. 14, 2021 – TasiToTable's 1st Tuna Mix Fishing Tournament: 35 vessels participated, totaling 105 anglers. Anglers Mark Reyes and Takede Nakazato of the *Santa Soledad* won 1st place with a 42.6-pound yellowfin tuna and a 101.6-pound billfish.



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- Aug. 28, 2021 - ISLA Association's 3rd Annual Mafuti Derby: 64 vessels participated, totaling 192 anglers. 1st place went to Ed Diaz, Eddie Boy and Michael Fleming of the *Nibbler*, who caught the biggest emperor at 7 pounds.

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 approximately 7300 weekend listeners on AM 690 and FM 94.3. Council staff and invited guests have recently discussed offshore aquaculture updates and public meetings with NOAA, information about the Non-Commercial Fisheries Advisory Council meetings, Pacific Islands Fisheries Group's bottomfish independent research project with NOAA, high tuna price drivers and international fisheries commission meeting updates.