



193rd Meeting of the Western Pacific Regional Fishery Management Council
December 5-8, 2022

Regional Communications & Outreach Report

This report summarizes regional communications and outreach efforts conducted by the Western Pacific Regional Fishery Management Council from approximately September 2022 through the end of November 2022.

Publications

2023 Lunar Calendars

Council staff and partners finalized the 13-month calendars (mid-January 2023 to mid-February 2024) that provide tide charts, lunar rise and set times, and phases of the moon (29-30 days/month). Lunar calendars play an important role in the lives of people in traditional cultures as they help connect the people with natural changes that occur in the environment.

The *2023 Kaulana Mahina* (Hawaiian Lunar Calendar) is a partnership between the Council and the Hanalei River Heritage Foundation and features info from its Project Mālama Ola (taking care of the life of the natural resources). The overarching goal is to introduce lessons to study, learn and teach about the impacts of climate change and other threats to the environment in the *muliwai* (estuary) area of the Hanalei River. The lessons include native ways of knowing through stories, chants and songs.

The American Samoa, Guam and CNMI calendars continue the theme of fishery and environmental observations and monitoring. For Hawai‘i, in addition to the larger classroom-style Kaulana Mahina, the Council created a pocket-sized water-resistant version 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 will be distributed in early December 2022 primarily through the Constant Contact email list with ~2,000 subscribers. Less than 100 hard copies will be direct mailed. A few hundred hard copies are being distributed through local agencies and fishermen throughout the regions. This issue highlights public meetings on fishing regulation alternatives for the Monument Expansion Area (MEA) in the Northwestern Hawaiian Islands (NWHI), updates on Endangered Species Act Section 7 consultations, outcomes of the Ecosystem-Based Fisheries Management workshop, results from the Hawai‘i Advisory Panel fishermen survey, and development of a short line fishery in Guam, among others (www.wpcouncil.org/wp-council-newsletters).

Hawaii Fishing News

The Council submitted monthly articles to this magazine for the last three issues of 2022 on the following topics:

- October – NMFS’s no jeopardy determination of Hawaii’s bottomfish fishery on the continued existence of oceanic whitetip sharks
- November – fishing regulation alternatives for the MEA in the NWHI
- December – study on striped marlin movement and habitats

Lawai‘a

The Council submitted an article to this quarterly magazine on the Council’s 2023 lunar calendars for the four areas in the Western Pacific Region. (see section above)

Media

In this reporting time period (Aug. 18-Nov. 15, 2022), the Council published five press releases; three on the Science and Statistical Committee meeting and two on the 192nd Council meeting.

The Council received four media requests, including two on the recently published paper in *Science* on spillover benefits from the Papahānaumokuākea Marine National Monument and two on the Council’s public meetings on potential fishing regulations in the NWHI MEA.

- <https://www.staradvertiser.com/2022/10/21/hawaii-news/spillover-benefits-from-marine-protected-areas-uh-study-suggests>
- <https://www.hawaiitribune-herald.com/2022/11/02/hawaii-news/public-input-sought-on-fishing-regulations>
- <https://www.staradvertiser.com/2022/11/09/hawaii-news/hearing-for-fishing-rules-at-monument-set-for-oahu>

From Aug. 18, 2022 to Nov. 9, 2022, there were 28 instances when news outlets either picked up Council press releases or mentioned the Council.

Social Media

Data from Aug. 18, 2022, to Nov. 15, 2022:

- The Council Facebook account has 1000 (+18*) page likes, and Council staff scheduled 44 posts that reached ~6,500 people. The number of post engagements was ~361, along with 166 page clicks and 15 new fans.
- The Council Twitter account has 538 (-7) followers and, over the same time period, staff uploaded 21 tweets, had 8 engagements, 6 favorites and 2 retweets of tweets in which the Council was mentioned.
- The Council Instagram account has 133 followers (+17); 44 posts reached 750 people, with ~1.3K impressions.** Reach refers to the number of unique accounts that saw any posts or stories at least once.
- The Council LinkedIn account has 117 followers (+16), with 43 posts and 806 impressions.

**Numbers in parenthesis denote the changes since the previous 3-month time frame.*

***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 – CNMI

Council staff and CNMI AP supported the following events:

- September 10: Tasi To Table (TTT) Student Mini Fishing Tournament - This annual tournament is for CNMI high school students. 11 vessels joined this year to take students out to experience the thrill of catching fish. A few AP members volunteered to take students out with their own vessels. They also assisted Council staff in taking photos and weighing fish.
- October 7-8: Budlight Luta Fishing Derby in conjunction with Rota’s annual “Bisita Luta” festival and the San Francisco de Borja Festival - 34 boats participated with fishers from Guam, Rota, Tinian and Saipan. The AP assisted with collecting catch data and taking photos.
- October 22: TTT presentation at Saipan’s Southern High School (67 students). AP and Council staff members provided a presentation on traditional navigation and the Council’s scholarship program.
- November 5: Aquasmith Saipan worked hand in hand with sponsors, including the WP Council, to host the first ever Underwater Treasure Hunt and reef safety class. More than 70 youth and adults participated at the event at Paopao Beach, Saipan. The goal was to get more people interested and involved in water activities.
- November 12: TTT presentation at Rota High School (18 students). AP and Council staff members provided a presentation on traditional navigation and the Council’s scholarship program.

Regional Initiatives – Guam

September 17: Guam Division of Aquatic and Wildlife Resources (DAWR) hosted a Kid’s Fishing Derby with 56 kids aged 7 to 17 participating at the Ipan Beach Park. Although most of the fish caught were *pulonun* (triggerfish), all participants enjoyed catching fish, some for the first time. Prizes were given for longest fish, longest triggerfish and most fish caught. Kids could either catch-and-release or keep their fish. DAWR staff was on hand to assist with attaching hooks and bait, and collecting catch data. The Council supported the event with rod and reel sets, tackle boxes, ahi keychains, reusable bags, *Pacific Islands Fishery News* newsletters and a digital scale donated to DAWR to assist in its data collection efforts.

Regional Initiatives – 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:

- Purpose of Council’s Advisory Panels, and outcomes from members in 2019-2022, including the recent Hawai‘i fishermen survey
- Council’s public meetings on potential fishing regulations in the NWHI MEA
- Hawai‘i Fishermen’s Alliance for Conservation and Tradition public meetings to discuss the State of Hawai‘i’s Holomua 30x30 initiative
- 2023 lunar calendars