



190th Meeting of the Western Pacific Regional Fishery Management Council
March 22-24, 2022

Regional Communications and Outreach Report

This report summarizes regional communications and outreach efforts conducted by the Western Pacific Regional Fishery Management Council since its 189th meeting in December 2021 through February 28, 2022.

Publications

Pacific Islands Fishery News

The winter issue of the Council's quarterly newsletter was distributed in March 2022 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 gender roles and power in fisheries, barriers to cultural harvest of Hawaiian green sea turtles, innovative fishery solutions from the fishing industry, identifying management triggers for ecosystem component species as part of ecosystem-based fishery management, integrating traditional fishermen knowledge into annual fishery reports and the albacore tuna tagging program updates, among others (www.wpcouncil.org/wp-council-newsletters).

Hawaii Fishing News

The Council submitted monthly articles for the first three issues of 2022 on the following topics:

- January - December 2021 Council meeting highlights and the 2022 lunar calendars.
- February - updates on the reopening of four bottomfish restricted fishing areas in Hawaii.
- March - oceanographic conditions' effect on tuna and marlin catches, along with FAQs on the Northwestern Hawaiian Islands proposed sanctuary fishery regulations.

Press Releases

The Council published press releases on the December Science and Statistical Committee (SSC) meeting and 189th Council meeting (see www.wpcouncil.org/category/press_releases). The SSC and Council press release topics focused on the following topics, among others:

- replacement of blue-dyed fish bait and strategic offal discard requirements in the Hawai'i deep-set longline fishery with tori lines for seabird bycatch mitigation
- a single-species, age-structured management approach for the next American Samoa bottomfish stock assessment
- scientific support for the U.S. proposal to increase its bigeye tuna catch quota at the Western and Central Pacific Fisheries Commission meeting
- feasibility of a limited cultural take for Hawaiian green sea turtle in the main Hawaiian Islands
- creation of a working definition for conservation to address the goals under the president's America the Beautiful 30x30 initiative



From Nov. 23, 2021, to Feb. 22, 2022, there were 26 instances when news outlets either picked up Council press releases or mentioned the Council.

Council NWHI webpage

Council staff is reorganizing and updating information on the Council website about Northwestern Hawaiian Islands fisheries, including a history of fisheries in the region, their scientific and economic value and cultural importance, and updates on the proposed sanctuary fishery regulations, among other topics. See www.wpcouncil.org/nwhi-fisheries-2.

Social Media

The Council has continued efforts to connect with target audiences via several social media platforms, including Facebook, Twitter, Instagram and LinkedIn.

Data from Nov. 24 2021, to Feb. 21, 2022

- The Council Facebook account has 943 page likes, and Council staff scheduled 39 posts that reached ~18,200 people. The number of post engagements was ~1,100, along with 603 page clicks and 28 new fans.
- The Council Twitter account has 538 followers and, over the same time period, staff uploaded 30 tweets, had 14 engagements, 11 favorites and 3 retweets of tweets in which the Council was mentioned.
- The Council Instagram account has 104 followers (+29); 31 posts reached 804 people, with ~1,200 impressions.* Reach refers to the number of unique accounts that saw any posts or stories at least once.
- The Council LinkedIn account has 80 followers (+16), with 38 posts and 950 impressions (~24% increase).

**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 – CNMI

Council staff worked with local fishers and fish vendors to improve fishery data collection through several avenues:

- Promoting the Catchit Logit app and supporting continued use, including updating Catchit Logit accounts.
- Distributing bottomfish species ID manuals to local fish vendors to increase awareness and fishery data collection accuracy.
- Providing six 160-pound scales to Catchit Logit fish vendors.

Council staff also conducted outreach about Federal Register notices such as the NOAA invitation to provide public comments for the Garapan Fishing Base Revetment, and the NOAA Office of National Marine Sanctuaries' five-year review of the nomination for the Marianas Trench NMS.



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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 discussed at Council’s Non-Commercial and Fishing Industry Advisory Committee meetings (NCFAC and FIAC)
- Hawaii Advisory Panel projects such as FishMaps – a fishermen-led initiative to document traditional fishing grounds, and smart fish aggregating devices that can gather oceanographic data and fish biomass
- Fishery management as a call to stewardship