WESTERN
PACIFIC
REGIONAL
FISHERY
MANAGEMENT
COUNCIL

194th Meeting of the Western Pacific Regional Fishery Management Council
March 27-28, 30-31, 2023

Regional Communications & Outreach Report

This report summarizes regional communications and outreach efforts conducted by the Western Pacific Regional Fishery Management Council from approximately December 2022 through the end of February 2023.

Publications
Pacific Islands Fishery News
The winter issue of the Council's quarterly newsletter was distributed in early March 2023 primarily through the Constant Contact email list with ~3,500 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 what climate change looks like in the Pacific Islands, outcomes from the Western and Central Pacific Fisheries Commission meeting, the Guam bottomfish data workshops, and a scientific paper about tuna and marine protected areas (MPAs), among others (www.wpcouncil.org/wp-council-newsletters).

Hawaii Fishing News
The Council submitted monthly articles to this magazine for the first three issues of 2023 on the following topics:
- January – 2023 lunar calendars
- February – fisheries management from an ecosystem perspective; and the Hawai'i Advisory Panel's fishermen survey on various topics
- March – scientific paper about tuna and MPAs

Media
In this reporting time period (Nov. 16, 2022 - Feb. 24, 2023), the Council published three press releases; two on the Science and Statistical Committee meeting and one on the 193rd Council meeting.

The Council received two media requests regarding fishing regulations in the NWHI Monument Expansion Area. Council staff was also quoted in two news articles:

➢ https://www.civilbeat.org/2022/12/kauai-fishermen-bring-deep-sea-shrimp-back-to-the-dinner-table
➢ https://www.civilbeat.org/2022/12/pacific-nations-are-bracing-to-lose-tons-of-tuna-from-their-waters

From Nov. 10, 2022 to Feb. 24, 2023, there were 17 instances when news outlets either picked up Council press releases or mentioned the Council.

Social Media
Data from Nov. 16, 2022 to Feb. 24, 2023:

- The Council Facebook account has ~1,000 page likes, and Council staff scheduled 32 posts that reached 3,444 people. The number of post engagements was 355, along with 243 page clicks and 20 new fans.
- The Council Twitter account has 536 (-2*) followers and Council staff uploaded 20 tweets, had 11 engagements, 8 favorites and 2 retweets of tweets in which the Council was mentioned.
- The Council Instagram account has 141 followers (+8); 28 posts reached 412 people, with ~1.7K impressions.** Reach refers to the number of unique accounts that saw any posts or stories at least once.
- The Council LinkedIn account has 126 followers (+9), with 28 posts and 597 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.

2023-2026 Advisory Panel Training
The Council chose new and returning members in 2022 for the 2023-2026 term of its four Advisory Panels (APs) in Hawaiʻi, American Samoa, Guam and the Commonwealth of the Northern Mariana Islands (CNMI). Council staff and the returning AP Chair Clay Tam met with the panels (Guam – Jan. 15, CNMI – Jan. 19, American Samoa – Jan. 30, Hawaiʻi – Feb. 3, 2023) to give an overview of the Council, and to emphasize the importance and responsibilities of the AP to the Council. Members also discussed their goals and aspirations for the new term.

US Pacific Territories Fishery Capacity-Building Scholarship Student Updates
Andrew Kang (from Guam, attending University of Guam)
Leilani Sablan (from Guam, attending UOG, starting with Sea Grant)
Jude Lizama (from CNMI, attending UOG)
Keena Leon Guerrero (from CNMI, attending University of Hawaiʻi at Manoa)