



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).

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 Hawai‘i, 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, Hawai‘i – 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

Scholarship students receive funding to complete either an undergraduate or graduate degree in a fishery-related academic program. They commit to work for their home fisheries agency for one year for every year of funding they receive. Below are status updates from our current students.

Andrew Kang (from Guam, attending University of Guam)

I am conducting research on the life history and reproductive biology of the humphead wrasse on Guam. These samples had been donated to me by the NOAA Biosampling program on Guam. I have completed processing the samples so I am currently analyzing the data to generate useful information that will help us better understand the biology and ecology of *Cheilinus undulatus* on Guam. I hope the findings of this study will help to aid in the management of this iconic reef species. I anticipate graduating in Spring 2023.

Leilani Sablan (from Guam, attending UOG, starting with Sea Grant)

After a one-year data collection period, I am currently in the process of analyzing my data. Analyses include determining environmental predictors for non-commercial reef catch, such as regression trees. Based on preliminary findings, environmental factors such as wind, moon, and season play different roles in different sectors within Guam's non-commercial fisheries. After finalizing my results, I will begin writing up my thesis and getting it through my committee for revisions. I hope to be done by August 2023.

Jude Lizama (from CNMI, attending UOG)

I resumed my undergraduate studies in Summer 2020. I have been persevering and going over full-time to complete as many courses as possible in the shortest amount of time since then. Simultaneously, I have been exploring opportunities to enhance my fishery management capabilities and most recently, began managing the lab for the Commercial



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Fisheries Biological Sampling on Guam. I have only one course left to complete before graduating in Spring 2024.

Keena Leon Guerrero (from CNMI, attending University of Hawai'i at Manoa)

I plan to graduate at the end of this semester. I have completed processing gonad and otolith samples needed for analysis and am working on finishing up the manuscript. I have regular meetings with Erik Franklin and am scheduling a committee meeting soon to review my thesis prior to defending. My thesis title is, "Age, Growth, Reproduction, and Mortality of the Lined Surgeonfish (*Acanthurus lineatus*) from Saipan, Northern Marianas."