MAFMC Communication and Outreach

Mary Clark Sabo

October 5, 2016
Agenda

- Overview of current communication methods and tools
- Proposed future projects and activities
- Discussion
Issues for Discussion

- Does the Council endorse the overall direction of the communication and outreach approach?
- How can the Council better address the communication goal and objectives identified in the strategic plan?
- Issues with the current communication and outreach tools?
- Specific suggestions for communication and outreach activities in 2017/2018?
Engage, inform, and educate stakeholders to promote public awareness and encourage constructive participation in the Council process.
Objectives

- Develop and implement a strategic communications plan to provide clear and accurate information to a broad range of stakeholders.
- Engage a diverse audience of stakeholders.
- Increase stakeholder trust and facilitate greater stakeholder engagement by making the Council process accessible and transparent.
- Increase awareness and understanding of fishery science and management.
- Increase stakeholder involvement in the development of fishery management actions.
Communication Materials

- Press releases
- Briefing books
- Presentations
- Meeting summaries
- Publications (workshop reports, working group reports, etc.)
- Fact sheets
- Public hearing documents / scoping guides
- Fishery performance reports
Communication Methods

- Website
- Mailings (Email and Snail-mail)
- Twitter
- Webinars
- Workshops
- Face-to-face meetings
ABOUT US

The Mid-Atlantic Fishery Management Council is one of eight fishery management councils responsible for the management of marine fisheries in the United States Exclusive Economic Zone. The council develops management plans for twelve species of fish and species off the coast of the Mid-Atlantic region. Learn more.

LATEST NEWS

October 2016 Council Meeting
Tuesday, October 4, 2016 - Thursday, October 6, 2016, Galloway, NJ
- Briefing Materials
- Webinar

GAO Releases Report on the Impacts of Climate Change on Federal Fisheries Management
Sep 30, 2016
The Government Accountability Office has released a report which examines efforts by the National Marine Fisheries Service and the regional fishery management councils to incorporate climate information into management decisions.

NOAA Fisheries Announces Proposed Rule to Protect Deep-Sea Corals in the Mid-Atlantic
Sep 28, 2016
NOAA Fisheries has announced a proposed rule to designate a deep-sea coral protection area in the Mid-Atlantic. Comments are due November 1, 2016.

NOAA Fisheries Announces Public Hearing and Comment Period for Industry-Funded Monitoring Amendment
Sep 20, 2016
NOAA Fisheries has announced public hearings and the opportunity to comment on the various amendment alternatives for future industry-funded monitoring programs. Public hearings will be held October 4 through November 1. Comments may be submitted by mail or online until November 7.

Fact Sheet: Summer Flounder Catch and Landings Limits - 2017-2018 Reductions

Connect with us on Twitter @MidAtlanticFish
Council Website

- www.mafmc.org
- Central hub for all information and materials related to Council issues and actions
- Updated on a nearly daily basis
- Mobile-friendly

Website Traffic – Recent Daily Averages:
- 3,971 Visits
- 2,910 Audience Size
- 9,627 Page Views
Council News

GAO Releases Report on the Impacts of Climate Change on Federal Fisheries Management
The Government Accountability Office has released a report which examines efforts by the National Marine Fisheries Service and the regional fishery management councils to incorporate climate information into management decisions.

Sep 30, 2016
Climate Change

NOAA Fisheries Announces Proposed Rule to Protect Deep-Sea Corals in the Mid-Atlantic
NOAA Fisheries has announced a proposed rule to designate a deep-sea coral protection area in the Mid-Atlantic. Comments are due November 1, 2016.

Sep 28, 2016
Deep Sea Corals, Public Comment Opportunities

NOAA Fisheries Announces Public Hearing and Comment Period for Industry-Funded Monitoring Amendment
NOAA Fisheries has announced public hearings and the opportunity to comment on the various amendment alternatives for future industry-funded monitoring programs. Public hearings will be held October 4 through November 1. Comments may be submitted by mail or online until November 7.

Sep 20, 2016
Public Comment Opportunities

October 2016 Council Meeting Agenda
The public is invited to attend the Mid-Atlantic Fishery Management Council’s October 2016 meeting to be held October 4-6, 2016 in Galloway, New Jersey.

Sep 12, 2016
UPCOMING EVENTS:

**October 2016 Council Meeting**
- Oct 4
- Stockton Seaview Hotel (map)
- Google Calendar · ICS

**MREP Science 200 Workshop**
- Oct 31
- Holiday Inn Cape Cod-Falmouth (map)
- Google Calendar · ICS

**December 2016 Council Meeting**
- Dec 13
- Royal Sonesta Harbor Court Baltimore (map)
- Google Calendar · ICS

**MREP Science 100 Workshop**
- Jan 3
  - 8:00am – 4:00pm
  - Sheraton Atlantic City Convention Center Hotel (map)
  - Google Calendar · ICS

**MREP Management 100 Workshop**
- Jan 17
  - 8:00am – Thu, Jan 19, 2017, 4:00pm
  - Sheraton Atlantic City Convention Center Hotel (map)
  - Google Calendar · ICS

**February 2017 Council Meeting**
- Feb 14
  - Hilton Garden Inn Outer Banks/Kitty Hawk (map)
  - Google Calendar · ICS

**MREP Mini Recreational Workshop**
- Mar 14
  - Crowne Plaza Providence-Warwick Airport (map)
  - Google Calendar · ICS
EVENT INFORMATION

Northeast Trawl Advisory Panel (NTAP) Meeting

WHEN:
Thursday, September 29, 2016
9:00am – 5:00pm

WHERE:
Courtyard Marriott Boston Logan Airport
225 William F McClellan Highway, Boston, MA 02128, United States (map)

Google Calendar · ICS

The Northeast Trawl Advisory Panel (NTAP) will meet on Thursday, September 29, 2016 from 9 a.m. to 5 p.m. The meeting will be held at the Courtyard Marriott Boston Logan Airport, 225 William McClellan Highway, Boston, MA 02128; telephone: (617) 569-5250.

Topics to be discussed at the meeting include:

- membership changes;
- report of the NTAP Working Group meeting (2 August 2016);
- results of witch flounder gear efficiency study and next steps for stock assessment;
- results of research on increasing the number of survey stations;
- group discussion on initial planning for 10 to 20-day field program;
- introduction of NEFSC Working Group on transition options (i.e., to transition to industry based sampling platforms – in full or in part); and
- next steps for NTAP including discussion about additional funding for future meetings.

The NTAP is a joint advisory panel of the Mid-Atlantic and New England Fishery Management Councils composed of Council members, fishing industry, academic and government and non-government fisheries experts. The NTAP was established to bring commercial fishing, fisheries science, and fishery management professionals in the northeastern U.S. together to identify concerns about regional research survey performance and data, to identify methods to address or mitigate these concerns, and to promote mutual understanding and acceptance of the results of this work among their peers and in the broader community.

Meeting Materials

- Agenda
- Trawl Survey Working Group - August 1, 2016 Meeting Summary
- Survey Efficiency Study Timeline and Responsibilities
- Presentation: Empirical Estimates of Maximum Catchability of Witch Flounder on the Northeast Fisheries Science Center Fall Bottom Trawl Survey
- Presentation: Evaluating an alternative stratification for the NEFSC bottom trawl survey: Impact on index estimates and Importance of sample size
Council Meetings

The Council typically meets six times a year in various locations throughout the Mid-Atlantic region. All Council meetings are open to the public and include opportunities for public comment. Meeting agendas are usually made available 3 weeks prior to the meeting. Sign up for our email list to receive agendas for upcoming meetings by email.

UPCOMING MEETINGS

- **October 2016 Council Meeting**
  - Stockton Seaview Hotel
  - 2016 Meeting Schedule (PDF)
  - 2017 Meeting Schedule (PDF)

- **December 2016 Council Meeting**
  - Royal Sonesta Harbor Court Baltimore

- **February 2017 Council Meeting**
  - Feb 14, 2017 – Feb 16, 2017
  - Hilton Garden Inn Outer Banks Kitty Hawk

Council Meeting Archive

Select a meeting from the list below to view the agenda, meeting materials, minutes, motions, presentations, recordings, and other items from that meeting. Use the drop-down menus at the bottom of the page to locate older documents.

2016

- October 2016 Council Meeting
- August 2016
- June 2016
- April 2016
- February 2016

2015

- December 2015
- October 2015
- August 2015
- June 2015
- April 2015
- February 2015

2014

- December 2014
- October 2014
- August 2014
- June 2014
- April 2014
- February 2014

2013

- December 2013
- October 2013
- August 2013
- June 2013
- April 2013
- February 2013

2012

- December 2012
- October 2012
- August 2012
- June 2012
- April 2012
- February 2012

2011

- December 2011
- October 2011
- August 2011
- June 2011
- April 2011
- February 2011

2010

- December 2010
- October 2010
- August 2010
- June 2010
- April 2010
- February 2010

Older briefing books

Select a meeting

Meeting Summaries

2015-present

Select a meeting

COUNCIL MEETINGS

August 2016

Monday, August 8, 2016 - Thursday, August 11, 2016
Virginia Beach, VA 23455

Agenda Overview and Briefing Materials

- Meeting Agenda
- Complete Briefing Book (1.0 MB)
- Meeting Motions
- Meeting Summary

Stock Status

- MAFMC Stock Status
- Stock Size and Mortality Ratios

Executive Committee

- Briefing Materials (Tab 1)
- Webinar Recording

Unmanaged Forage Amendment Final Action

- Briefing Materials (Tab 2)
  - Additional Public Comment
  - Presentation
  - Webinar Recording - Part 1
  - Webinar Recording - Part 2

Ecosystem Approach to Fisheries Management (EAFM) Guidance Document

- Briefing Materials (Tab 3)
- Supplemental:
  - Draft EAFM Guidance Document (Second Draft)
  - A context for ecosystem-based fishery management: Developing concepts of ecosystems and sustainability. Sarah Gaechos
  - Presentation
  - Webinar Recording

Summer Flounder Amendment Alternatives

- Briefing Materials (Tab 4)
  - Additional Public Comment
  - Presentation
  - Webinar Recording - Part 1
  - Webinar Recording - Part 2
COUNCIL ACTIONS
Scup Gear Restricted Areas Framework

Overview

This Framework Adjustment to the Summer Flounder, Scup, and Black Sea Bass FMP was proposed to consider modifications to the Scup Northern and Southern Gear Restricted Areas (GRAs). This action is needed to optimize the effectiveness of the current gear restricted areas (as configured) relative to updated analyses on the impact of the GRAs on the discard mortality and survival of small scup.

A GRA is an area within which individuals are prohibited from fishing for, or possessing, non-exempt species when fishing with certain types of gear. In November 2000, Scup Gear Restricted Areas (GRAs) were implemented in two areas in order to reduce discards of scup in the small mesh fisheries for Loligo squid, black sea bass, mackerel, and silver hake (mackerel were later exempted from the GRA regulations). Since then, discards of scup in the GRA areas have been reduced (in absolute estimate terms). The size, boundaries, and other measures of the GRAs have been modified several times in response to commercial fishing industry recommendations. This action was initiated to consider options for modifying the Northern and Southern GRAs in order to optimize their effectiveness.

Contact
Julia Beaty, Fishery Management Specialist - (302) 526-5250, jbeaty@mafmc.org

Action Status

At the April 2016 Council Meeting, the Council selected preferred alternatives and approved the Scup Gear Restricted Areas Framework for submission to the Secretary of Commerce. The Council voted to modify the boundary of the Southern Scup GRA. The proposed change, shown in Figure 1, is based on a proposal developed by members of the Council’s Summer Flounder, Scup, and Black Sea Bass Advisory Panel. The proposed change to the Southern Scup GRA boundary is expected to increase the availability of longfin squid to small-mesh fisheries.

In August 2016 NOAA Fisheries announced a proposed rule to modify the Southern Scup GRAs, as recommended by the Mid-Atlantic Fishery Management Council. Comments on the proposed rule are due September 19, 2016. Click here for details on how to submit comments.

Documents and Resources

- News Release: NOAA Fisheries Announces Proposed Rule to Modify Scup Gear Restricted Areas
  - Proposed Rule
- Press Release: Council Approves Changes to Scup Gear-Restricted Areas, April 2016
- February 2016 Meeting Materials - Framework Meeting 2

Figure 1, Proposed modification to the Southern Scup GRA boundary (click to expand map).
Online Comment Forms

- Option to comment on Council actions through web-based forms
- Useful for actions with high volumes of public comments
Mailing Lists - Email

- 2,200 contacts (and growing)
- iContact email marketing platform
- Press releases, meeting agendas, announcements, RFPs, and other news
- Typically 1-2x per month
- Sign up at www.mafmc.org/email-list
- Users are able to manage their own email preferences
- Capacity for targeted email campaigns about current actions, such as unmanaged forage
Mailing Lists – Snail Mail

- Approximately 800 contacts
- Agendas only
Social Media

- Twitter: [https://twitter.com/MidAtlanticFish](https://twitter.com/MidAtlanticFish)
- Broader audience
- Posts:
  - MAFMC news
  - Relevant management partner announcements
  - General fisheries news
- Recent posts appear on Council homepage
- Council does not currently have an active Facebook page
Face-to-Face Meetings

- Public hearings, scoping meetings, and Q&As/Listening Sessions
- Scheduled on an as-needed basis
- Typically held in ports or other locations with high concentrations of stakeholders
- Opportunity for dialogue between stakeholders and Council staff/members
Webinars

- Web-based streaming for all Council meetings and many Committee/AP/SSC/Other meetings
- Adobe Connect - User-friendly interface (no login or prior authorization required)
- Audio + presentation
- Webinar recordings
Workshops

- Held on an as-needed basis
- In-depth participation and engagement from stakeholders
- Summarized at www.mafmc.org/workshops-events/
Proposed Future Activities

- Public comment guidelines
- Update and enhance Fishing Community section of website - http://www.mafmc.org/communities/
- Expand stakeholder contact database
- Update and expand lists of stakeholder groups
- Increase the use of targeted email lists
Proposed Future Activities, cont.

- Expand photo library and integrate photo galleries into website
- Activate Council Facebook page
- Increase the creation and distribution of fact sheets and outreach materials
- Update MAFMC infographic with recent fishery facts and statistics
Issues for Discussion

- Does the Council endorse the overall direction of the communication and outreach approach?
- How can the Council better address the communication goal and objectives identified in the strategic plan?
- Issues with the current communication and outreach tools?
- Specific suggestions for communication and outreach activities in 2017/2018?